

Ritchey **MountainBikes**





3/27/82

Dear Fat Tire Freaks,

It's been many months now since I received my Mountain Bike. Since I've had plenty of time to ride it on all kinds of terrain, I'm writing to tell you of my experience.

To be honest, the bike isn't really what I expected -- it's better. The frame is so beautiful I cringed the first time I hit mud. And even though it's sturdy as a tank, it's almost as light as my touring bike. Most surprising, though, was the way it handles. I expected it to be ponderous and slow. It was light and nimble.

The first chance we got, Maggie (my dog) and I were on the 14 mile horse trail in Rock Creek Park -- lots of nasty hills, stream crossings, mud, fallen trees, and horse shit. After a few miles I began to really appreciate the bike's design. I was totally at ease going up and down the steepest hills and after a little practice was plunging through streams and jumping over logs as well as Maggie.

It's pretty good in snow, too. A few months ago DC got one of its infrequent snow storms -- 5 inches of dry powder. I rode the bike from the Capitol down the Mall, circled the Washington Monument and headed back. To my delight, I was blasting past X-country skiers. One surprised skier looked at me and said, "You need some X-country skis." He then stopped to remove his skis so he could cross a plowed street. I jumped the bike off the curb and as I crossed the street, I looked back at him and said, "No, you need a Mountain Bike."

Sincerely,

Jim Henze

(owner of bike #77)



Here at MOUNTAINBIKES® our cycling experience spans two decades of USCF road and cyclo-cross racing, and also includes familiarity with nearly every aspect of modern cycling from nuts-and-bolts to frame building and race promotion. Our interest in balloon-tire bicycles goes back to the era of hot-rodding old "clunkers" for cross country riding. Over a period of several years our bicycles evolved from fifty pound monsters to an entirely new type of bicycle, high performance without being high-strung. The RITCHEY MOUNTAINBIKE was the first commercially available version of the modern all-terrain bicycle, and it has been widely imitated by other custom builders and mass manufacturers.

Our aim is to produce a bicycle that will take the rider from point A to point B quickly and reliably, no matter what lies in between, from rugged mountain passes to paved highway.

The RITCHEY MOUNTAINBIKE is an alternative for the camper or tourist who may wish to ride on rough roads and trails. At touring speeds averaging 15mph or less, aerodynamics and rolling resistance are less important, but flats and wheel damage are common occurrences for many tourists. For paved roads CRUISER MIT street tires can be inflated to 70psi; these tires are virtually indestructible under all touring conditions, and are widely available. Rolling resistance on these new tires approaches that of conventional high pressure tires. Semi upright BULLMOOSE handlebars give the rider a better view of the road as well as firmer, more comfortable control of the steering, which can be very important with a loaded bike on a long day's ride.

The RITCHEY MOUNTAINBIKE makes a fine commute and utility bicycle, with stability, braking and handling on the street that far exceeds the limits of ordinary bikes. No other bike is better suited to the perils of inner city riding, such as potholes, tracks, curbs and sewer grates.



For adventurous and competitive riders the RITCHEY MOUNTAINBIKE is perfect for the new sport of off-road racing. This sport is only a few years old and already RITCHEY MOUNTAINBIKES are the bikes to beat—but not many do. RITCHEY MOUNTAINBIKES have been winners at all three runnings of Reseda to the Sea, both times at the Central Coast Clunker Classic, both Coyote Derbies, and the first (and to date only) annual Whiskeytown Downhill. In the 1982 USCF national cyclocross championships a specially prepared RITCHEY MOUNTAINBIKE was sixth, with a sixteen year old rider.

The RITCHEY MOUNTAINBIKE is not just a frameset, it's also a complete system of components chosen by way of our long experience with these bikes from the best of bicycle and motorcycle components. In those cases where no components exist that fit our exact needs, we have either contracted their manufacture or manufactured them ourselves. The end result is a machine that has been called "the world's most versatile bicycle." The same bicycle can be used as a utility bike, a touring bike, or even a racing bike for the new sport of off-road bicycle competition.

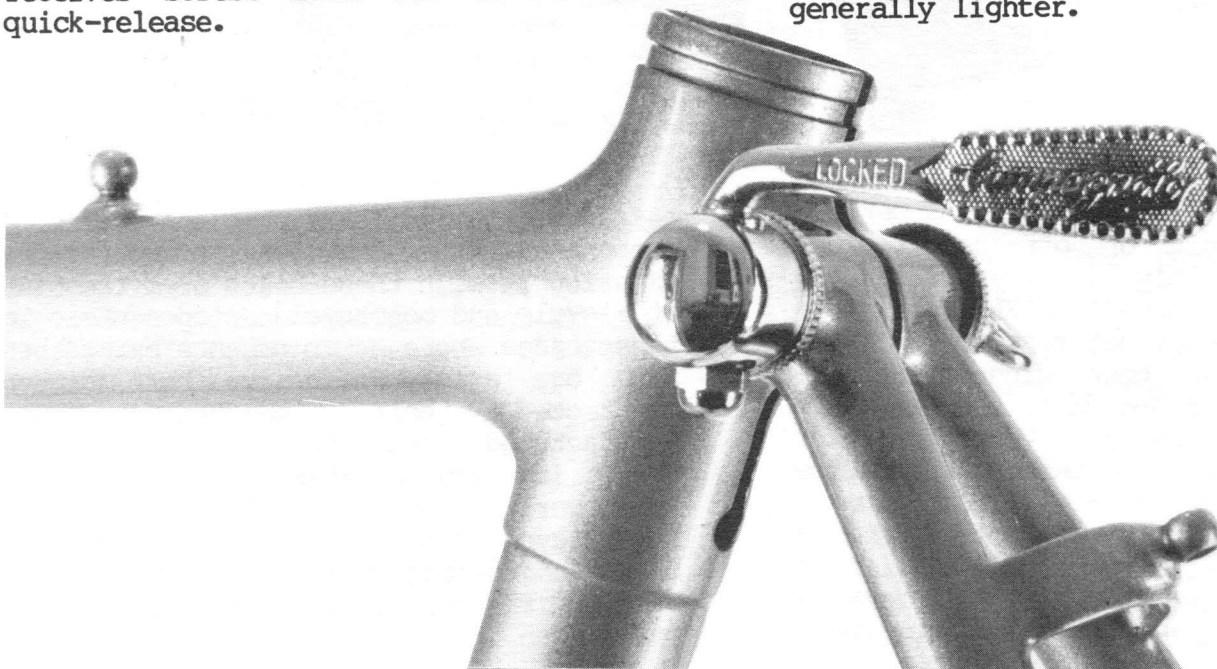
The MOUNTAINBIKES frameset is hand built by Tom Ritchey using the finest in materials and craftsmanship developed over ten years of frame building and thousands of frames including racing, touring, tandem and off-road bicycles. Our experience with balloon tire bicycles includes thousands of off-road miles, and the machinery reflects this in every aspect, from design and construction to choice of components.

Tom Ritchey's attention to detail is reflected in the careful job of brazing and finishing on each frame. Brazed radiused fillets distribute stress evenly to provide the strongest possible joint. Most frame builders are not skilled enough to use this form of construction without overheating, but Tom Ritchey is expert, having made nearly a thousand frames by this method. Brazed fillets are put on at a much lower temperature than TIG-welds (1600 degrees vs. 2500 degrees) and have three times the contact area of TIG-welds, reducing the possibility of stress risers that can cause cracking. All joints are smoothly radiused. The rear dropout is canted slightly, and this gives the chain more wrap on the cluster. Where the seat and chainstays join the dropout the joint flows smoothly and is carefully finished. Braze-ons are carefully placed to avoid stress concentration and the brake pivots are reinforced with large fillets where they are attached to the frame and smaller fillets around the posts. An extra sleeve reinforces the seat cluster where it receives stress from use of a seatpost quick-release.



Frame material is 4130 chrome-moly tubing joined by brazed fillets. Top and down tubes are each one eighth inch oversize to add stiffness and strength, and the geometry is carefully chosen to deliver maximum performance under trying conditions including trail riding, climbing and descending on steep roads and poor surfaces.

Larger frames have a proportionally longer top tube to fit large riders; smaller frames have lighter tubing because the tighter triangle is structurally stronger, and because shorter riders are generally lighter.

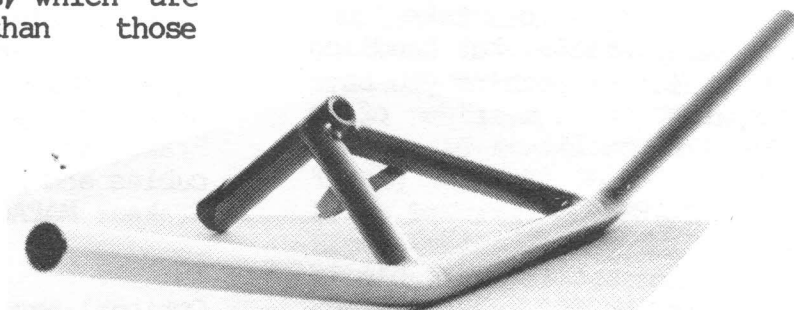




Tom makes his own bottom bracket shell to incorporate an integral bottom bracket assembly. The Ritchey bottom bracket is lighter than any conventional type, and the spindle is supported further out for increased stiffness. The bearing used is fifty percent larger than the one used in the PHIL; it is easily removed for servicing, yet the perfect fit assures smooth, noiseless operation. The bearing used is widely available.

All cable stops and guides are standard equipment, and they are carefully placed for perfect function. The rear derailleur cable is routed under the bottom bracket and chainstay to allow the use of a very small chainring with a wide range front derailleur. Tom makes his own bottle cage and rack braze-ons, which are larger and stronger than those commercially available.

The RITCHEY "BULLMOOSE"® handlebar-stem represents a significant advance in off-road cycling technology; in fact, it is already being copied by other manufacturers. The triangulated design gives more side to side strength. The rider is able to pull on these bars for whatever reason and get response. The carefully chosen tubing gauges keep weight down. We offer four versions of the BULLMOOSE, two bends each in two different finishes. The original BULLMOOSE features a highly polished plated finish, while the BULLMOOSE II is sandblasted before plating, giving it a flat finish. Currently available in European stem size (22.2 mm), American size (.833") available in July.



RITCHEY "BULLMOOSE"



THE EVEREST

This is the original diamond-frame off-road bicycle that started a movement. Lugless, with perfectly radiused fillets, this bike is almost too beautiful to get dirty! But it's made for the toughest territory you're ready to take on. Geometry is extremely stable, but handling is quick and positive; nothing you have ever ridden compares to the ride of a RITCHEY MOUNTAINBIKE.

SIZES

The EVEREST frameset is available in seven sizes, from 19" to 25" in one inch increments, and in ten colors.

Frameset: RITCHEY MOUNTAINBIKES "EVEREST" frameset with braze-ons for one water bottle, cable stops and guides, and cantilever brakes.

Bottom Bracket: Sealed bearing Tom Ritchey custom.

Crankset: Extra-long TA CYCLOTOURIST triple.

Pedals: BMX type with anodized alloy cage and chrome-moly shaft.

Rear Derailleur: HURET DUOPAR "ECO."

Front Derailleur: SIMPLEX SJA 103.

Shift Levers: SUNTOUR thumbshifters.

Handlebar/stem: TOM RITCHEY "BULLMOOSE".

Freewheel: SUNTOUR NEW WINNER 6-speed.

Seatpost: SR LAPRADE.

Saddle: AVOCET Touring II.

Headset: EDCO COMPETITION alloy.

Hubs: PHIL WOOD or COOK BROTHERS.

Rims: Anodized alloy box construction.

Spokes: DT stainless 14 gauge.

Tires: Skinwall 26 x 2.125 balloon tires.

Brake Levers: MAGURA motorcycle levers.

Brake Cables: Heavy-duty motorcycle cables and housings.

Brakes: MAFAC tandem cantilevers.

Optional equipment and custom frame or parts work is available.



We developed the MOUNTAINBIKES II frameset for riders who don't need a custom frame, but still want the best performance from an off-road bike. The MOUNTAINBIKES II frameset uses the same frame geometry and tubing (with the exception of the head tube, which is slightly thicker) as the EVEREST. Handling, performance, and weight are the same on both framesets.

The MOUNTAINBIKES II is available in three sizes, 20", 21 1/2", and 23", and in two colors, blue and dark gray (both metallic). Braze-ons are the same as the standard EVEREST package, but no custom frame work will be done.

RITCHEY MOUNTAINBIKES "McKINLEY"

Frameset: RITCHEY MOUNTAINBIKES II frameset with braze-ons for one water bottle, cable stops and guides, and cantilever brakes.
Bottom Bracket: Sealed bearing Tom Ritchey custom.
Crankset: Extra-long TA CYCLOTOURIST triple.
Pedals: BMX type with anodized alloy cage and chrome-moly shaft.
Rear Derailleur: HURET DUOPAR "ECO."
Front Derailleur: SIMPLEX SJA 103.
Shift Levers: SUNTOUR thumbshifters.
Handlebar/stem: TOM RITCHEY BULLMOOSE.
Freewheel: SUNTOUR NEW WINNER 6-speed.
Seatpost: SR LAPRADE.
Saddle: AVOCET Touring II.
Headset: CAMPAGNOLO RECORD.
Hubs: PHIL WOOD or COOK BROTHERS.
Rims: Anodized alloy 26 x 1.75.
Spokes: DT stainless 14 gauge.
Tires: Skinwall 26 x 2.125 balloon tires.
Brake Levers: MAGURA motorcycle levers.
Brake Cables: Heavy-duty motorcycle cables and housings.
Chain: SHIMANO UNIGLIDE II.
Brakes: MAFAC tandem cantilever.



RITCHIEY MOUNTAINBIKES "TAMALPAIS"

Frameset: RITCHIEY MOUNTAINBIKES II frameset with braze-ons for one water bottle, cable stops and guides, and cantilever brakes.

Bottom Bracket: Sealed bearing TOM RITCHIEY custom.

Crankset: Extra-long TA CYCLOTOURIST triple.

Pedals: BMX type with anodized alloy cage and chrome-moly shaft

Rear Derailleur: SUNTOUR VGT.

Front Derailleur: SIMPLEX SXA 53.

Shift Levers: SUNTOUR thumbshifters.

Handlebar/stem: TOM RITCHIEY "BULLMOOSE II"

Freewheel: SUNTOUR PERFECT 5-speed.

Seatpost: SR LAPRADE.

Saddle: AVOCET Touring I.

Headset: SHIMANO 600 EX.

Hubs: SUZUE sealed bearing with solid chrome-moly axle.

Rims: Anodized alloy box construction.

Spokes: Zinc 14 gauge.

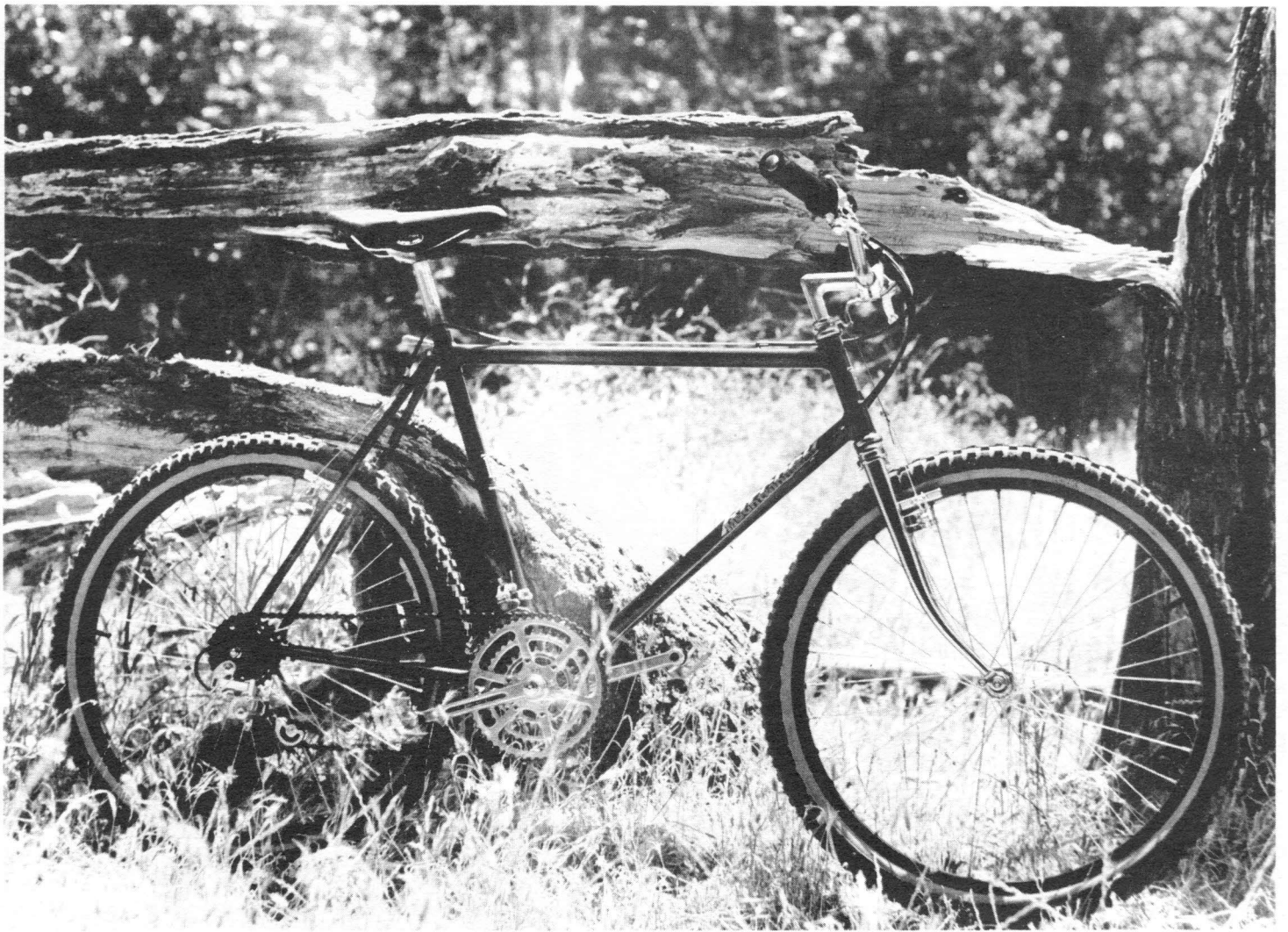
Tires: Skinwall 26 x 2.125 balloon tires.

Brake Levers: TOMASSELLI motorcycle levers

Brake Cables: Heavy duty motorcycle cables and housings.

Chain: SHIMANO UNIGLIDE II.

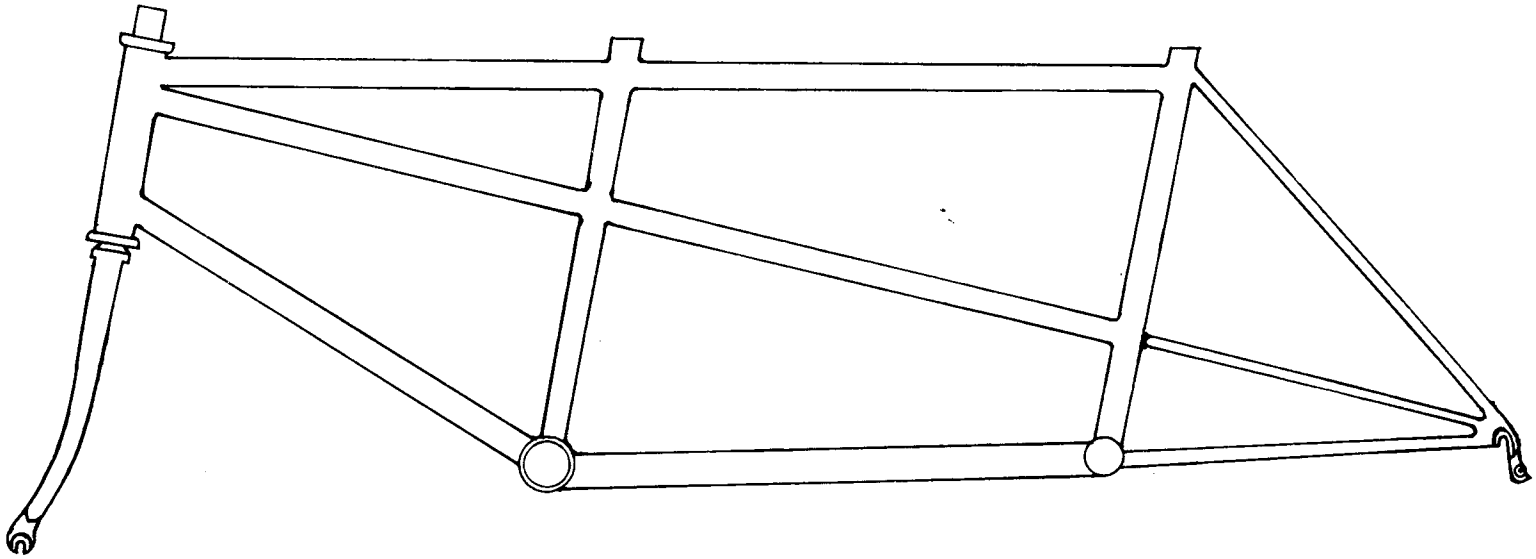
Brakes: MAFAC tandem cantilever.



"RUSHMORE"
RITCHEY MOUNTAINBIKES "SIERRA"

Frameset: RITCHEY MOUNTAINBIKES II frame with braze-ons for one water bottle, all cable stops and guides, and cantilever brakes. Imported plated chrome-moly fork. Bottom Bracket: Sealed bearing Tom Ritchey custom.
 Crankset: Extra-long TA CYCLOTOURIST triple.
 Pedals: BMX type with anodized alloy cage and chrome-moly shaft.
 Rear Derailleur: SUNTOUR VGT.
 Front Derailleur: SIMPLEX SXA 53.
 Shift Levers: SUNTOUR thumbshifters.
 Handlebars: Chrome-moly handlebar with alloy stem.

Freewheel: SUNTOUR PERFECT 5-speed.
 Seatpost: SR LAPRADE.
 Saddle: ELINA padded leather covered saddle
 Headset: HATTA SWAN.
 Hubs: SUZUE sealed bearing.
 Rims: Anodized alloy box construction.
 Spokes: Zinc 270 mm #14 gauge.
 Tires: IRC RACER X-1 26 X 2.125.
 Brake Levers: MAGURA "101".
 Brake Cables: Heavy duty motorcycle cables and housings.
 Chain: SHIMANO UNIGLIDE II.
 Brakes: MAFAC Tandem cantilever.



The RITCHEY MOUNTAINBIKES TANDEM represents the state of the art in tandem technology coupled with the stability and performance of the new generation of balloon tires. Amazing speed for paved roads and the durability and comfort necessary for extended rides on poor surfaces are combined with stopping and cornering ability that more closely resembles that of a single bike than any previous tandem. The most common problem for tandems is wheel damage caused by the heavy load and the extra power of two riders; the MOUNTAINBIKES TANDEM reduces this possibility to a minimum.

Control on the MOUNTAINBIKES TANDEM is positive and easy even for the inexperienced rider, due to the stable design and powerful brake system. The brake system consists of a set of MAFAC cantilevers front and rear and an ARAI drum rear brake on a PHIL WOOD double-threaded hub. Both rear brakes are activated by a MAGURA dual-pull motorcycle brake lever; cables are motorcycle cables which are thicker than standard bicycle cables, reducing stretch, and brazed-on cable stops eliminate housing compression.

Bottom Brackets: Sealed bearing TOM RITCHEY custom with eccentric front.
 Cranksets: TA CYCLOTOURIST triple with crossover drive. Crank length 175-185 mm.
 Pedals: BMX type with anodized alloy cage and chrome-moly shaft.
 Rear Derailleur: HURET DUOPAR "ECO."
 Front Derailleur: SIMPLEX SJA 103.
 Shift Levers: SUNTOUR thumbshifters.
 Handlebars: TOM RITCHEY "BULLMOOSE II" (front) and MAGURA alloy with TOM RITCHEY stoker stem.
 Freewheel: SUNTOUR NEW WINNER 6-speed.
 Seatposts: SR LAPRADE.
 Seatpost Quick Releases: CAMPAGNOLO.
 Saddles: AVOCET Touring I.
 Headset: HATTA "SWAN."
 Hubs: PHIL WOOD (140 mm double threaded rear).
 Rims: Anodized alloy box construction, 36 hole.
 Spokes: DT stainless steel 12 gauge.
 Brake Levers: MAGURA motorcycle levers (dual-pull rear).
 Brake Cables: Heavy duty motorcycle cables and housings.
 Brakes: MAFAC tandem cantilevers front and rear and ARAI drum (rear).
 Tires: Skinwall 26 x 2.125 balloon tires.

Frameset: Available in two sizes, 21.5" x 20" and 23" x 21.5". Both sizes have 22.5" front top tube and 26" rear top tube. Frameset comes with complete braze-ons for brakes, cable stops and guides, and three water bottle cages. Top tube, down tube and lateral are all 1.25" O.D. Weight of assembled bike is 50 lb.



BLACKBURN TOURING PACKAGE

For those who plan to use their MOUNTAINBIKES for touring or for carrying any kind of load, we offer a complete package of touring equipment from BLACKBURN, along with custom rack mounting eyelets on the seatstays. The BLACKBURN equipment consists of: SX-1 rear carrier with elastic rack strap, BC-1 aluminum bottle cage, and FL-1 "Low Rider" front rack.

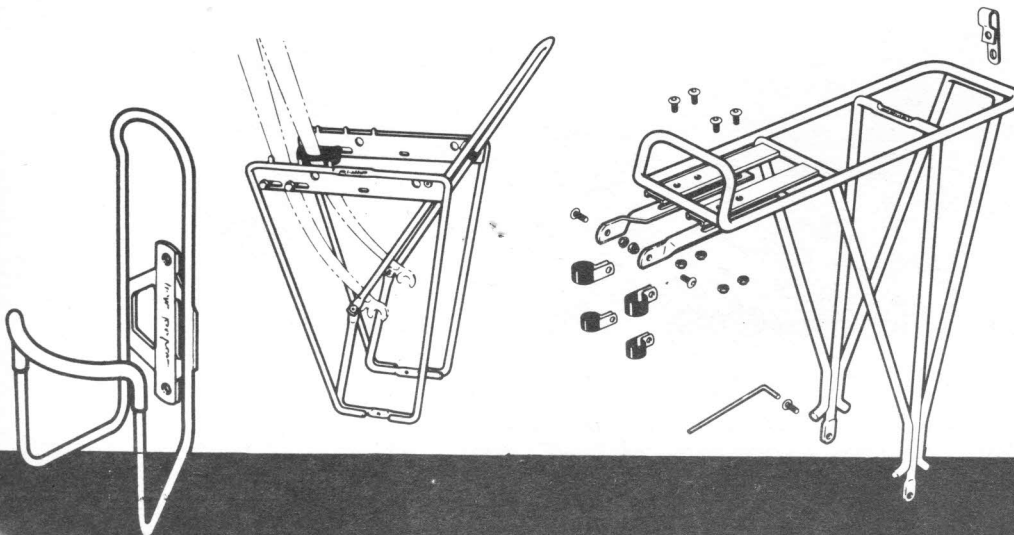
BLACKBURN touring package, as described (with purchase of complete bicycle).....\$65.00

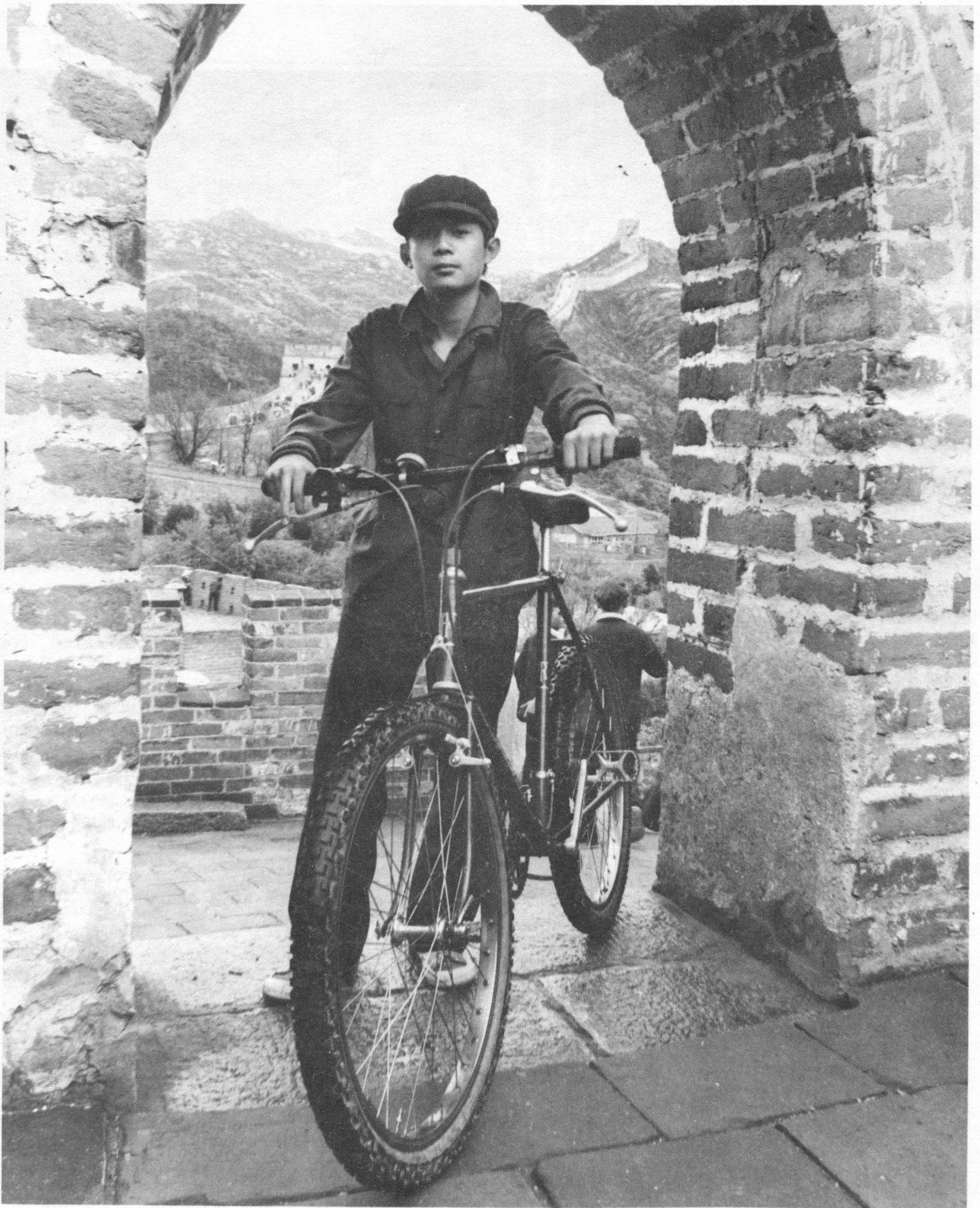
BICYCLE ORDERS

Complete bicycles are too large for UPS shipment. We normally ship by Greyhound, freight collect, but at customer option we will ship by truck or air freight. The customer will be notified on completion of the bicycle; bike will be shipped upon receipt of payment.

All retail bicycle orders must be accompanied by a \$300 deposit.

All cancelled orders for MOUNTAINBIKES are subject to a charge of \$75 on return of deposit.





RITCHEY MOUNTAINBIKES: known and appreciated all over the world! (Photo by Robert Carpenter)

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And remember, RITCHEY MOUNTAINBIKES are the originals! Four models are now available, starting at \$820.00. Twenty years from now you'll be glad the bike you bought was a RITCHEY MOUNTAINBIKE.