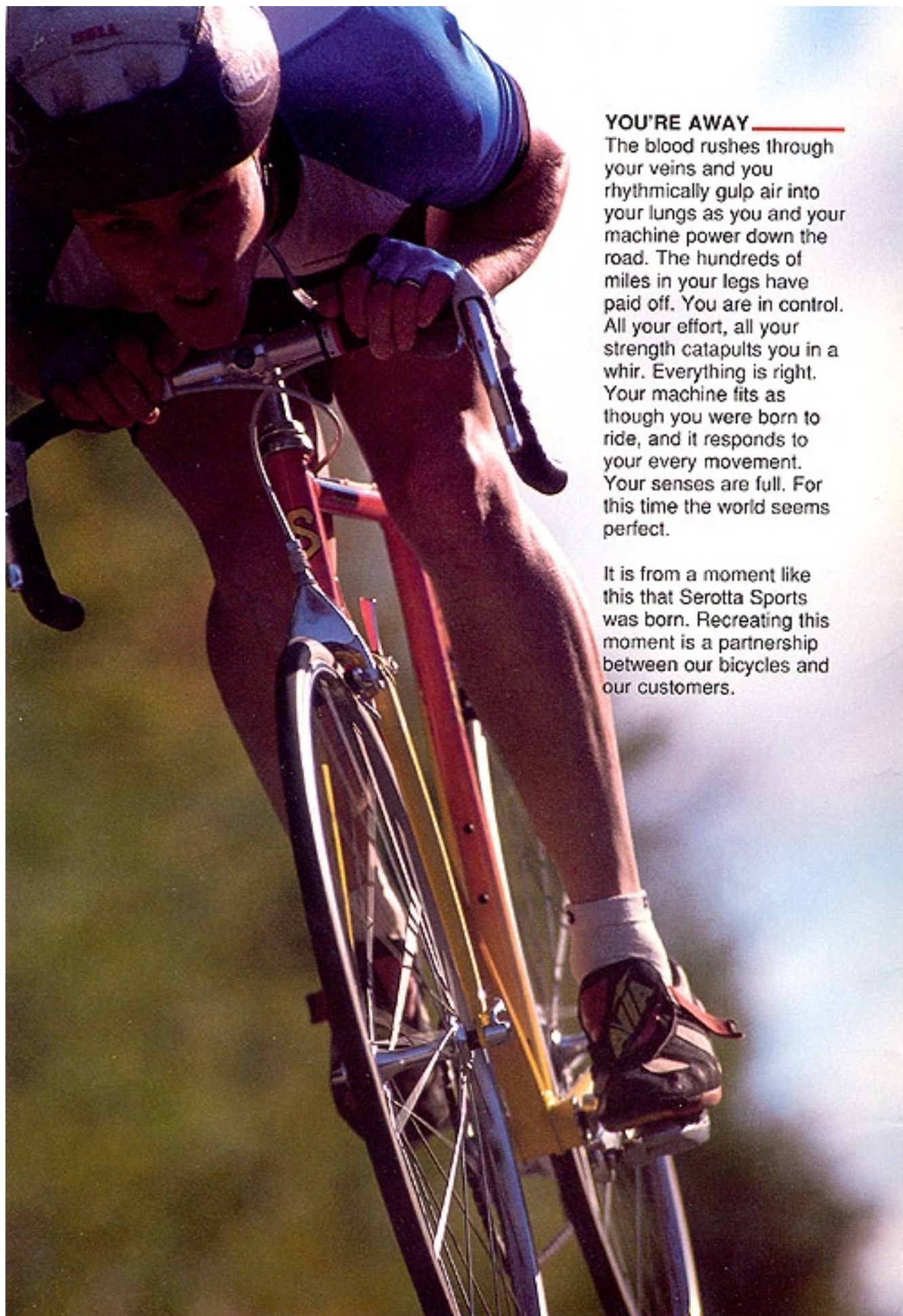




**SEROTTA**

*The American bicycle company  
where craftsmanship and  
technology meet.*



## YOU'RE AWAY \_\_\_\_\_

The blood rushes through your veins and you rhythmically gulp air into your lungs as you and your machine power down the road. The hundreds of miles in your legs have paid off. You are in control. All your effort, all your strength catapults you in a whirl. Everything is right. Your machine fits as though you were born to ride, and it responds to your every movement. Your senses are full. For this time the world seems perfect.

It is from a moment like this that Serotta Sports was born. Recreating this moment is a partnership between our bicycles and our customers.



If perfection can be achieved in a bicycle, it will be a product of pride and true craftsmanship, with an anatomically precise fit, a design of pure function, and it will be an embodiment of the latest innovation.

For more than 15 years Serotta has been building each frame to exacting specifications with only the finest materials. A set of investment cast lugs and Campagnolo fork tips for a Colorado II frame set will be carefully worked by hand until each edge is square, smooth, and free of stress-raising burrs. Every point will be crisp and symmetrical. Quality control cards track progress through fifty production stages.

Extensive tests and continuous feedback from top amateur and professional riders confirm that today's steel is still the material of choice for building world class bicycles. New models are never a reaction to changing fashion and hype, but logical responses to rider needs.

Steel's inherent versatility and strength, new high tech alloys, and Serotta innovation make for a winning combination. Building with steel, although more costly, permits accurate tuning through specific design elements to fit every size cyclist.

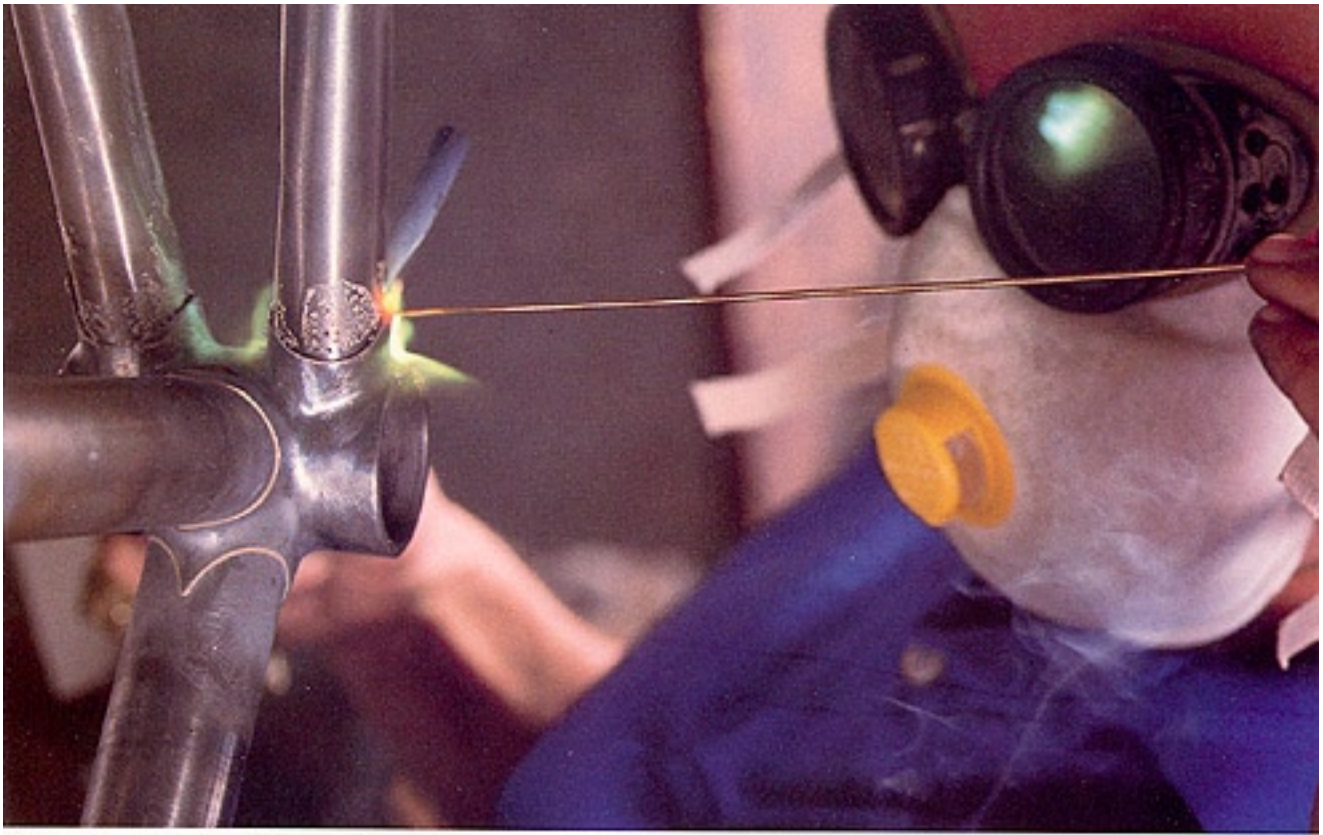


**PRIDE & FORM**

Pride must come from the heart; it is what dictates the raw materials we use and how we use them. The reverence for these materials, the technology, and our craft makes every Serotta not only beautiful on the outside, but on the inside as well.

Form and beauty, are the signature of the master craftsman. Each edge, joint, and contour of a Serotta is carefully worked by hand to ensure that every detail meets the standards of excellence that Serotta frames are known for. The Serotta is impressive even while standing still.





▲ It takes more than one thousand hours of brazing and careful supervision before a Serotta worker is allowed to put flame to the most critical of operations — the brazing of the main diamond.

◀ A Serotta craftsman carefully tacks the main diamond on a road frame destined for the Tour de France. This is a step which involves the care of a craftsman, the expertise of a technician, and state of the art task-specific equipment.





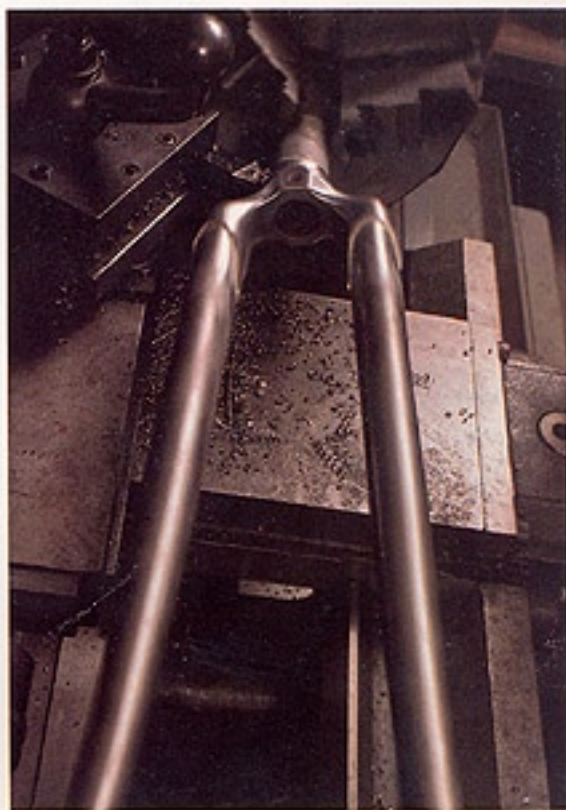
A Cinelli investment cast front fork crown is preheated to ensure maximum penetration of the high strength brazing alloy.



▲ Painsstaking alignment checks at every stage of assembly rather than one, ensure that the frame has been built to ride as straight and solid at 100 kph as at 30 kph. These numerous alignment checks also reduce the amount of built-in stresses in a frame thereby enhancing the longevity of the bicycle.

▼ In addition to rigorous testing and careful selection of materials, every Serotta undergoes a unique stress relieving process which adds extra strength and durability to every frame.

▼ Precision machining of all bearing races and threads ensures the accuracy of overall frame alignment and longer wear of bearing surfaces.



**FUNCTION**

Serotta has been a pioneer in the use of oversized and directionally shaped tubes designed to match the stress needs of the frame. The resulting improvements increase strength and/or rigidity where needed without adversely affecting weight or comfort.

The main tubes of the Colorado II frame show the most obvious of these innovations. Both the seat and down tubes gradually increase in diameter as they

approach the bottom bracket area providing a dramatic gain in torsional rigidity (15% - 25% greater than conventional tubing). The forward end of the down tube retains a conventional size so that there is no increase in harshness in the ride. Amazingly, this is accomplished with no increase in weight over conventional tubes, as only the same amount of material is used. Rather than increasing the wall thickness as in normal tubes, we increase the tube diameter.





Next comes the top tube. Conventional 25.4 mm top tubes provide adequate strength with reasonable comfort. Often the upper body strength of a rider when sprinting or hill climbing will cause torsional flexing of the frame. Traditionally, this has been remedied by using heavier gauge or larger diameter tubes. The problem is, both of these solutions add significant harshness to the ride. The popular tapered-oval Colorado design tubes solve the problem by adding increased lateral rigidity through a forward oval cross section, while maintaining light weight and comfort.

The Colorado bent chainstays were first developed by Ben Serotta when building bicycles for the 1984 Olympics. Their outward bend increases drive train rigidity without adding weight or affecting comfort. In a similar theme, the seat stays, which run from the rear dropouts to the seat lug, have a special Serotta design taper to improve bicycle response.

Serotta Sports devotes thousands of hours each year to the development of new technologies and innovative design to make sure that Serotta remains at the leading edge of the industry. Often drawing on the resources of a world class engineering institute, Serotta will continue to set the standards by which others will be judged.



Design analysis takes to the road as strain gauge readings feed data to a computer.

## FIT

Performance is the measure of success. Scientific studies prove that the proper fit of cyclist to bicycle will not only increase rider comfort, but it can dramatically increase performance as well.

Understanding this relationship early in his career, Ben Serotta's custom bicycles were designed around fit first, noting that the dimensions and geometry of the bicycle must be relative to the cyclist. This was a major philosophical break with tradition, in that typically, bicycle companies designed their bicycles around wheelbase and angles first with rider fit of secondary consideration; in fact many still do.

Serotta once again broke new ground in designing the Size-Cycle. Traditionally when being sized for a bicycle the cyclist is measured limb to limb with tape measure and string. The information is then processed

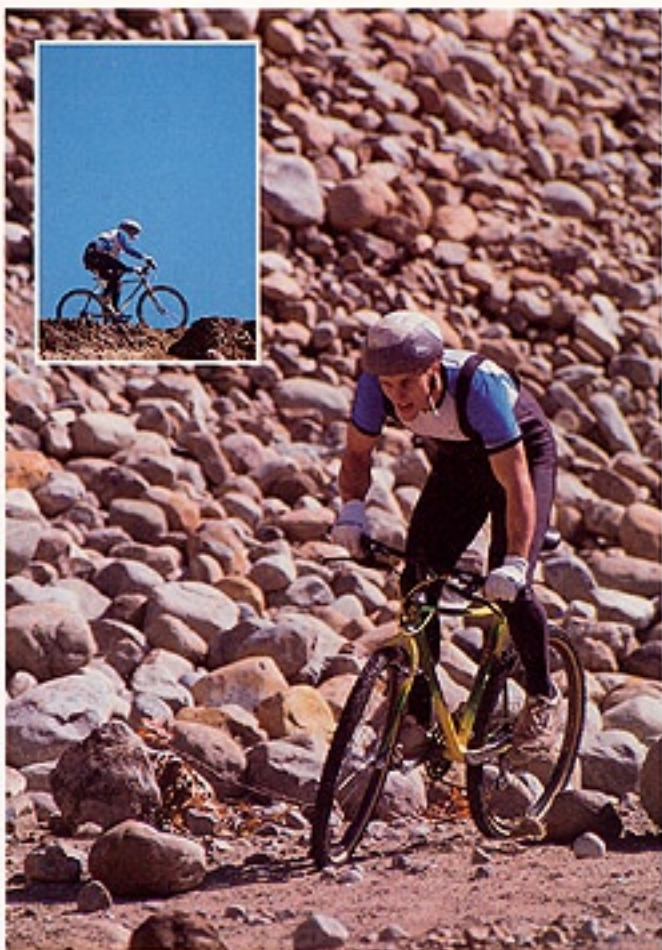


DAVIS PHINNEY SLX

through a computer or formula or chart and a size is produced; often it is close, but rarely precise. Serotta recognized that as creatures of nature we are not all built the same way and that size, shape, and tilt of joints and limbs and their relative symmetry (or asymmetry as is more common) all have an effect on cycling posture. Only by working with the rider in a real life application can these differences be taken into consideration.



◀ A cyclist tests custom settings on the Serotta Size-Cycle. The fully adjustable Size-Cycle allows the cyclist to try an unlimited range of positions, as well as handlebar and saddle styles, while pedaling under a work load. The net result is a perfect fit.



A Serotta shock-absorbing mountain bike is put to the test.

Our dedication to serving cyclists has given birth to a bold new program called MOBILEPRO TECHNICAL CYCLING SERVICE, or MTCS. Our factory-trained technicians assist Serotta dealers, cycling and triathlon clubs, and cyclists at all levels with technical

guidance. From the care, maintenance and selection of the latest components, to the proper sizing techniques and educational presentations, our experienced staff will be able to help bicyclists enjoy the No. 1 growing sport in the U.S.





We at Serotta Sports live for the challenge of building better bikes. There is a vicarious thrill which we get in knowing each bicycle and frame we build will be giving someone the ride of their life. Whether it's rolling along a quiet country road with a picnic in your pack, or racing through the rigors of the Tour de France — we're there with you!

I hope you'll have an opportunity to experience the ride which all of us here work so hard to give.

Ben Serotta  
President & Founder

**Serotta**

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TECH SHEET



## STANDARD ROAD MODELS

All models are built in our own workshop by our own master craftsmen. Every frame is built to the highest standards of quality achievable anywhere. Features common to all models are: investment cast lugs, bottom bracket, and fork crown; full braze-ons including: top tube cable guides, derailleur cable guides under the BB, lever bosses, 2 sets of water bottle bosses, chain hanger, pump peg on head tube for frames large enough to accommodate, and a chain stay stop. We use the best European urethane paint finishes available. Please note: Colorado frames also feature a braze-on front derailleur boss.

### COLORADO II

The Colorado series of frames have been our most successful models ever, both in sales and customer response. Quite simply the Colorado delivers what it promises — an uncompromising ride and appearance. The Colorado II utilizes our new exclusive Colorado design tube set by Columbus of Italy which features all of the latest Serotta innovations. Included are external butted seat tube and down tube, our new "Power" top tube and of course our famous bent powerstays and inverted double-tapered seat stays.

**STANDARD SIZES:** 47 - 65cm in 1cm increments.

**STOCK COLORS:** Blue Ice Pearl; Smoke/Silver 2-tone; Onyx/Popo 2-tone; Red/Yellow 2-tone.

### COLORADO CONCEPT

The latest addition to the Serotta line, the "Concept" combines all the features of the Colorado II frame set with all new lugged construction and tubes made exclusively for us from Tange's famous Prestige steel.

**STANDARD SIZES:** 47 - 65cm in 1cm increments.

**STOCK COLORS:** Royal Candy Blue; Stop'em Dead Red.

### NOVA SPECIAL X

Not just another SLX bike, the Nova Special X combines the proven Columbus helically reinforced tubes with our Colorado design rear triangle resulting in a machine with performance unmatched by any other SLX bike.

**STANDARD SIZES:** 47 - 57CM (SLX); 58-59 (SLX/SPX mix); and 60-65 (SPX).

**STOCK COLORS:** Royal Candy Blue, Popo Pearl Pink, Stop'em Dead Red.

### NOVA SPECIAL

For those who don't require the added rigidity of SLX, the Special delivers world class appearance and performance at an extraordinary

value. Built with Columbus SL or SP tubing (depending on size) it incorporates our own Colorado design rear stays.

**STANDARD SIZES:** 49,52,54,57,58,60 and our new petite sizes incorporating 26" wheels and short top tubes: 45 and 47cm

**STOCK COLORS:** Silver Pearl, and Go-Go Orange

### DAVIS PHINNEY DESIGN

In the 5 years of building bikes for the 7 Eleven Team, Ben Serotta and Team Captain and cycling superstar Davis Phinney developed a rider/builder partnership which continues to be celebrated in the Davis Phinney bicycles. The Phinney incorporates all the features Davis has favored in his best bikes from the slightly steeper, longer geometry to the asymmetrical Davis "sprint control" power rear triangle and Columbus SLX tubing. For those interested in fast aggressive racing, the Phinney will get results.

**STANDARD SIZES:** In SLX-47, 50,52,54,56,57,58 (w/SPX DT) 60 (SPX)

**STOCK COLORS:** 2 tone finishes: Black/Red; Black/Neon Blue; Black/Neon Green.

### MODEL OPTIONS

A full range of customer options is available on all models. Common options include: custom braze-on selection, change of tubing, custom paint from mild to wild, and of course, custom sizing. Add-on costs vary per service. Please contact Serotta Sports or your dealer for more details.

## MOUNTAIN BIKES

### THE HURRICANE MAX

From its Columbus MAX OR tubing and bronze fillet joints to its fast geometry and style, the Hurricane Max is a state-of-the-art mountain bike. Like its namesake, a blustery and rugged mountain in the Adirondack Mountains, the HURRICANE will blow you away.

**STANDARD SIZES:** 44,48,53,57cm.

**STOCK COLORS:** Max Red

### OTHER MODELS

You name it, we've probably built it. Whether a specialty time trial or triathlon bike to track bikes (pursuit or sprint) and tandems. Let us know your needs.

### COMPLETE BICYCLES

Serotta Sports offers fully assembled bicycles in all of our models. Our professional, certified race mechanics will build up your dream machine with the best components from around the world.

## GEOMETRY SPECIFICATIONS

Race proven for more than a decade our Serotta Road Geometry has set a standard which other companies are finally coming back to. Specifications are designed around performance and proportion resulting in a machine that is agile yet comfortable. Please note that all measurements are center to center. Wheel base is proportionate. This geometry is standard on all road models except for the Davis Phinney. For those wanting a more aggressive ride, the Davis Phinney design geometry places the cyclist in a more forward, lower position for heightened control and acceleration. This geometry is ideal for criterium racing, time-trialing and triathlons, and is available as standard only on the Davis Phinney models.

	STANDARD ROAD																		
	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65
HeadAngle	72	72	72	72	72	72	72.5	73	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5
Seat Angle	75.5	75	74	74	74	74	73.5	73.5	73	73	73	73	73	73	73	73	73	73	73
Top Tube	560	510	515	530	530	530	535	540	545	550	560	570	575	580	585	590	600	610	620
Chainstay	410	410	410	415	415	415	415	415	415	415	415	415	415	420	420	420	420	420	420
Rake	51	51	51	47	47	47	47	43	43	43	43	43	43	43	43	43	43	43	43
Drop	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70

	DAVIS PHINNEY						
	47	50	52	54	56	57	60
HeadAngle	73	73	73	74	74	74	74
Seat Angle	75	75	74.5	74	74	74	74
Top Tube	520	535	535	550	570	575	590
Chainstay	405	405	410	410	410	410	410
Rake	51	45	45	41	41	41	41
Drop	70	70	70	70	70	70	70

# Serotta

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