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1/TOM RITCHEY

TOM RITCHEY has been dedicated to the sport of
cycling for nearly fifteen years. His interest in bicycle
racing and frame construction began almost simultane-
ously. As a junior road racer, he was a peer of Jacques
Boyer, and represented the United States in the 1974
Junior World Championships. Bicycle racing has con-
tinued to be one of Tom Ritchey's main interests. He
is still a contender on the mountain bike racing circuit.

However, the design and construction of bicycle frames
became Tom Ritchey's passion, and soon, his profes-
sion. As a specialist in unusually sized road racing
framesets, Ritchey became an expert in the field of lug-
less construction. Using unique solutions like ovalized
seat tubes and oversized tubes to address special prob-
lems, he became renowned for the beauty, strength,
and performance of his framesets. He continued to ride
regularly on the paved and dirt roads of the hilly coun-
tryside around his Palo Alto, California home, so the
development of Mountain Bikes was a natural progres-
sion. Since 1978, the RITCHEY name has become
synonymous with Mountain Bikes. In fact, every off-
road bicycle uses elements introduced by Tom Ritchey.

Today, Tom Ritchey still lives with his family in the
hills above Palo Alto. He still designs and builds bicycles
acclaimed for their distinctive quality, but most
important, continues to dream and design new bicy-
cles and components for tomorrow. RITCHEY
MOUNTAIN BIKES: The Evolution Continues...

2/THE BUILDER

TOM RITCHEY is acknowledged as one of the
world's finest builders. He is responsible for pioneer-
ing, developing, and popularizing the technique of lug-
less fillet brazing. Ritchey has built frames, handlebars,
and stems for thousands of racing, touring, tandem,
and mountain bikes in more than fifteen years of
framebuilding, including the most balloon tire bicy-
cles made by any domestic custom builder.

Years of development in technique and tooling by
Ritchey has enabled him to be the most prolific builder
in the industry while continually improving the quality
of his framesets.

When you buy a fillet brazed RITCHEY, you ride the
creation of Tom Ritchey. Every single perfectly radi-
used joint, every braze-on fitting, every dropout has
been brazed by Tom himself. Two assistants work
closely with Tom preparing and finishing framesets and
handlebars.

Quality and reputation are areas jealously guarded by
Tom Ritchey, and that will never change.

A new dimension for RITCHEY bicycles began in
1985 with the introduction of the ASCENT. With a
hand-crafted TIG welded frameset, it was the first bi-
cycle to bear the RITCHEY name without being per-
sonally manufactured by Tom Ritchey himself. Several
years of design, research, and testing were carried out
before the RITCHEY decal could be applied to the
most affordable RITCHEY yet.

Two new models have been introduced in 1986, the
ASPEN and ULTRA, but that doesn't mean you'll
see a RITCHEY on every street corner. In fact, we pur-
posely chose an experienced builder with limited
production capacity. Believe it, this is not another
generic mountain bike with a name plastered on it.
The ASPEN, ASCENT, and ULTRA remain con-
sistent with the RITCHEY tradition, giving you high
quality at a value packed price. Find a RITCHEY and
prove it to yourself... Riding is believing!

3/THE DESIGNER

Since 1978, TOM RITCHEY'S original designs have
been incorporated into the mountain bike industry.
TWINSTRUT handlebars, unicrown forks, oversize
tubing, slotted cable guides, and 130mm spacing are
only a few examples. Key frame design features in-
troduced by Tom Ritchey are reinforced seat collars,
ovalized seat tube at the bottom bracket, and single
bend chainstays. These innovations and Tom Ritchey's
individual control over every frameset means a line
of bicycles that continue to set an unequalled standard

in the industry. Tom Ritchey also leads the way in the
field of frame geometry. Years of racing, touring, build-
ing, and engineering experience have brought the origi-
nal RITCHEY MOUNTAIN BIKE designs from 70°
seat and 68° head angles to the current standards.
Over the years, seat angles have progressed on
RITCHEY framesets to the new 73° and 74° angles.
As a result, riders are positioned further forward to
approximate the position of a road racing bicycle. The
rear triangle has been tightened up to make for a rigid
design that gives positive acceleration and climbing.
Head angles have been increased to 69°, keeping the
RITCHEY trademark of sure-footed control on all
types of terrain. This head angle plus a fork rake of
1.8" ensure stable tracking without compromising
handling performance.

While some builders have experimented with varia-
tion in angles and geometry which require extraordi-
nary skill in staying upright, Tom Ritchey's geometry
is still the perfect balance of performance and control.
Geometry has been a controversial subject in moun-
tain bikes regarding its theory and function. Since the
introduction of the TEAM COMP in 1983, the
"RITCHEY" geometry has been largely accepted by
importers and high-end domestic builders alike. If im-
itation is the highest form of flattery, Tom Ritchey
acknowledges it, while at the same time developing new
designs and products that distance him from the
competition.

RITCHEY designs are based on a sound knowledge
of industry experience, along with a respect for the his-
tory of bicycles. The RITCHEY designs of the eight-
ies fulfill the needs of modern cyclists without ignoring
the lessons of one hundred years of bicycle
construction.

4/RITCHEY FRAME TUBING

How can steel tubing be used to manufacture a frame
as light as most aluminum versions?
The answer for Tom Ritchey lies in many years of col-
laboration with the world's leading frame tubing
manufacturers: TANGE and COLUMBUS. The re-
sult is Tom Ritchey's unique selection of tubing sets.

Years of testing and development have gone into the
creation of a perfect blend of tubing for each of the
nine different RITCHEY bicycle models.

Many bicycle manufacturers are merely satisfied with
the standard tubing sets offered by tubing makers. Of-
ten, tubes are too heavy or too light for each applica-
tion, creating poorly balanced or inappropriate
framesets. A painstaking analysis of gauge, tapers, but-
ting, and diameters was needed to arrive at the final
product. TOM RITCHEY 4130 double butted chro-
moly tubing is used in 7 models, with variations in fork
blades, down tubes, steering columns, and seat stays
based on the intended use and size of each frameset.

COLUMBUS RITCHEY DESIGN OR tubing is a
further refinement of COLUMBUS SP double but-
ted tubing used since 1983 on the TEAM COMP. The
TEAM COMP has served duty in an ongoing test of
new materials, most recently with the new TANGE
PRESTIGE tubing. A Superlight, heat-treated, over-
size version of PRESTIGE will be used in the new
ULTRA.

The heart of the bicycle is in the frameset, and qual-
ity of its construction is critical. Tom Ritchey goes the
extra step to guarantee the best choice of materials for
each and every RITCHEY bicycle.

5/PAINTING

When it came time to select the finish for RITCHEY
built bicycles and framesets, the choice was easy. The
standard by which all paint finishes are compared to
is DUPONT IMRON. It is a polyurethane coating
that is one of the most difficult to apply, yet one of
the most durable finishes made. It has earned the repu-
tation as "the wet look that lasts". The high lustre look,
available in a wide selection of metallic and primary
colors gives the final touch to our (and we hope your)
pride and joy.

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