

NO OTHER PRODUCT IN THE
LAST FIVE YEARS HAS DONE
MORE TO CHANGE MOUNTAIN
BIKING THAN THE
ROCK SHOX® OIL-DAMPNED
SUSPENSION FORK.

IN THE BEGINNING
THE TRADITIONALISTS LAUGHED,
THE WEIGHT WEEENIES WHINED,
AND THE TECHIES ROLLED
THEIR EYES.

THEN WE STARTED WINNING,
AND WINNING, AND WINNING.

SUDDENLY ROCK SHOX®
APPEARED ON BOTH OF THE
1990 WORLD CHAMPIONS'
BICYCLES FOR BOTH DOWNHILL
AND CROSS-COUNTRY.

BY JUNE OF 1991, OVER
HALF OF THE WORLD'S
BEST ELITE RAGERS WERE
USING ROCK SHOX®,
INCLUDING THE TOP THREE
PROS AT ABC SPORT'S RIDE
OF YOUR LIFE.

USING ALL WE HAVE LEARNED
DURING OUR EXTENSIVE
1990 RACE PROGRAM, WE
CREATED THE NEW
ROCK SHOX® MAG 20.

IT'S STIFFER, 1/2 LB.
LIGHTER, ADJUSTABLE AND
EXTREMELY DEPENDABLE. ALL
THIS WITH THE SMOOTHEST
MOST PREDICTABLE SHOCK
ACTION ON THE MARKET.
JUST ASK SOMEONE WHO
RAGES ON'EM.

INTRODUCING
THE MOST
TECHNOLOGICALLY
ADVANCED
FRONT
SUSPENSION
AVAILABLE ON
THIS PLANET
TODAY:
THE
ROCK SHOX®
MAG 20

A photograph of a cyclist riding a mountain bike on a sand dune. The cyclist is wearing a white jersey with red accents and a white helmet. The background shows a sunset sky with purple and orange hues over a desert landscape with rolling sand dunes.

"In downhill racing, you're totally on the edge, and one mistake can cost you the whole race, if not some serious pain. But ROCK SHOX[®], with their sweet hydraulics, give me an extra margin of safety, and extra room to hang out."

GREG HERBOLD- WORLD PRO DOWNHILL CHAMPION, STAR OF STAGE AND SCREEN

"I've been racing most of my life and I've learned not to pass up any advantage that comes along. In mountain bike racing, ROCK SHOX[®] is one of those advantages."

SUSAN DEBIASE- TOP PRO/ELITE WOMAN RIDER, TOP RANKED US SKI RACER

"ROCK SHOX[®] are the best! If you're serious, why mess around with copies or compromises?"

RISHI GREWAL- WINNINGEST RIDER OF 1991, CHAMPION OF ABC SPORTS ELITE "RIDE OF YOUR LIFE"

"I really love my ROCK SHOX[®], and wouldn't even think of riding without them. I've tried the others, and they just don't work as well!"

CINDI DEVINE- WORLD PRO DOWNHILL CHAMPION, CANADIAN NATIONAL X-C CHAMPION



AEROSPACE QUALITY
2000 SERIES ALUMINUM
CROWN AND HEAT-
TREATED 4130 STEELER
MAKES THE NEW
ROCK SHOX® LIGHTER
AND STRONGER!

HARD-CHROMED,
4130 STEEL TUBES
GIVE SMOOTH ACTION
AND EXTREMELY LONG
WEAR LIFE.

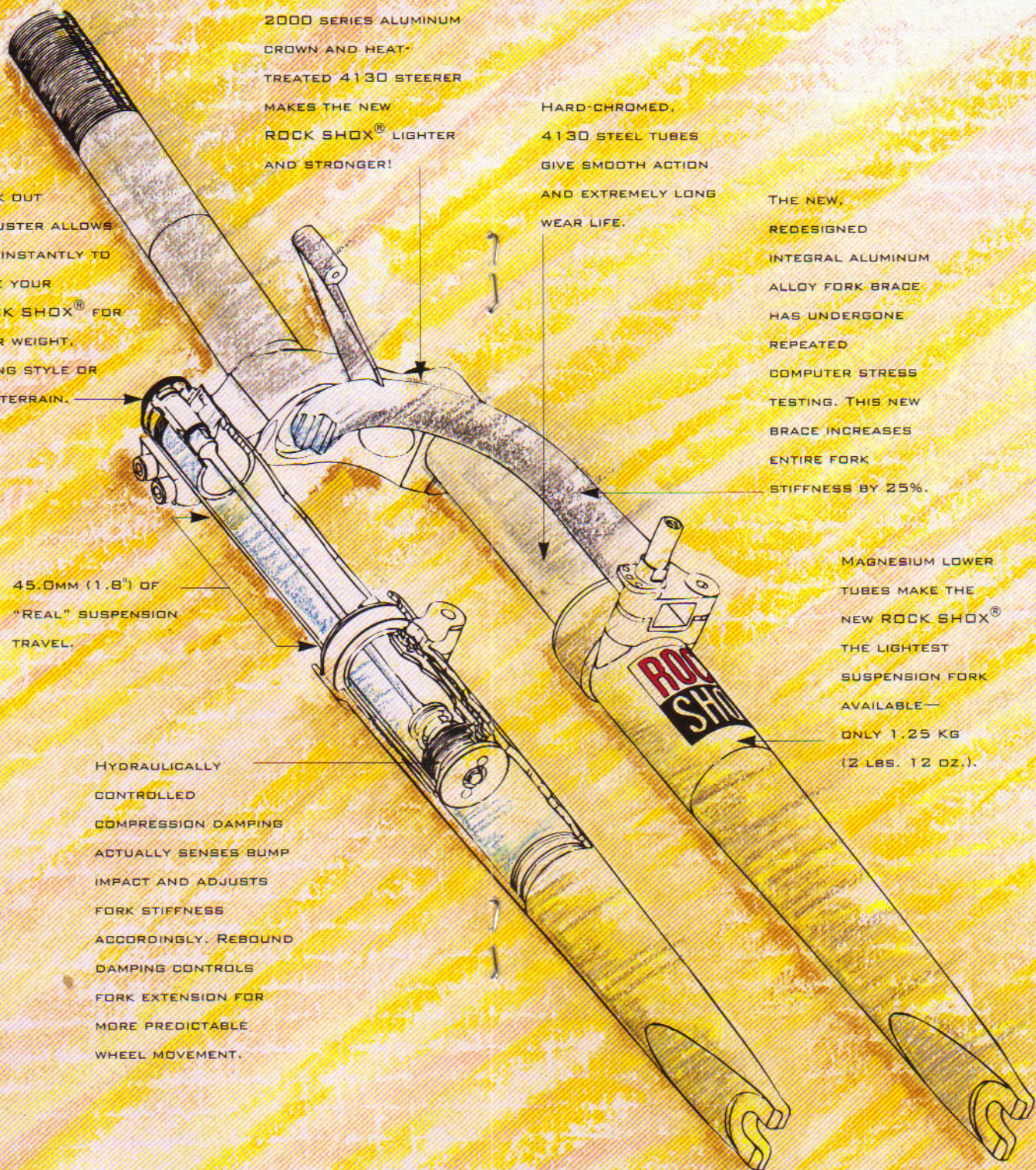
THE NEW,
REDESIGNED
INTEGRAL ALUMINUM
ALLOY FORK BRACE
HAS UNDERGONE
REPEATED
COMPUTER STRESS
TESTING. THIS NEW
BRACE INCREASES
ENTIRE FORK
STIFFNESS BY 25%.

LOCK OUT
ADJUSTER ALLOWS
YOU INSTANTLY TO
TUNE YOUR
ROCK SHOX® FOR
YOUR WEIGHT,
RIDING STYLE OR
THE TERRAIN.

45.0MM (1.8") OF
"REAL" SUSPENSION
TRAVEL.

HYDRAULICALLY
CONTROLLED
COMPRESSION DAMPING
ACTUALLY SENSES BUMP
IMPACT AND ADJUSTS
FORK STIFFNESS
ACCORDINGLY. REBOUND
DAMPING CONTROLS
FORK EXTENSION FOR
MORE PREDICTABLE
WHEEL MOVEMENT.

MAGNESIUM LOWER
TUBES MAKE THE
NEW ROCK SHOX®
THE LIGHTEST
SUSPENSION FORK
AVAILABLE—
ONLY 1.25 KG
(2 LBS. 12 OZ.).



To match ROCK SHOX® superior technology and performance we've developed the most widespread service network in the industry. We operate a fully staffed repair facility to immediately handle any warranty or service need you may have. But, if more localized help is what you desire, we also have authorized service centers set up across the U.S. and in most foreign countries. Because of this, and our leadership in bicycle suspension, our product is the most widely accepted and understood system in the world.

And if you're a racing enthusiast, look for the ROCK SHOX® Tech Support van at all NORBA National and World Cup races. We're there to support our customers and continue our research and development with the best off-road riders in the world.

Service and Support—just another reason why ROCK SHOX® are the most popular suspension in the universe.



Not only can you have the best suspension in the world, you can now have cool team apparel to match.

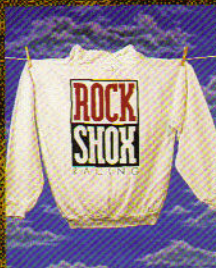
100% Heavy Cotton Tee with the ROCK SHOX® logo front and back. Let everyone know your shred tendencies.



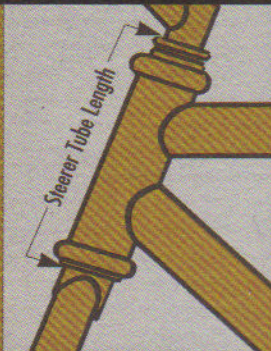
The official ROCK SHOX® pullover warm-up shell. Perfect for those long epic rides, or just hanging out afterwards.



And for those cool days, bundle up with this 100% cotton turtleneck sweatshirt. Unique design and the ROCK SHOX® logo lets 'em know you're no weenie!



ROCK SHOX® should only be fitted by a qualified dealer, who will need to know your fork steerer length (See figure) and its diameter (STD, 1 1/8" Tioga or 1 1/4" Evolution).



WORLDWIDE DISTRIBUTORS

AUSTRIA Franz Borisitz, A-6020 Innsbruck, Bernhard-Hofelstrasse 14
FAX: 43.512.494.519, TEL: 43.522.492.287

AUSTRALIA/NEW ZEALAND W.H. Worrall and Company Ltd.
P.O. Box 8381, Symonds Street, Auckland, New Zealand
FAX: 64.9.603.839, TEL: 64.9.603.901

CANADA R & M Motorsport East, 6810 Kitimat Road, Unit 7
Mississauga, ONT L6N 5M2
FAX: 604.276.0651, TEL: 416.821.4687

R & M Motorsport West, 11460 Voyageur Way, Unit 6
Richmond, B.C. V6X 3E1
FAX: 604.276.0651, TEL: 604.276.8666

FRANCE Philamy Import, 23-24 Parc Industriel St., Maurice
04100 Manosque
FAX: 33.92.726070, TEL: 33.92.873157

GERMANY Ciclo Sport, Fraunhofer Strasse 16/222
D-8033 Martinsried
FAX: 49.89.8.577472, TEL: 49.89.8.572017

ITALY Ciclopool SRL, Via Di Novecchio, Zona Art le Ovest
56014 Ospedaletto Pisa
FAX: 011.39.50.985436, TEL: 011.39.50.985455

JAPAN Sports Concept Fun Fancy, 19-25 1 Ohme
Oimazato Minami, Higashinari-ku, Osaka 537
FAX: 6.974.0812, TEL: 6.974.0811

NETHERLANDS Vertex Cycle Systems, Swalvestraat 26
2042 TG Zandvoort
FAX: 31.2507.16349, TEL: 31.2507.18184

NORWAY Foss Bikes, Hallagerbakkon 80 E, N-1256 Oslo 12
FAX: 47.2.621233, TEL: 47.2.621232

SPAIN Onex S.A. G.V., Marques Del Turia 49, 460005 Valencia
FAX: 346.152.0692, TEL: 346.152.1141

SWEDEN Hallman Sports Box, 2055 S-75002, Uppsala
FAX: 46.18.132426, TEL: 46.18.111485

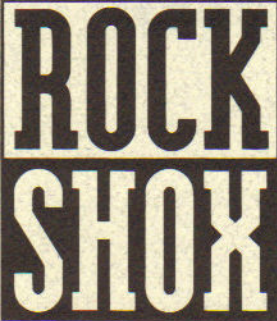
SWITZERLAND MTB Cycletech, Muristrasses 42, Ch-3006 Bern
FAX: 41.31.43.5818, TEL: 41.31.440804

TAIWAN Dia-Compe Taiwan, Ltd., No.14, Taichung Industrial Park
8th Rd, Taichung
TEL: 4.359.1185, 4.359.1117

UNITED KINGDOM Nicol Trading International, 10 The Arches
Sherwood Road, Harrow, Middlesex HA2 8AU
FAX: 44.81.423.0471, TEL: 44.81.423.0824

USA ROCK SHOX, Inc., Cane Creek Road, Fletcher, NC 28732
FAX 704.684.1057, 1.800.677.7177

**ROCK
SHOX**



ROCK SHOX® MAG 30

Wholesale \$220.00, Suggested Retail \$359.00,
Terms: C.O.D.

SMALL PARTS MAG 30

#	Description	Part Number	Price
1	Complete Damper	35401	NA
2	Steerer 1"	404XXX0	NA
3	Steerer 1 1/8"	404XXX8	NA
4	Steerer 1 1/4"	404XXX4	NA
5	Fork Crown	42111	NA
6	Fork Crown 1 1/8"	42113	NA
7	Fork Crown 1 1/4"	42115	NA
8	Crown Bolt	46152	NA
9	Dust Cap	56101	NA
10	Air Cap Clip	50101	NA
11	Air Cap O-Ring	51101	NA
12	Air Cap	42207	NA
13	Air Valve	56301	NA
14	Upper Tube	40804	NA
15	Valve Body	42204	NA
16	Valve Plate	52217	NA
17	Collar, Valve Bolt	53104	NA
18	Check Ball	56304	NA
19	Dust Wiper	56107	NA
20	Snap Ring M Seal	50107	NA
21	Bushing Washer	52201	NA
22	Main Seal	56401	NA
23	Main Seal o-Ring	51104	NA
24	Bushing	42401	NA
25	Top Out Bumper	51104	NA
26	Valve Spring	44104	NA
27	Valve Spring Washer*	52207	NA
28	Bottom Plate	42210	NA
29	Bottom Plate O-Ring	51107	NA
30	Lower Tube	40604	NA
31	Fork Brace	48993	NA
32	Brake Post	48125	NA
33	Fork Brace Bolt	46162	NA
34	Decal RS	57204	NA
35	Decal Limit	57101	NA
36	Owner's Manual	60305	NA
37	Bearing Collar 27.00 mm*	53201	NA
38	Air Gauge	20109	NA

ROCK SHOX® MAG 20

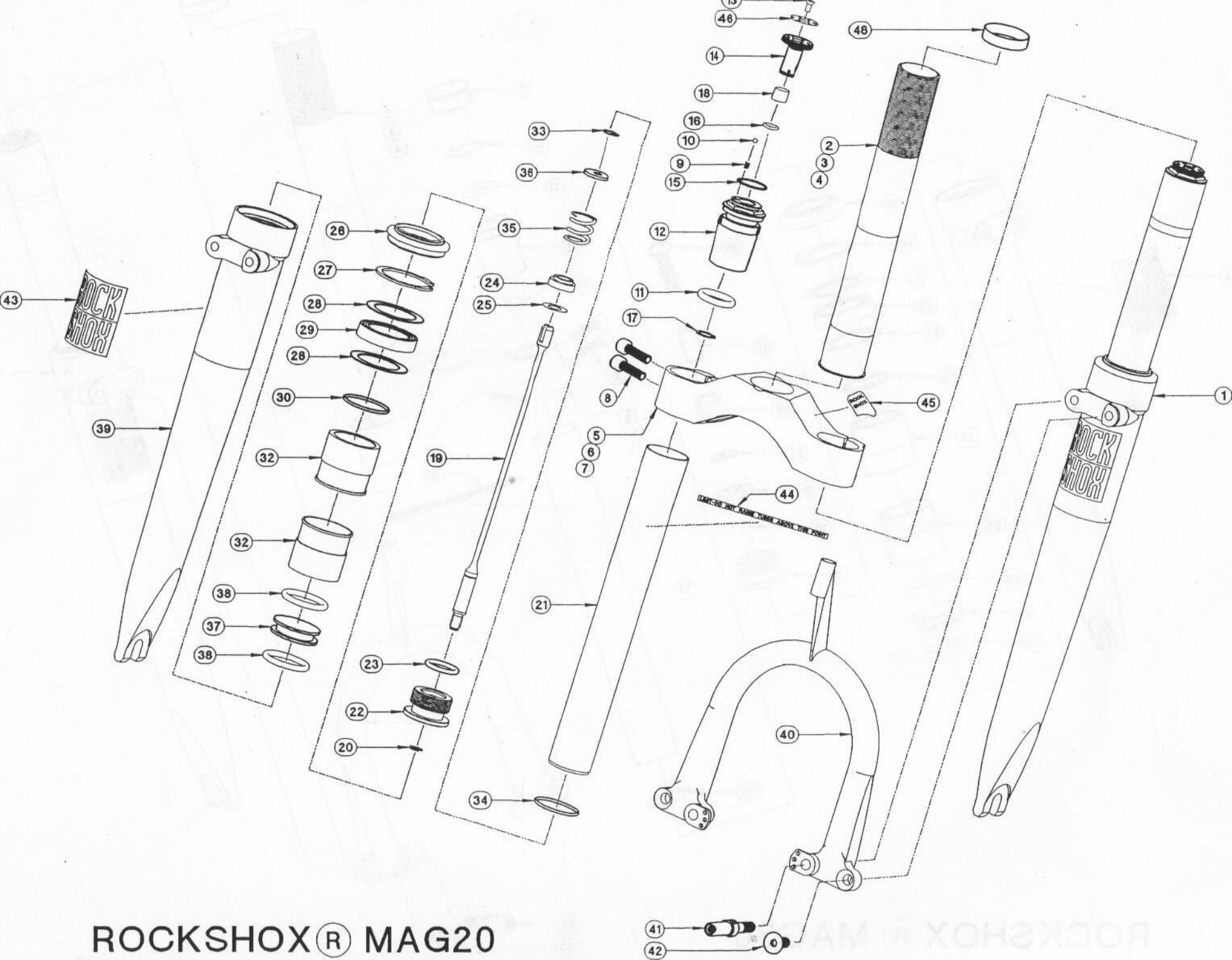
Wholesale \$240.00, Suggested Retail \$389.00,
Terms: C.O.D.

SMALL PARTS MAG 20

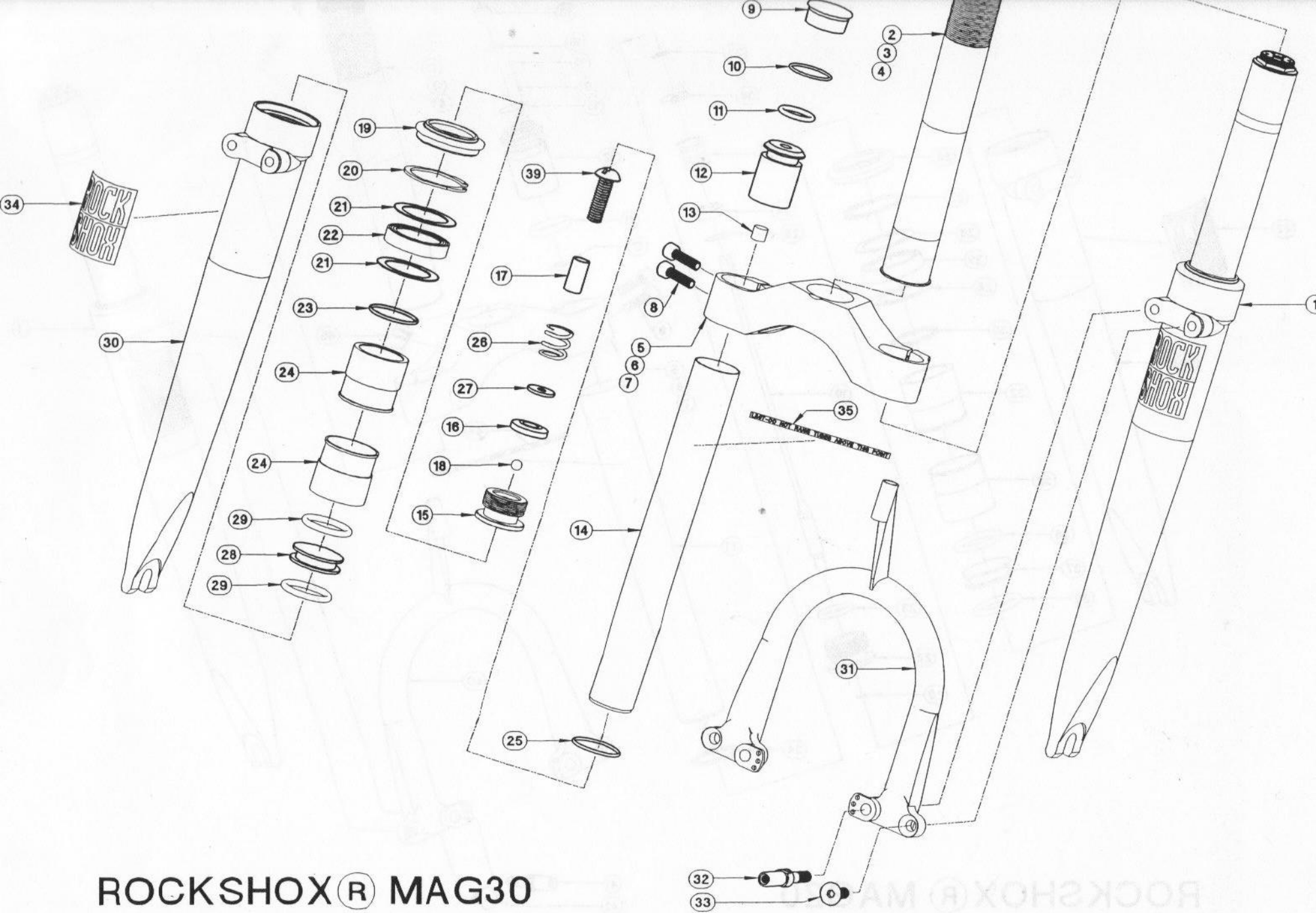
#	Description	Part Number	Price
1	Complete Damper	35301	NA
2	Steerer 1"	404XXX0	NA
3	Steerer 1 1/8"	404XXX8	NA
4	Steerer 1 1/4"	404XXX4	NA
5	Fork Crown	42111	NA
6	Fork Crown 1 1/8"	42113	NA
7	Fork Crown 1 1/4"	42115	NA
8	Crown Bolt	46152	NA
9	Ball Spring	44201	NA
10	Ball Plunger (indexing)	48110	NA
11	Air Cap O-Ring	51202	NA
12	Air Cap	42227	NA
13	Air Filler Screw	46165	NA
14	Adjuster Head	42303	NA
15	Adjuster Head Dust Ring	51207	NA
16	Adjuster Head O-Ring	51203	NA
17	Adjuster Head Clip	50111	NA
18	Air Valve	56301	NA
19	Adjuster Rod	42301	NA
20	Adjuster Rod Clip	50115	NA
21	Upper Tube	40802	NA
22	Valve Body	42205	NA
23	Valve Body O-Ring	51209	NA
24	Valve Plate	42305	NA
25	Rebound Plate	42307	NA
26	Dust Wiper	56107	NA
27	Snap Ring M-Seal	50107	NA
28	Bushing Washer	52201	NA
29	Main Seal	56401	NA
30	Main Seal O-Ring	51104	NA
31	Bushing	54121	NA
32	Bushing Carrier	42401	NA
33	Valve Spring Ret. Clip	50113	NA
34	Top Out Bumper	51104	NA
35	Valve Spring	44103	NA
36	Valve Spring Washer	52211/52212	NA
37	Bottom Plate	42210	NA
38	Bottom Plate O-Ring	51107	NA
39	Lower Tube	40700	NA
40	Fork Brace	48993	NA
41	Brake Post	48125	NA
42	Fork Brace Bolt	46162	NA
43	Decal RS	57204	NA
44	Decal Limit	57101	NA
45	Decal Index	57208	NA
46	Decal Adj. Head	57206	NA
47	Owner's Manual	60305	NA
48	Bearing Collar* 27.0 mm	53201	NA
49	Air Gauge	20109	NA

*Optional Equipment

**As of 9/91 Prices subject to change.



ROCKSHOX® MAG20



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