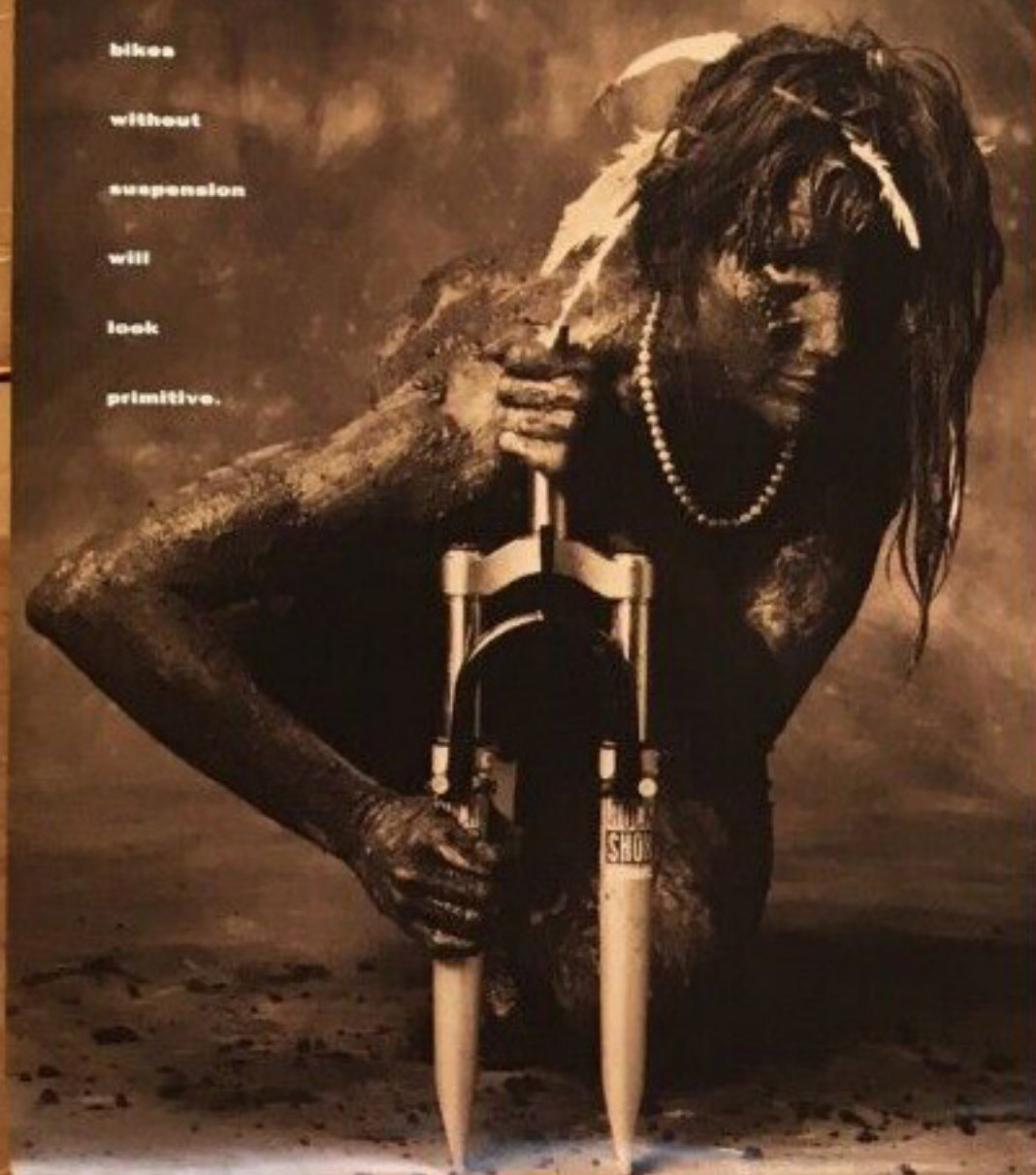
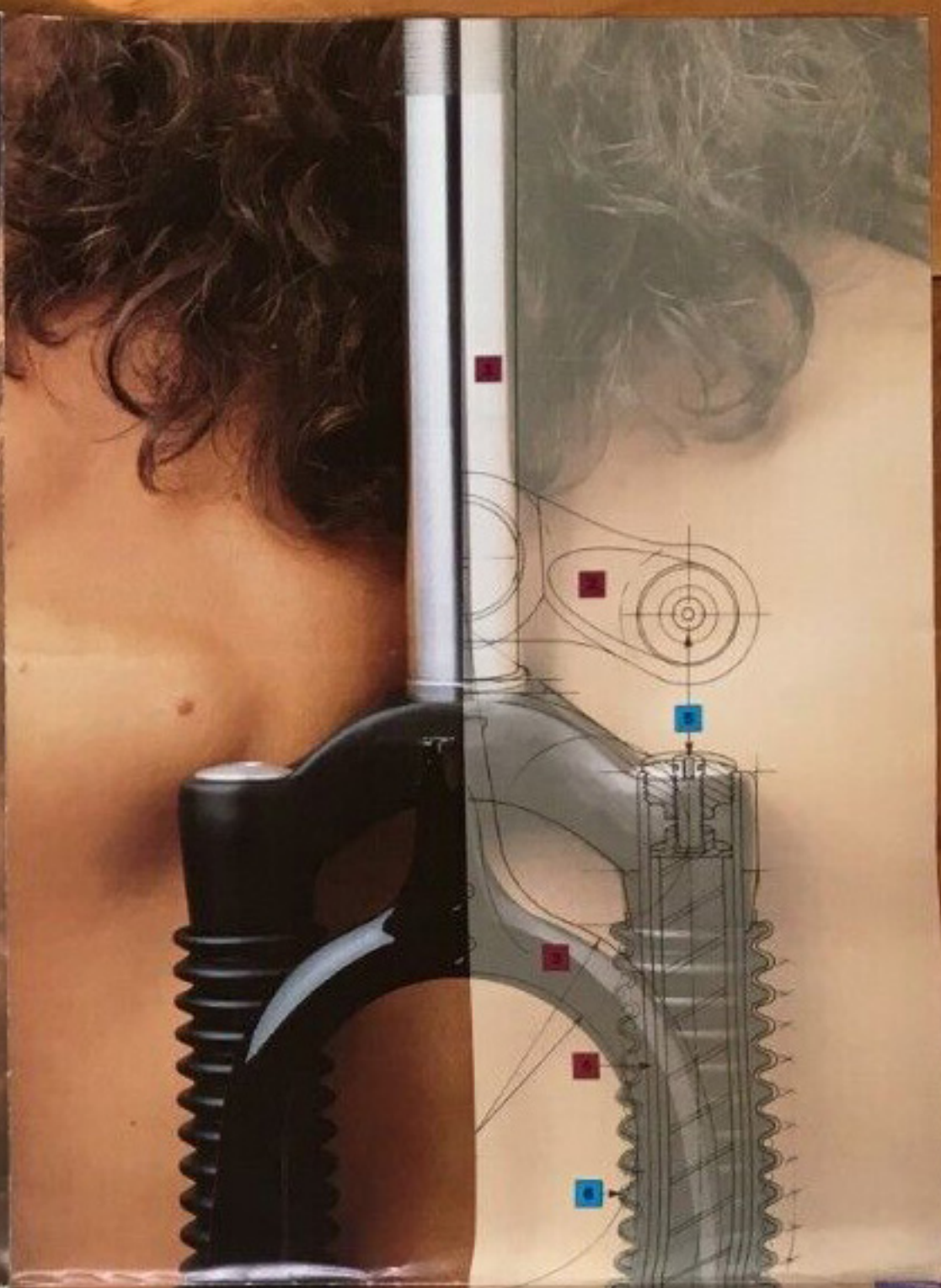
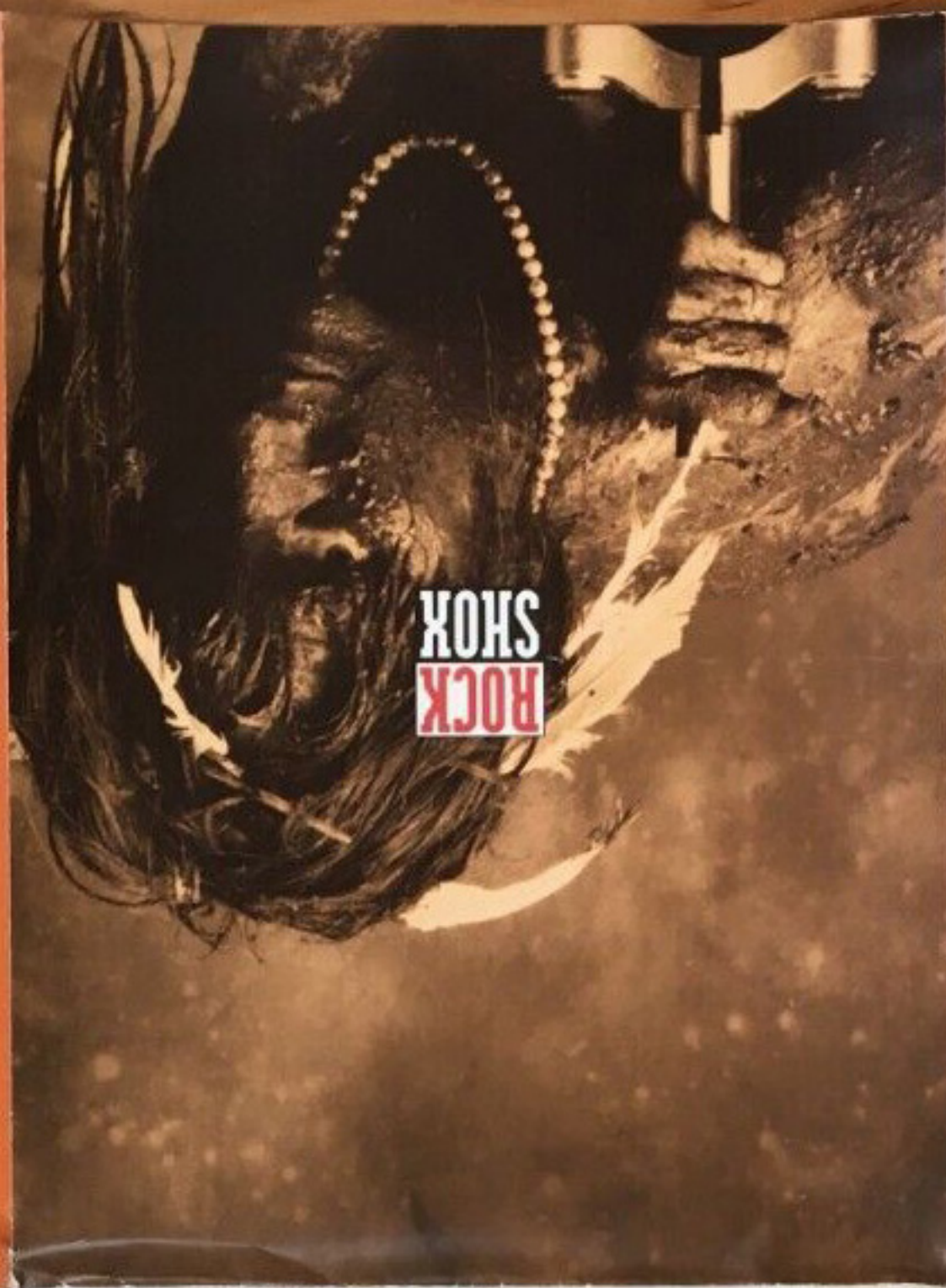


Someday
all
mountain
bikes
without
suspension
will
look
primitive.



Being first is not always safe. It's a RISK. If you want to get THERE, (from where you are now) take the RISK. Take the chance.



technology in its highest form is simply an enhancement of nature.

Putting two and two together to make four.

connecting two wheels to a frame to make a bicycle.

taking two tubes and a spring to make suspension.

taking suspension & applying it to bicycles—

to enhance the fun of riding.

[We think it's only natural—the best ideas occur as *fantasies*]
(that you dream up when hard pressed to deal with *reality*)

creativity is what's human. We create these fantasies to cope

with the reality around us. (Paul Turner's fantasy

was a result of coping with the grueling realities of the

Whiskeytown Downhill.) The bicycle was the result

of a fantastic idea—another fantastic idea was adding

ROCK SHOX to bicycles.

It's taking

Ideas

from all around us & blending them together to create a

whole

(A Whole that's better than its parts!)

ROCK SHOX

A natural enhancement that creates a whole lot of fun.

worldwide distributors

- AUSTRIA** Franz Barlitz Bernward/Waldsee 24, 48020 Innsbruck, FAX: 43 512 494556, TEL: 43 512 492 287
- AUSTRALIA** Sports Plus 10 Elizabeth Street, Hawthorn, VIC 3122, FAX: 61 2 321 8045, TEL: 61 2 360 4044
- CANADA** Cycletech 123-028 Finch Avenue, N.E., Coquiton, Alberta, T2T 0M8, FAX: 403 248 1222, TEL: 403 273 1344
- NOVICE** 7950 Enterprise Street, Burnaby, B.C., V3R 5V7 Canada, FAX: 604 420 3805, TEL: 604 420 8818
- E & M Motorsport East** 6933 Highway 7, Mississauga, ONT L4N 5M2, FAX: 416 821 5238, TEL: 416 821 4887
- E & M Motorsport West** 11480 Inverugie Way, Unit 6, Richmond, B.C. V6V 1K9, FAX: 604 278 2663, TEL: 604 278 2668
- UNITED KINGDOM** Nicol Trading Int'l 10 The Arches, Sherwood Road, S. Harlow, Middlesex SS2 8AG, FAX: 44 81 423 0411, TEL: 44 81 423 0624
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- GERMANY** Ciclo Sport Hauptstr. 55, D-222 0-8033 Mönkebek, FAX: 49 89 3 577472, TEL: 49 89 3 572457
- ITALY** CicloPool Via D. Innocenzo, S. Maria La Gioia, 98014 Capaci/Verdi, P.O.A. FAX: 031 39 50 90406, TEL: 031 39 50 985435
- MEXICO** Baja California Cycle Products 2001 West Street, Chula Vista, CA, 92011, FAX: 619 437 2013, TEL: 619 437 2627, 619 437 2624
- NETHERLANDS** Vortex Cycle Systems Industrieweg 26, 2042 TG Landhoert, FAX: 31 20 61 26345, TEL: 31 20 61 26344
- NEW ZEALAND** W.H. Worrall and Company, Ltd., P.O. Box 8341, Symonds Street, Auckland, FAX: 64 9 630 3839, TEL: 64 9 630 3901
- NORWAY** Foss Bikes Heltveitveien 80 E, N-2206 Oslo 12, FAX: 47 2 62 0230, TEL: 47 2 62 0232
- SPAIN** Deax S.A.G.V. Mosquera Del Tural 49, 46000 Valencia, FAX: 346 532 0602, TEL: 346 532 1143
- SWEDEN** Hallman Sports Box 2203 0-15092, Västerås, FAX: 46 28 132438, TEL: 46 28 131480
- SWITZERLAND** MTB Cycletech Hirschengraben 42, CH-3008 Bern, FAX: 41 31 45 5836, TEL: 41 31 44 0804
- USA** ROCK SHOX, Inc., 1-800-877-5177

authorized service centers

- ARIZONA**
- Asoloite Bikes** Flagstaff, 931 779 2965
- Bicycle Outfitters** Phoenix, 602 496 8399
- High Gear Bicycles** Phoenix, 602 483 0636
- Wigwag Mountain Bicycles** Gilbertville, 602 634 7113
- Tempe Bike Pavilion** Scottsdale, 602 988 2219
- CALIFORNIA**
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- Bicycle Brg** Santa Cruz, 838 425 2585
- Bike Beat** Orange, 714 914 0455
- California Cycles** San Jose, 408 296 2463
- Cardinal Bike Outfitters** Corona, 951 527 5510
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- Joe Bicycle Center** Long Beach, 213 421 4469
- K&A Bikes** Berkeley, 905 654 8662
- Lafayette Cyclesworks** Lafayette, 925 284 1709
- Navarro's Mountain Sports** Mammoth Lakes, 819 934 0706
- Northwest Bicycle Company** Phoenix, 714 961 4621
- Marina Cycles** San Francisco, 415 429 7135
- Michael's Bikes** Newbury Park, 905 496 8633
- Mountain Bikes Unlimited** Truckee, 925 587 7711
- Newberry Park Bicycles** Newbury Park, 905 496 7134
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- Piedmont Bikes Works** San Carlos, 408 358 4644
- Rainbow Bicycle** Laguna Beach, 714 494 6808
- Richard's Cycles** Larkspur, 415 458 8023
- Robinson Wheel Works** San Leandro, 415 352 4463
- Spectrum Cycles** Sunnyvale, 408 737 7331
- Stan's Bicycle** Cupertino, 408 686 1234
- VeloSudador** San Carlos, 408 395 5336
- COLORADO**
- Apex Velo** Aspen, 303 925 1490
- The Bike Breakers** Ft. Collins, 303 484 2433
- Criticism Bike Shop** Colorado Springs, 719 539 0140
- Cycle Logic** Boulder, 303 443 0061
- Cycropath** Breckenridge, 303 453 4634
- High Wheeler** Boulder, 303 443 1047
- The Kind Cyclist** Fort, 303 476 5122
- Olympic Sports** Boulder, 303 728 4477
- Sabbatini's** Aspen, 303 626 3180
- Time Up Bike Shop** Durango, 303 641 0290
- Twin Bicycles** Denver, 303 827 2657
- FLORIDA**
- Caracas Cycle Works** Gainesville, 352 378 6128
- MAINE**
- Main Sport** Rumford, 207 236 8779
- MICHIGAN**
- Brick Woods** Tawas City, 518 947 4274
- Central Park Bicycles** Okemos, 517 242 5880
- Harbor Schwinn** Marquette Harbor, 867 847 3072
- Macross Schwinn** Warren, 231 736 5400
- McLain Cycle** Tawas City, 518 941 8800
- Tom Hall Bikes** Marquette, 231 962 2426
- Town & Country Cycles** Marquette, 231 981 8805
- VeloSports Frontier** East Lansing, 517 351 7240
- OHIO**
- Beal Woods** Columbus, 614 267 7178
- PENNSYLVANIA**
- Bushy Cycle** Lemoyne, 717 774 7071
- NEVADA**
- Grand Basin Bikes** Reno, 702 825 8258
- Sierra Cycle South** Reno, 702 825 8697
- Bicycle Warehouse** Sparks, 702 355 7070
- NEW JERSEY**
- The Peddler of Long Branch** Long Branch, 908 229 8523
- NEW MEXICO**
- Adventure Schwinn** Albuquerque, 505 825 5262
- Bicycles Unlimited** Farmington, 505 326 3407
- The Wilderness Centre** Albuquerque, 505 266 6787
- NORTH CAROLINA**
- Northside Outdoor Center** Ocean City, 704 488 2170
- NEW YORK**
- Yonkers Double Bikes** East Yonkers, 914 478 4120
- UTAH**
- Bligham's Cycles** Moab, 801 541 2423
- Bligham's Cycles** Salt Lake City, 801 393 0940
- Gulliver Bicycles** Salt Lake City, 801 365 4727
- Jan's Cycles** Park City, 801 588 6649
- Bin Cycles** North Park, 801 268 5393
- Stout Cycles** Salt Lake City, 801 467 7636
- Wild Rose Cycles** Salt Lake City, 801 553 6071
- VERMONT**
- Village Sport Shop** Colchester, 802 526 4644
- WASHINGTON**
- Bike Works** Spokane, 509 426 9128
- Spokane Schwinn** Spokane, 509 487 8886

simplicity and durability. [Just ask your mother] A fully adjustable, elastomer, magnesium masterpiece.

No other suspension system can match the shock absorption and predictable action of hydraulic damping. Every car or motorcycle you drive uses hydraulics—it's the basis of modern suspension.

At 2 mph, 30 mph, a 2 inch bump, or 8 inch bump,
(mountains or mulehills)

hydraulic damping adjusts to absorb any possible
(not just being)

impact. No spring, friction or bumper type suspension

can match hydraulics in this way—*period.*

All suspension systems have springs. A spring
(now listen class)

regulates the compression of the fork and extends it

back up for the next bump. On its own, a spring
(yikes—watch out!)
releases its stored energy in unpredictable ways.

Because rider weights, riding style and terrain vary so much, ROCK SHOX pioneered the "on-the-fly" damping adjuster. No special tools, no disassembly. Just turn the knob and go.
(fast!)

Optional Four Weather Boots Included. So you can either save weight in dry conditions or get full protection in wet weather.

New quadruple lip, super high-pressure seals last 5 times longer than before. With the boots, seal leakage is virtually eliminated.

ROCK SHOX' exclusive negative spring system softens the initial harshness common to air/oil systems. This makes the Mag 10 & 21 forks superplush on small bumps, but retains ROCK SHOX' renowned ability to soak up the big stuff.



ROCK SHOX has a low fork height for minimum geometry change. The unique press-fit steerer & super strong crown materials allow the Mag 10 & Mag 21 the best ratio of travel to overall fork height available.

Ultra low friction Garlock® "DU" bushings have the lowest break-away friction possible at any cost. Plastic or leather bushings found in most bicycle suspension forks don't come close to the smoothness of Garlock® DU's.

ROCK SHOX patented damping characteristics are the number one choice of top riders. No hobby hopping on climbs, no front end dive in the turns—just good, fluid-controlled suspension when you need it.

Rishi Grewal

That's where rebound damping comes in.

What goes in, must come out

Rebound damping regulates the speed that the fork

extends so the rider gets constant, predictable action.

ROCK SHOX-patented damping mechanism

What goes out, must come in
automatically makes ROCK SHOX perform like a

rigid fork until you need suspension. So, there is no

wasted energy on climbs or front end dive in radical

turns. This is the performance you need—it's what

riders like Rishi Grewal, Juli Furtado and Paris-

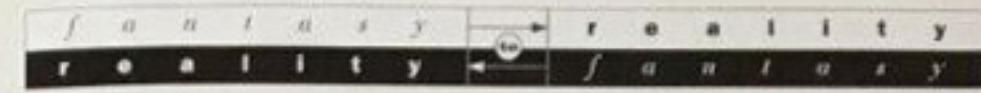
Roubaix winner, Gilbert DeClos-Lassalle demand!



How are you going to get there? How much fun do you want to have? Change your reality into fantasy and go



INNOVATION. THE ROCK SHOX MAG 21. Because it's what's inside that counts. [We work hard, so you can, too!]



The heat-treated, 4130 Chromoly steerer tube is U.S. made with ROCK SHOX' exclusive, externally-butted, press-fit design. This is the lightest steerer possible that can still retain full front-end rigidity.

Now getting crown design adds substantial torsional rigidity. This design allows the fork brace and brakes to stay low against the tubes, but doesn't add the weight of fully offset crowns.

(Contrary to some marketing hype, fully offset crowns don't make any difference in handling—they're just cheaper to make.)

The redesigned fork trace and its interlocking mount nearly doubles the fork's rigidity in side-to-side flex over last year's design.

Precision ground, hard-chromed upper tubes provide smooth action and extremely long life.



The ROCK SHOX QUADRA is completely adjustable in seconds using a standard 4mm hex key. No disassembly or special tools required. So, no matter where you ride, or how hard, the perfect fork adjustment is right at hand.

Completely Sealed Operation. Dry elastomer systems can't use air-tight shaft seals to keep dirt out, so they are easily damaged in wet weather. The ROCK SHOX QUADRA uses accordion boots—a closed system to handle all the abuse you and nature can throw at it.

Krytox® Elastomer Bumper. ROCK SHOX worked with the best name in sports elastomers to develop the heart of the QUADRA fork. This low-rebound material works consistently under a full range of temperatures and conditions. Our system won't break down or lose its excellent rebound qualities under heavy pounding.

The QUADRA requires virtually no maintenance! No matter what conditions you ride in, the QUADRA will take it day after day.

(That is, if you can dial it out...)

ROCK SHOX is the undisputed leader in bicycle
(just try to dispute it)

suspension. ROCK SHOX created the market and

continues to set the standards for performance.



Tanary Jacques

One look at the competition proves it—they're still

copying our old technology—even our old mistakes.
(oops)

Every ROCK SHOX product is backed with

unmatched design and our extensive experience in the

manufacturing and engineering of bicycle suspension.



Juli Furtado

Take the ROCK SHOX QUADRA. Compared to other
(Please)

forks of this type, it's up to 300 grams lighter and a
(Wow, dude)

beck of a lot stiffer. It's externally adjustable and hardly

changes your original geometry. Now ROCK SHOX

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(m o u n t a i n s o r m o l e h i l l s)

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(n o t j u s t b o i n g)

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(n o w l i s t e n c l a s s)

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(y i k e s — w a t c h o u t !)

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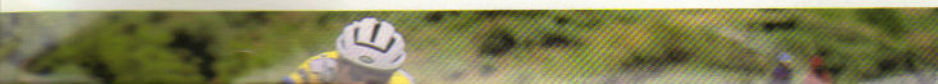
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How are you gon

Photo: Tc





Moran

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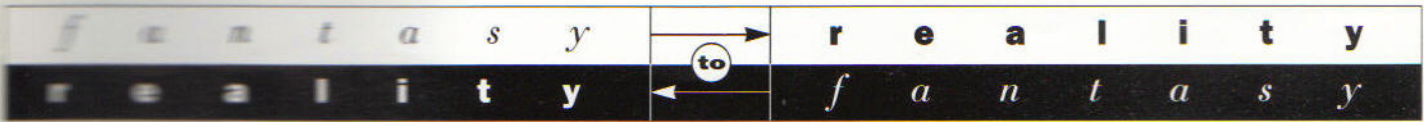


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Photo: Tom Moran



Tammy Jacques

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(o o p s)

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U A D R A

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