



PROELITE WHEELS & PROCONTROL



RITCHEY PROELITE WHEELS

A race proven, limited edition "pro-quality" set of team wheels!

Second only to the frame, wheels are known for their importance to the performance of bicycles. Their weight and strength are critical factors which directly influence the way a bike will ride and feel. A wheel is essentially a dynamic structure that is asked to take the first onslaught of punishing abuse. Well designed, shock absorbing wheels are mandatory for mountain bike riders. Taking weight off the wheel, in however small increments, is a challenge of the highest order. The risks are self-evident, but the liveliness of a strong, light, agile, trail gripping pair of wheels are unparalleled to any other bicycle component.

That's the trick to the Ritchey ProElite Wheels. Only a very limited number are made annually, due to the labor intensive effort put into each and every set. ProElite Wheels are meticulously hand laced, trued, tensioned, and individually serial numbered by WheelSmith.

ProElite Wheels start off with Ritchey's new ultra-light 395 gram **Vantage Pro Rims**. Then Ritchey makes use of the weight-saving **Shimano Ultegra** front hub and the **Deore XT** 7-speed rear hub. These are laced by **WheelSmith** technicians using their finest quality butted 15/17 (front) and 14/16 (rear) spokes. Finally, **ProElite** wheels receive

Ritchey's new ultra-light **MegaBite Series "WCS" Kevlar** beaded tires and **Pro "WCS" Latex tubes**. And if that's not enough, WheelSmith even guarantees the wheels against spoke breakage and for trueness.

ProElite Wheels are as fast as wheels get. By shedding over one full pound off the wheels of your bike, you can actually feel the difference. Previously these race wheels were only available for the Ritchey P-22 Team race bikes and other professional race teams, so now is your chance to get a set of these limited edition wheels.

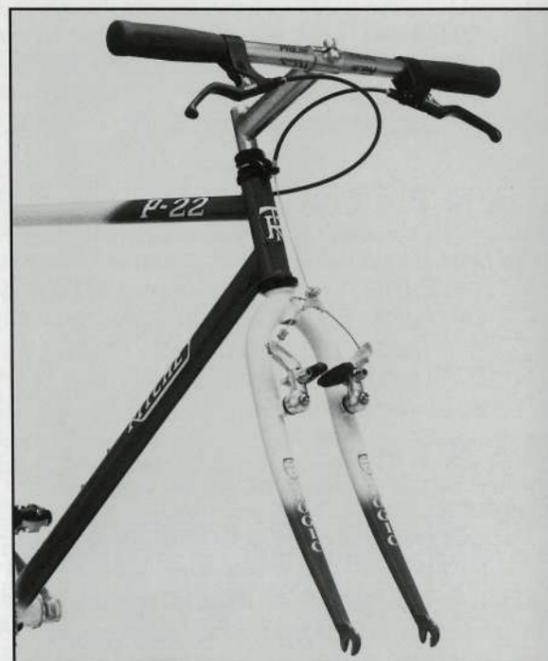
RITCHEY PROCONTROL *An advanced system of control components for race-winning performance!*

ProControl is Ritchey's high performance front end control system for mountain bikes. ProControl features eight different race proven components, as used by the Ritchey Race Team and many other pro riders.

Ritchey's ProControl succeeds as never before in making a super light and highly agile control system. The ProControl system includes the very latest in component design and technology, including the **Logic triple butted fork** with the Force Directional Steerer (700 grams), the **Logic Comp Headset** (110 grams), the **Cliff Hanger** drop-cable hanger (17 grams), the **Force Comp Stem** (290 grams), the butted **ProLite "WCS" bars** (120 grams), **True Grips** (100 grams), **Logic Brake Levers** (95 grams/pair), and **Logic Cantilever Brakes** (145 grams).

The ProControl system continues Ritchey's tradition of designing the most responsibly engineered lightweight products on the market. In addition to reducing needless weight, strength is actually increased through the use of such trademark Ritchey specialties as Force Directional (FD) technology, proprietary butting and heat treatments, and the use of only the highest quality "spare no expense" materials. ProControl strikes a balance between reduced weight and improved strength, the result of which can greatly improve the performance of a mountain bike. Steering is more accurate and shock absorbing is enhanced.

Ritchey's ProControl will fit any standard-size or 1-1/8" oversize mountain bike, which makes improved performance available to thousands of riders without the high end cost of purchasing a new bike. And when you figure ProControl's cost versus its weight benefits and improved front-end agility, the new ProControl system from Ritchey is winning... by design.



CLOTHING & ACCESSORIES

RITCHEY GIVES YOU SOMETHING EXTRA...STYLE

We feel Ritchey components offer cyclists something extra. That's why we wanted to offer a little something extra to our friends and customers. We now carry a wide variety of clothing and accessories, including official Ritchey racewear, casual clothing, shop aprons, caps, sweat bands, helmet covers, gloves, decals, and water bottles.

Now you can wear what the Ritchey Race Team wears! Our official short sleeve team jerseys, long sleeve team jerseys, full zip team wind breakers, and matching shorts are available on high quality cycling apparel from Aussie. Show them you use Ritchey components with these beautifully bold red-white-and-blue designs.

We also have a selection of after-ride clothing. Choose from short sleeve t-shirts, long sleeve t-shirts, workshop aprons, and sweatshirts, featuring the popular Ritchey logos "Ritchey," "TR," "Handmade by Tom Ritchey," and the famous puff-ink MegaBite track design riding from front to back. With sizes from small to extra large, and colors from navy blue to red, we're sure you'll find something to fit your style!

We also carry Ritchey water bottles. They come in a variety of colors and styles and are available in two sizes, regular (20 oz.) and large (28 oz.). Riding gloves are made in small, medium, large, and extra large sizes, all in bright red-white-and-blue. Whether it's a component or an accessory, the quality of Ritchey designs always give you something extra.

