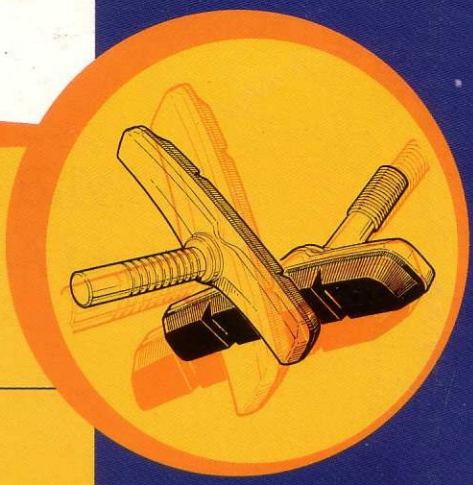
Avid®

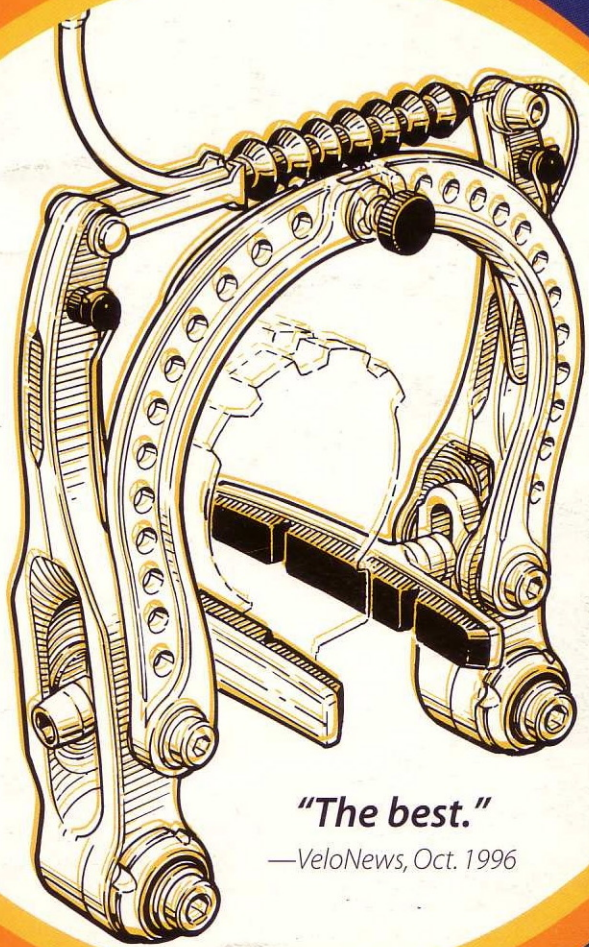


"The best brakes we've ever used."

—Mountain Bike Magazine, Sept. 1997

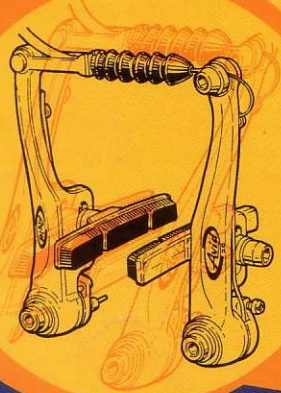


1998 PRODUCT GUIDE



"The best."

—VeloNews, Oct. 1996



Single 1D Digit™

"Who needs discs when you've got Avid Arch Supreme brakes? Not us."

—Mountain Bike Magazine, Oct. 1997

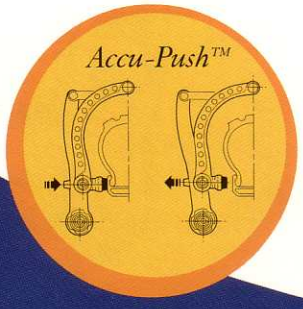


Patent pending

ARCH SUPREME™

With more engineering than you'll find on most complete bicycles, the Arch Supreme has elevated the process of velocity reduction to an art form. The result of complex principles executed in a deceptively simple and efficient design, this brake has been embraced by magazine editors as the best brake in the world. We think you'll concur.

Accu-Push™ system
Speed Dial Centering™
Force Vector Alignment™
Replaceable sealed cartridge bearings
CNC machined aluminum
Lateral float
Rim Wrangler™ Cartridge brake pads
Fully compatible with all direct-pull brake levers
192 grams complete with pads and hardware



To further educate yourself on the wonders of deceleration, refer to the fabulous glossary on page 6.



Patented

TRI-ALIGN™ III

Our acclaimed Tri-Align pad adjustment system and intelligent Force Vector Alignment design combined with the performance advantages of a direct-pull set-up. Drop out of warp quicker than a crippled star ship.

Tri-Align™ pad adjustment
CNC machined aluminum
Zero-friction linear spring
Ultra-smooth stainless pivot sleeve
Rust-proof hardware
4mm hex wrench fits all bolts
Fully compatible with all direct-pull brake levers
Only 148 grams complete with pads and hardware

(NEW DESIGN FOR '98)

SINGLE DIGIT™ 20

The '98 1D-20 packs Rim Wrangler pads, Force Vector Alignment and a sleek new set of forged arms—stopping power normally reserved for large caliber hand guns.

Force Vector Alignment
Forged construction
Zero-friction linear spring
Precise screw-type spring adjustment
Rim Wrangler Cartridge brake pads
Smooth internal pivot sleeve
Fully compatible with all direct-pull brake levers
Only 170 grams complete with pads and hardware





(NEW FOR '98)

SINGLE DIGIT™ 10

Conventional wisdom says performance braking is cost prohibitive. But with Force Vector Alignment technology, gracefully forged arms, and a price inspired by the neighborhood five & dime, there's nothing conventional about the 1D-10.

Force Vector Alignment
Forged construction
Zero-friction linear spring
Precise screw-type spring adjustment
Fully compatible with all direct-pull brake levers
Only 178 grams complete with pads and hardware

SD-ULTIMATE™ V

Why limit the world's best lever technology to only a few applications? After failing to answer this question in time for the buzzer, we developed the SD Ultimate with V-Chip—an equal opportunity lever that works great with direct-pulls, center-pulls and twis shifters.

V-Chip (See figure 1)
Patented Speed Dial® technology
Cam Split Clamp™
No-slop sealed bearing pivots
CNC machined aluminum
Direct and center-pull brake compatible
Titanium clamp bolt
Reach adjuster
Only 125 grams per pair

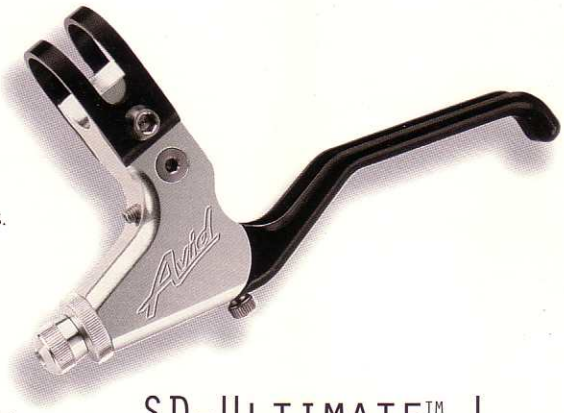
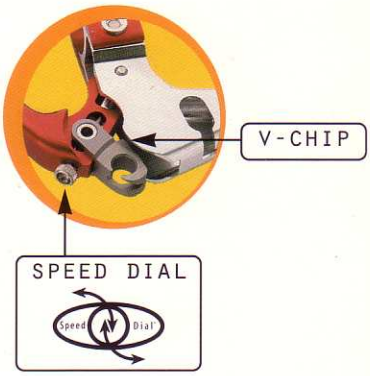


Figure 1



SD-ULTIMATE™ L

The first direct-pull brake lever in the world with leverage that's adjustable on-the-fly. A 138 gram affirmation of American know-how, and plainly the best brake lever ever made.

Direct-pull brake specific design
Patented Speed Dial technology
CNC machined aluminum
Cam Split Clamp
No-slop sealed bearing pivots
Titanium clamp bolt
Reach adjuster
Only 138 grams per pair



SPEED DIAL® SD-2.0 L

Now cash-strapped enthusiasts can obtain our patented Speed Dial technology without using a ski mask. Experience the freedom of infinite adjustability and skip the lengthy parole hearing.

Patented Speed Dial technology
Forged aluminum handle
Standard or twist-shift clamp
Reach adjuster
Direct-pull brake specific design
BMX version available (SD-2.0 X)
180 grams per pair

(NEW DESIGN FOR '98)

Standard clamp



Should you hunger for more information, refer to the smorgasbord known simply as page 6.

AD-1.0 L

The built-in adjustability and flawless construction you've come to expect from Avid at a price you'd expect from cookie-cutter brake levers.

Dual position adjustable leverage (no tools required)
Forged aluminum handle
Standard or twist-shift clamp
Reach adjuster
Direct-pull brake specific design
170 grams per pair

(NEW FOR '98)

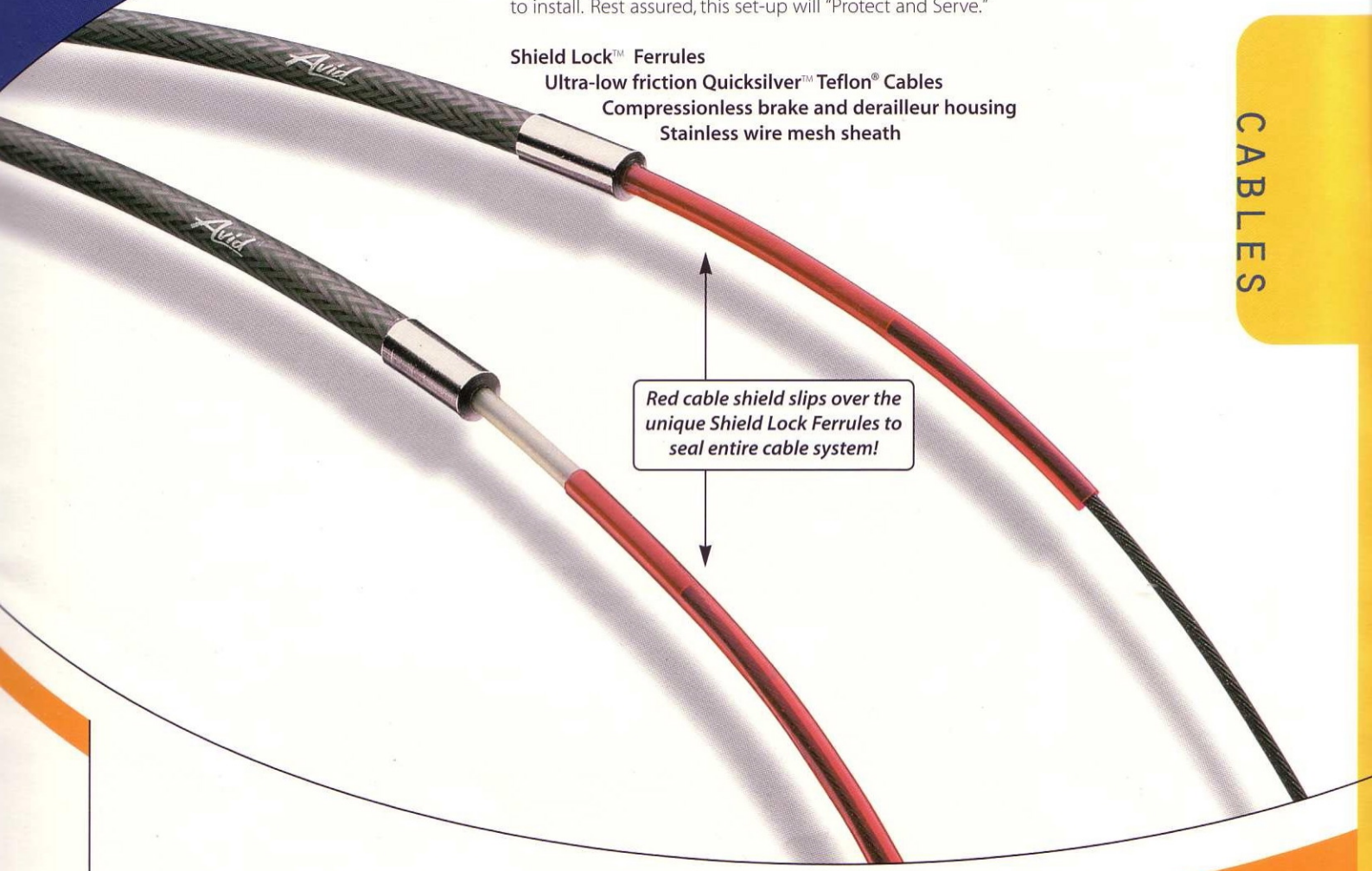
Twist-shift clamp



Flak Jacket™ Cable Set

Like the hero of a bad cop show, this system is impervious to all forms of assault. Dirt and water stay out, Quicksilver Teflon® coating stays in for long lasting, silky-smooth operation. And Flak Jackets are by far the easiest enclosed cable system to install. Rest assured, this set-up will "Protect and Serve."

Shield Lock™ Ferrules
Ultra-low friction Quicksilver™ Teflon® Cables
Compressionless brake and derailleur housing
Stainless wire mesh sheath



Red cable shield slips over the unique Shield Lock Ferrules to seal entire cable system!

Straight Jacket™ Cable Set

Just like its big brother, the Flak Jacket, the Straight Jacket's design yields a positive feel and supreme smoothness.

Low friction Teflon® coated cables
Compressionless derailleur housing with vertical rods
Brake and derailleur versions available



Replacement Quicksilver™ and Straight Jacket™ Cables

If you've already got housing, all you need are these super-slick Teflon® coated cables.

Ultra-low friction Quicksilver Teflon® coated (Flak Jacket)
Low friction Teflon® coated (Straight Jacket)
Brake and derailleur versions available
Works with any cable housing



INNOVATIVE MISCELLANY

ROLLAMAJIG™

Cable friction is for cretins. Evolve with the Avid Rollamajig, a simple but cerebral device that reduces friction and shortens cable length for quick, crisp shifts.

Flip-away design
New cable-wrangling teeth
Light composite construction
Uncloggable design
Extremely easy installation
Net weight 7 grams
Shimano & ESP compatible
Available in Xtra-Gray, Red, Yellow



SUPER-TUF™ STAINLESS STEEL CHAINRINGS

Nickel-plated aluminum inner chainrings are about as durable as candy-coated chocolate. But there's nothing candy-ass about our special blend of stainless steel. Outlasts the others 4 to 1.

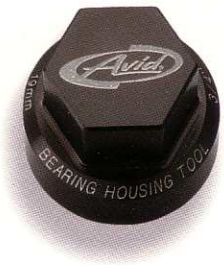
20 & 22 teeth
58mm bolt circle



ARCH SUPREME™ TOOL

Say your Arch Supreme takes a bullet for you and you need to replace its one-of-a-kind sealed bearing cartridge... This tool is all you'll need.

Doesn't fit any other brake's sealed bearings
(Oh wait. Nobody else *has* sealed bearing brakes.)



RIM WRANGLER™ CARTRIDGE PADS

Think of your brake as a Mafia don, issuing orders to snuff out speed. Now meet the enforcer—a ruthless pad formulated for maximum stopping power and easily replaceable (not unlike Mafia muscle) when it's all used up.

Cartridge style slip-in pad
Threaded or smooth post
Choice of pads for various riding conditions
Direct and Center-pull brake compatible
Narrow profile
Available in Silver or Xtra-Gray
Only 38 grams per pair



EXTREME ARCH

Extreme Arch is the name if mud wrestling's your game.

High-clearance replacement arch for extreme conditions
CNC machined aluminum
Precise screw-type spring adjustment



DECELERATION IN A NUTSHELL

1998 AVID BRAKES

	Direct-Pull Brake Design	Accu-Push™ Brake Pads	Tri-Align™ Pad Adjustment	Compatible With All Direct-Pull Levers	Force Vector Alignment™	Sealed Pivot Bearings	Internal Pivot Sleeve	CNC Machined Aluminum	Forged Construction	Rim Wrangler™ Pads	Speed Dial Centering™	Screw-Style Spring Adjustment	Finish/Colors	Weight (grams)	Comments
ARCH SUPREME™	•	•		•	•	•		•		•	•		Raw, beautiful aluminum	192	The Best Brakes Ever!
TRI-ALIGN™ III	•		•	•	•		•	•					Silver, Black, Xtra-Gray, Red	148	The newest version of our famous Tri-Align line
SINGLE DIGIT™ 20	•			•	•		•		•	•		•	Satin Silver, Xtra-Gray	170	"New design for '98!"
SINGLE DIGIT™ 10	•			•	•		•		•			•	Black	178	"New design for '98!"

1998 AVID LEVERS

	Compatible With All Direct-Pull Brakes	Cam Split Clamp®	Speed Dial®	Sealed Bearings	Reach Adjuster	Standard Clamp	Twist-Shift Clamp	CNC Machined Aluminum	Forged Construction	Weight (grams)	Finish/Colors	Comments
SD-ULTIMATE™ V	•	•	•	•	•	•	•	•		125	Silver, Black, Red, Xtra-Gray	Unofficially endorsed by Clinton
SD-ULTIMATE™ L	•	•	•	•	•	•		•		138	Silver, Black, Red, Xtra-Gray	So much pull you'll stop other people's bikes
SD-2.0™ L	•		•		•	•	•		•	180	Polished/Xtra-Gray, Black Crackle/Xtra-Gray, Black Crackle/Satin Silver	Light, strong and easy on the wallet
SD-2.0™ X (BMX)	•		•		•	•			•	90 (per)	Polished/Xtra-Gray, Black Crackle/Xtra-Gray, Black Crackle/Satin Silver	Sold individually
AD-1.0 L	•				•	•	•		•	170	Silver Body/Black handle	Avid quality, Cookie-cutter cost

YOUR GLOSSARY TO AVID LEXICON



Accu-Push™ *— Our pivoting arch positions the brake pads so they maintain an ideal plane with the rim. This means ultimate control with optimum power. The pivots themselves are oversized and widely spaced to reduce bushing loads, maximize efficiency, and minimize play. (Slop, while indispensable for raising hogs, has no place in the world of braking.)*

Cam Split Clamp™ *— Removing bar ends and grips ranks right up there with a trip to the DMV. Avoid this less-than-exhilarating fate with our Cam Split Clamp, a nifty little device that allows for installation or removal of brake levers in considerably less time than it takes to renew a driver's license.*

CNC Machining *— Computer Numerical Control; basically the process by which something is precision-machined from a solid piece of aluminum billet. Keeps weight down while maximizing strength. Produces piles of metal chips, the evil nemesis of janitorial personnel.*

Compressionless Housing *— Most cable housing compresses when you apply pressure, giving you that mushy-not-so-fresh feeling. Avid's Compressionless Housing eliminates all that through the use of fine steel rods which keep the cable flexible, yet firm.*

Crash Replacement Program *— Even the most advanced bike handlers make an occasional donation to the charity called terra firma. But at Avid, we don't feel you should lose your entire brake investment along with all that epidermis. So to help out, we will repair or replace damaged Avid products at a reduced cost. Contact your Avid dealer (or just call us direct) for details.*

Force Vector Alignment™ *— Pulling a brake lever shouldn't feel like squeezing the Charmin®. So we positioned the brake pad posts near the base of the brake bosses, allowing more energy to reach the rim planes, minimizing brake boss splay and insuring that "mush" stays where it belongs—in the bath tissue aisle of your local supermarket.*

Forged Construction *— A process which yields uniform strength. Unlike CNC machining, it produces no metal chips and is generally preferred by janitorial personnel.*

Lateral Float Function *— Rims must survive chance encounters with all kinds of menacing obstacles: jagged rocks, protruding roots, and sadly, the occasional expired forest creature. But our clever lateral float system allows for bent wheel riding without the sorrow of unwanted pad resistance.*

Speed Dial® *— Perhaps the biggest advancement in common-sense technology since the invention of the twist-off beer cap. The only system that allows on-the-fly adjustment of cable pull characteristics anytime, anywhere and without any tools. Forego the Phillips head in favor of your thumb and forefinger.*

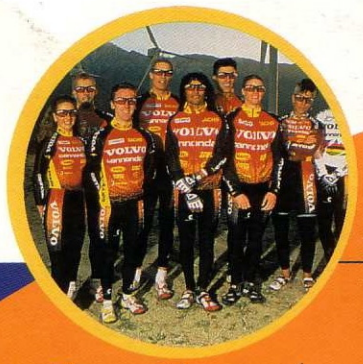
Speed Dial Centering *— Found only on the Arch Supreme, this simple little knob yields the power of a dozen wrenches. It allows the user to center the brake in seconds—helps make the Arch Supreme the easiest set up since instant Jello®.*

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Englewood, CO 80110
USA

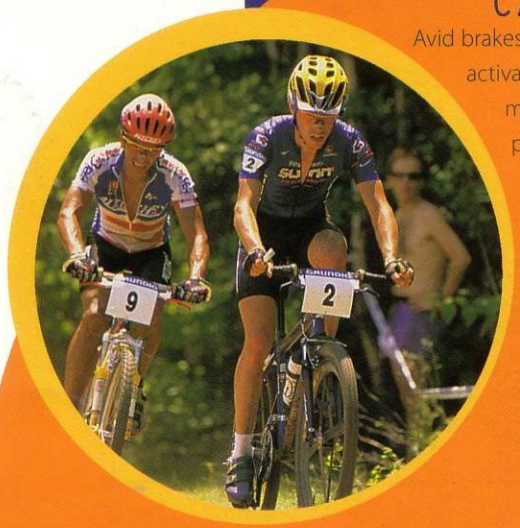
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LITTLETON, CO
PERMIT NO. 177

"Avids have excellent stopping power. What's remarkable is their modulation and feedback."
—Mountain Bike Magazine, Sept. 1997



Team Volvo/ Cannondale

Avid brakes are preferred, though seldom activated, by the lightning fast members of America's premier racing team.



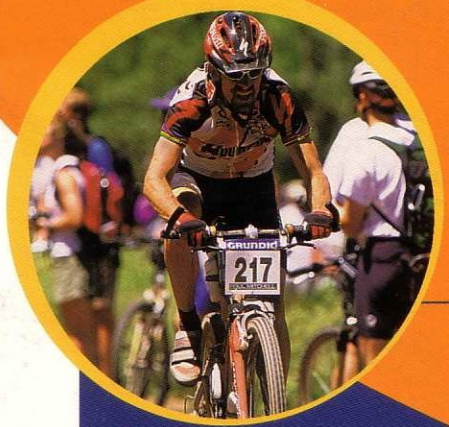
Thomas Frischknecht

(Team Ritchey)

Christope Dupouey

(Sunn/Nike)

Out in front with Arch Supreme and Tri-Align III.



Ned Overend

(Specialized/Mountain Dew)

Accelerates faster than most kids half his age. Decelerates faster than anybody with his Arch Supreme.

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