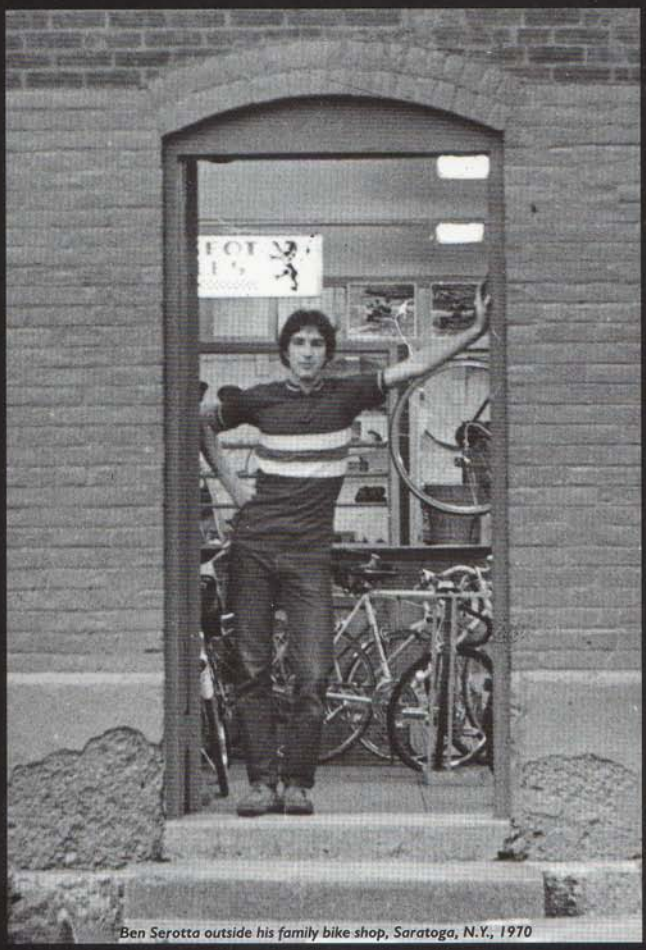


Ben Serotta outside his family bike shop, Saratoga, N.Y., 1970

serotta

1972 1997

25TH ANNIVERSARY MADE IN USA

FAST.

***Really fast* and smooth.**
Push yourself and
Dive into the corners.
Out-howl the wind and
Go all out.
Hardly possible unless the bike fits --
***Really fits* you well.**

***DROP* the hammer.**
Push the 53 x 12 for all you're worth.
Ride 'em all right off your wheel.

Colorado Concept tubing makes it ha[illegible]en;

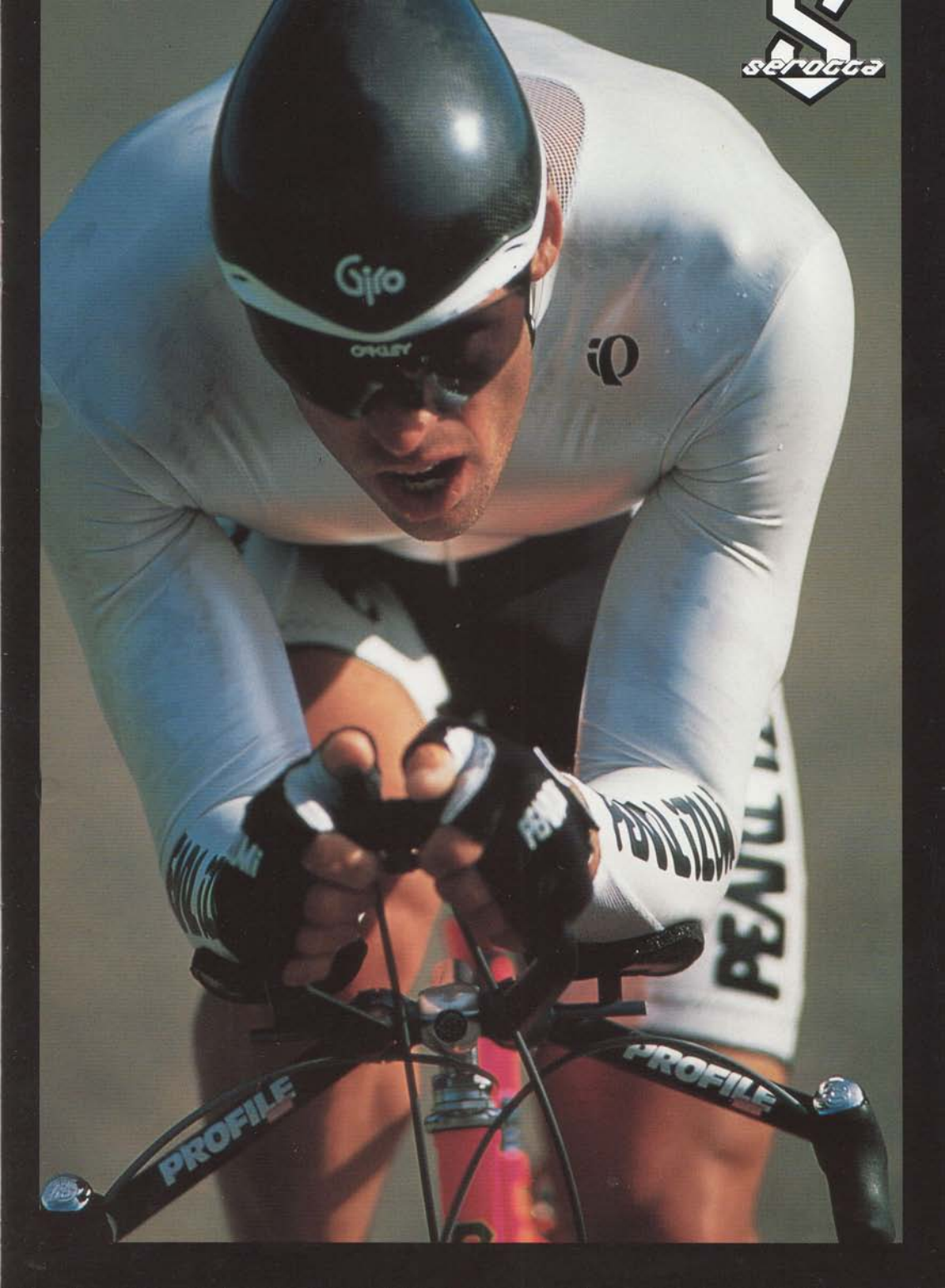
Flat out power and the
confidence to
force the pace.

Serotta bicycles have been the choice of professionals and amateurs for twenty-five years for several reasons; design, performance and fit, among them. In combination with superb aesthetics and peerless craftsmanship, each Serotta is a work of art and the product of forward-thinking technology.

The impact of how your bicycle fits your body should never be underestimated. Proper fit will complement or undermine your comfort and performance. Twenty-five years of custom frame-building experience have provided Ben Serotta with the expertise to create frame geometries to meet anyone's needs. In addition, Ben has developed a sizing system which will take your unique limb, joint flexibility and fitness features into consideration to determine your optimal cycling position. Custom fittings on our **Size-Cycles** are only available through Serotta dealers. And once you've been fitted, bicycle frames can be custom built to those dimensions which will maximize your enjoyment of the cycling

The surge of excitement you'll feel on a Serotta will propel you farther than you've gone before. Part of this feeling stems from the geometry and part comes from our proprietary **Colorado Concept** tubing -- the uniquely flared and custom butted tubeset design that sets every Serotta apart from the competition.

Trendsetting and sometimes copied, our **Colorado Concept** continues to challenge the standard by which other bikes are measured.


serocca
Giro
OAKLEY
PROFILE
PROFILE

heritage

More national championships, major international road races and Olympic medals have been won on Serottas than on any other US made frames. I'm quite proud of that but prouder still of all of the people who've helped make Serotta Competition Bicycles what it is today: an industry leader in quality and innovation. Their spirit and determination enable us to create the world's finest bicycles. And our commitment to superb craftsmanship, innovative technologies and thorough understanding of biomechanics assure you of a ride quality that will propel you toward your personal best.

Please join me in reliving some of the proudest moments of our past as we experience the thrill of the future.

See you on the road.

1968 1978

1968
At the age of 14, Ben opens bicycle shop as part of family business.

1972
Ben apprentices at London's Witcomb Lightweights and returns to establish frame-building shop above family bike shop.

1973
Marcie Nover (later Serotta) joins Ben to become a frame-building duo.

1976
First use of oversize tubing in tandems. Began ovalizing frame tubes for stiffness.

1977
First US made 'aero' pursuit frames (1.4Kg light!) built for US National Team.

1978
Ben & Marcie sell shop, renovate 18th century farm and become full time frame-builders.

1979 1989

1979
The **Size-Cycle** is developed.

1980-88
Campagnolo chooses Serotta frames for their US Technical Support Program.

1981
Serotta displays first modern geometry (71/73, oversize tubes) mountain bike at first Interbike trade show.

1982
Experimental cantilever design 6.5kg time trial bike tested. The single large oval main tube frame predates the design used later by many composites and aluminum frame-builders.

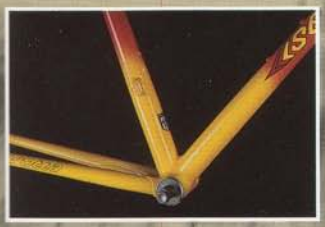
1984
14 positions on the US Olympic Team won on Serottas. Serotta is chosen as the official support bike for the Olympic games.

'S' bend chainstay invented, as part of the Olympic effort.

1984 | 1990

1984-88
Serotta is a paid supplier to the 7/Eleven men's and women's teams, the winningest teams in US racing history.

1985
Eric Heiden wins the first 'modern' Pro Championships, beginning a Serotta/7/Eleven tradition.



1986
Serotta unveils a bold new innovation in tubing design; the **Colorado Concept**, named after the state of great mountains and the site of the 1986 World Championships.

Colorado Concept

7/Eleven becomes the first US team to enter the Tour de France, riding special 'Tour' issue custom frames featuring 'S' bend chainstays. Davis Phinney gets his first Stage Win.

1987
Tom Schuler wins the US Pro Championship on experimental sub-500g steel fork.

1988
Serotta becomes official supplier to the USCF.

1989
MobilPro Technical Cycling Services debuts. Always ahead of its time, Serotta's innovative dealer training program logged over 100,000 miles in its first year.

1991 | 1993

1991-94
Serotta becomes supplier to the Coors Light Cycling Team. Coors went on to dominate the US Professional and Category 1 racing circuit like no team before or since.

1991
Introduction of the T-Max, Serotta's first stock mountain bike.

1992
The 'Tri-Colorado' is one of the first 26" wheel production frames on the market. Within two years, the 'Tri' bike had been ridden to half a dozen national (US and European) titles.

1993
The Colorado Ti is introduced, utilizing the first double butted titanium tubeset. Several years and numerous refinements later, our Colorado Ti continues to be the most advanced titanium bicycle on the market.

1994 | 1997

1994
European based 'Serotta World Team' is established by our Swiss distributor and friend, Willi Felix. The Team has been "home" to cyclists representing Switzerland, Austria, Germany and New Zealand, to date winning numerous national & international titles and placing four cyclists in the 1996 Olympics.

1995
The STS titanium stem is introduced.

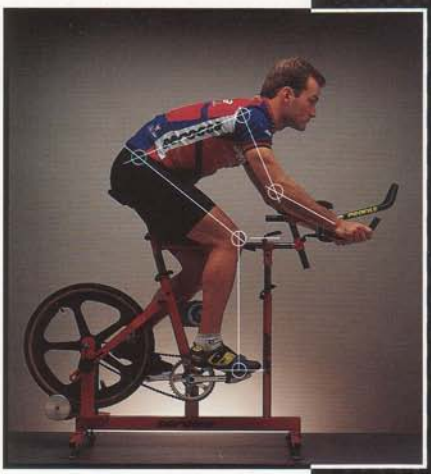
F1 CARBON

1996
Serotta unveils the F-1 Carbon fork. In developing the F-1 Carbon fork, we worked with internationally acclaimed composites engineers whose knowledge, in combination with our experience, repeated field testing by top cyclists and exhaustive laboratory testing, has resulted in a fork that offers superb performance and makes no compromises.

SEROTTA COMPETITION BICYCLES 1972 1997 25TH ANNIVERSARY MADE IN USA

1997
25th Anniversary Limited Edition CSi introduced.

biomechanics



The Importance of Proper Fit

Extensive research has proven that proper fit of a bicycle to the cyclist not only increases comfort but will also dramatically increase performance potential. Full use of your muscles, maximum use of lung capacity, sharp concentration, performance cornering and the ability to relax on the bike all depend on good fit.

When we first started building bikes in the 70's, cyclists were measured limb to limb and sizing recommendations were based on the Italian cycling bible: C.O.N.I. This system and most others in use today are based on averages. The problem is that people are creatures of nature and therefore tend to defy averages. Limb length is not the only feature that plays a role in this puzzle, but also joint size, joint orientation, symmetry, fitness level and flexibility. These factors must all be considered in determining the best biomechanical position.

Serotta invented the **Size-Cycle** as a means to size individuals perfectly and with complete freedom from the dangers of relying on averages. In the hands of our experienced trained technicians, the infinitely adjustable **Size-Cycle** will determine your biomechanical ideal. From your ideal position, the technician can then help you make the optimal decision on frame size selection and component selection. This will ensure that your new (or newly fitted) bicycle will deliver the ultimate performance. No magic, no mystery, just the right fit.

No magic No mystery, Just the right fit.

Colorado Concept

The ultimate question in evaluating a bicycle is, "***how does it ride***" ? The elements of ride quality are: responsiveness, comfort, handling & stability, balance & fit and weight. Balance, fit, handling and stability are all closely related. Responsiveness and comfort are usually considered to be opposites.

Traditionally, tubes are straight with constant diameter. More sophisticated tubes are straight and butted with the thickest walls on the ends. This adds strength but doesn't do much for stiffness. Changing a tube's diameter increases its strength and stiffness by geometric proportions whereas increasing or decreasing a tube's wall thickness results in a less dramatic change. This principle is the basis of the **Colorado Concept** design -- placing just the right amount of material in each part of the frame so that it most positively affects the ride. Stiff where it should be stiff, compliant where it should be compliant and strong where it needs to be strong.

Stiff where it should be stiff,

Compliant where it should be compliant

And strong where it needs to be strong.

Take a look at the photo. See how the down tube and seat tube flare in size toward the bottom bracket? That's the heart of the frame and so when you step on the gas, both axial and torsional forces are efficiently turned into forward motion. At the other end, the tubes are more slender allowing for more compliance. With **Colorado Concept** tubing, each tube (11 in all) maximizes the use of every bit of material, while omitting all unnecessary weight. Since its introduction in 1986, we've continued to refine the **Concept's** tubes, making it truly the most advanced tube design in the marketplace.

The next challenge was to apply the **Concept** to titanium. We knew that if we could do this successfully, we would indeed have *the best titanium bicycle available*.

It took us three years to develop the process to create titanium tubing which is both butted on the inside and tapered

25

For twenty-five years, master craftsmen trained by Ben, certified by Reynolds and valued by our customers have created superb Serotta bicycles for a discerning clientele. Whether it's a sleek and lustrous welded titanium road frame or an exquisitely detailed lugged steel frame, each will showcase the signature beauty and excellence for which Serotta is known. Our heritage, exacting standards and elegant craftsmanship are peerless in the industry.

Building today's best bicycles can only be accomplished if we are continually in pursuit of tomorrow's best bicycles. Serotta has been conducting rigorous controlled testing of new and old products to ensure the highest possible performance standards. It has been this way since our inception. Today's laboratory tests include advanced chemical and structural analyses of raw materials, as well as stress loading and fatigue cycling of completed products, prototypes and competitors' products to give us the widest possible base of knowledge.

We take pride in our manufacturing technology, too, and have developed many unique tools and processes to ensure that each Serotta is built to the highest standards in the industry. From rigorous incoming inspection of our proprietary raw materials to CO_2 temperature controlled machining operations, each frame component is carefully selected and prepared for assembly.

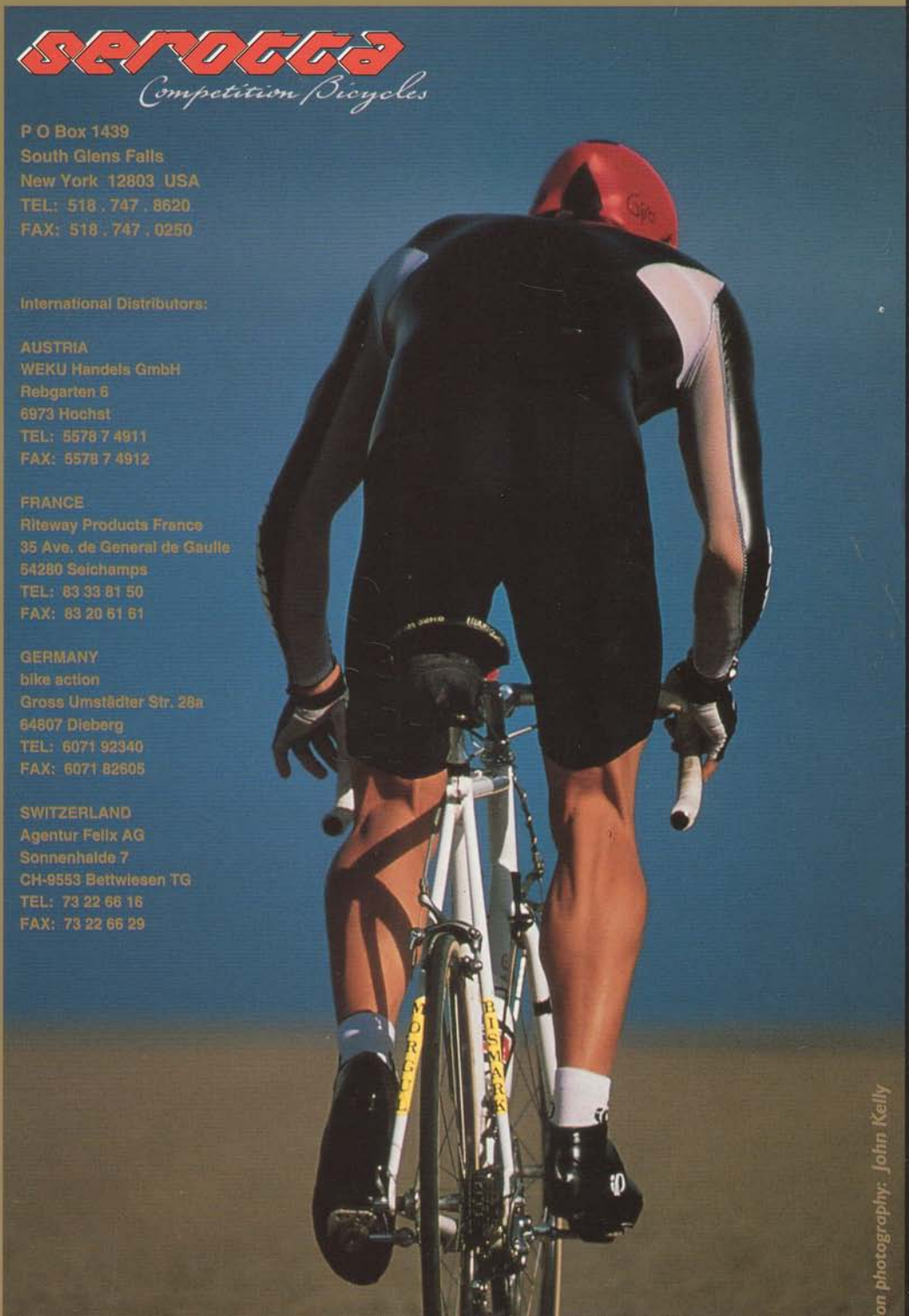
Then, with meticulous care, our welders and brazers assemble the tubes in mechanically exact fixturing and create frames with the closest attention to detail and temperature control. All TIG welded frames are internally purged with argon gas to ensure the integrity and maximize the strength of the welded joints. Weld and braze patterns have been established which minimize distortion so that even before the frame reaches the final inspection, it is already in near perfect alignment. The control of temperature and minimal amount of cold-working are two reasons why your new Serotta will have the ride of a new Serotta for many years after your first ride.

The bottom line is that you're assured of superb performance and exquisite craftsmanship in each Serotta. There's no doubt. Experience the ride characteristics that uncompromised quality offers through a test ride, easily arranged through one of our dealers. We invite you to share our passion and heritage and believe that you, too, will feel the magic of the Serotta ride.

There's no doubt

Uncompromised Quality and Superb Performance . . .

The Serotta ride -- *feel the magic.*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