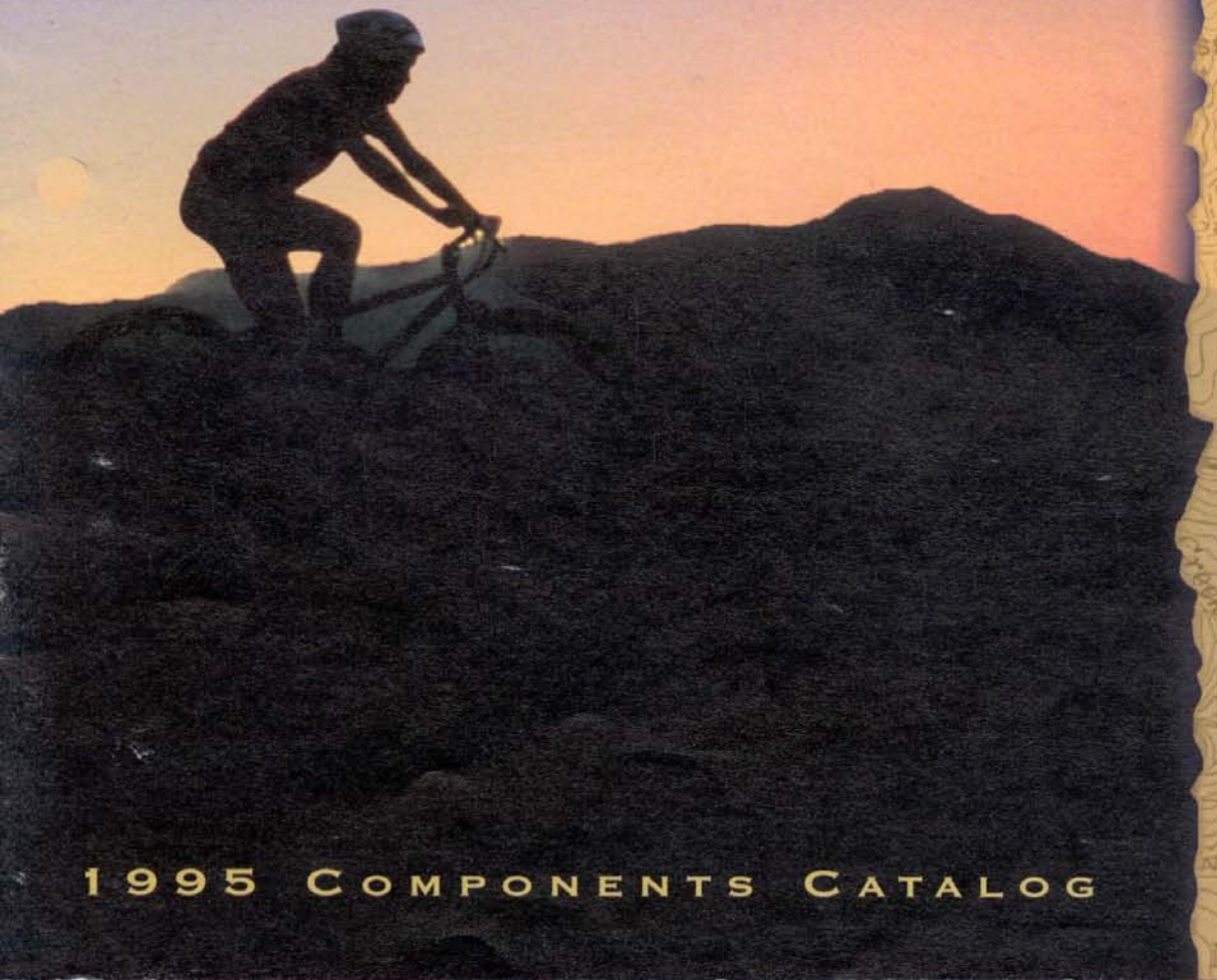
Wilderness Trail Bikes



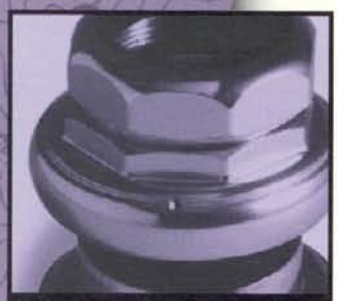
1995 Components Catalog

Wilderness Trail Bikes



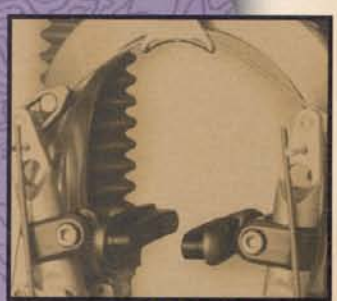
New Paradigm 4

Wilderness Trail Bikes is a genuinely innovative bicycle technology company dedicated to the design and manufacture of high quality mountain bike equipment. Twelve years of experience in product development have yielded a solid, international reputation for design integrity, component performance, super durability and competitive value. From this foundation, Wilderness Trail Bikes promotes its social vision: that the bicycle is a timely and appropriate technology for today's world. We believe that quality products and education enhance the riding experience, in turn inspiring more recreational enthusiasts to adopt the bicycle as a utilitarian alternative to motorized transport.



Momentum/Classic 6

In support of our social vision, Wilderness Trail Bikes conducts its business with the highest degree of integrity and passionately promotes socio-ecological improvement. Wilderness Trail Bikes encourages and empowers individuals and communities to deepen their own appreciation and adoption of lifestyles that are harmonious with the environment. Wilderness Trail Bikes provides quality components and education to help people commune with Nature's pristine beauty, wherein is found deep renewal of body, mind and spirit. This is our contribution to help elevate awareness and make the world a better place.



Brakes 8

The New Paradigm

The New Paradigm Trail was secretly built and maintained by cyclists in Marin County for about seven years before its discovery and eventual destruction by the Marin Municipal Water District in early 1994. The trail became a *cause célèbre* for local cyclists who receive discrimination in the public planning process and suffer a blanket ban of singletrack access. The trail also attracted considerable local and national media attention, focusing a more thorough and critical analysis of bicyclists' access issues. This process has helped educate the uninvolved portion of the public to the goals of the cycling community and to the supporting rationale. Now a wider cross-section of the public understands and embraces those goals. The New Paradigm Trail appears to have been a very creative, effective act.

Wilderness Trail Bikes is raising the matter of the New Paradigm Trail to elevate understanding of trail access issues and to get people involved. We believe that businesses in the bicycling industry and local and national governments have a responsibility to educate people to the value of bicycles and to take active roles in encouraging their use. The Wilderness Trail Bikes partners have been active in bicycle advocacy since the earliest days of the mountain bike. Because we see the valuable contributions that mountain bike culture can make to society, we feel a personal responsibility to protect mountain biking's future. We hope to seed the vision of a "Bigger Picture" which enfolds cyclists into the community of Earth's guardians with a common goal of using resources responsibly while protecting the land from destructive commercial exploitation.

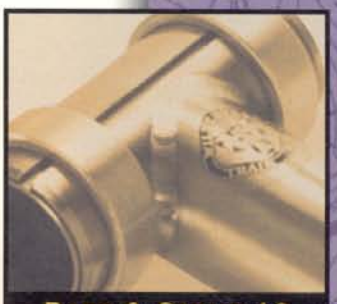


Photo: Mike Farias

Wilderness Trail Bikes Partners, from left: Charlie Cunningham, Mark Slate, Patrick Seidler, Steve Potts



Rims/Tires/Phoenix 10



Bars & Stems 12



Accessories 14

New Paradigm Group





A portion of WTB's profits from New Paradigm T-shirt sales will be contributed to local and national trail access efforts.

The New Paradigm™ Group derives its name from both the highly creative thinking applied to the design and development of these premier components as well as from WTB's heartfelt obligation to draw further attention to land access issues in Marin, and around the world. Wilderness Trail Bikes is applying "New Paradigm Thinking" in an innovative approach to bicycle component design that incorporates all aspects of value including quality materials, performance, long-life, ease of maintenance, aesthetics, education, environmental sensitivity and freedom. Wilderness Trail Bikes also applies New Paradigm Thinking to its continuing promotion of ethical, environmentally sound land use. Unbound by traditional thought processes and approaches, New Paradigm Thinking can solve seemingly unsolvable problems. It embodies a transformative model of perception that radically shifts current perspective.



Cantilever Brakes

4-way adjustable brake pad positioning with a single screw, innovative inboard brake pad placement, and Linear Return Spring™ tension yield unsurpassed cantilever set-up and performance. 132g.



Susie Weaver, Marketing Manager

New Paradigm Bottom Bracket

The New Paradigm Bottom Bracket features the proprietary GREASE GUARD® System as insurance against costly bottom bracket damage from contamination and load. Built with super-precise cartridge bearings for durability and ease of servicing, the New Paradigm Bottom Bracket is available with titanium or Cr-Mo spindles. Spindle lengths: Ti: 107, 113, 122mm; Cr-Mo: 107, 110, 113, 122mm. Titanium: 204g; Cr-Mo: 256g.



NEW PARADIGM™ HEADSET



Equipped with the patented and patent-pending GREASE GUARD® Bearing Lubrication System, the New Paradigm Headset is built to provide years of trouble free service in the harshest conditions of exposure to grit and water contamination. The New Paradigm Headset is a composite of aluminum and steel alloy featuring precision cartridge bearings for durability and performance. Available in 1" and 1 1/8" diameters.



NEW PARADIGM FRONT HUB

Made in America, the New Paradigm Front Hub features a large diameter tubular axle, micro-shim adjustment, WTB's unique full complement angular contact cartridge bearings, wide flange spacing, wide bearing spacing and the GREASE GUARD Bearing Lubrication System for life long durability and easy maintenance. Available in silver, black or gunmetal blue with 28, 32 or 36 hole drillings. 160g.

NEW PARADIGM CASSETTE HUB



The New Paradigm Cassette Hub features an adjustable full complement cartridge bearing, super-wide bearing spacing and GREASE GUARD. Available with either a Shimano XT 8 Speed Compact Drive cassette body or a Shimano LX 7 Speed cassette body for near zero dish and a stronger wheel, the New Paradigm Cassette Hub provides a functional improvement for the serious off-road cyclist. The New Paradigm Cassette Hub is available in silver, black or gunmetal blue with 32 or 36 hole drillings. 7 Speed: 354g; 8 Speed: 378g.

POWERBEAM™ RIM

The PowerBeam Rim is a revolutionary patent-pending rim design that is exceptionally light, strong and stiff. Reinforced with a centrally located vertical beam that uniformly distributes spoke load, the PowerBeam has the advantage of greater torsional rigidity, vertical and horizontal flex resistance and longer lasting wheels than other rims in this light weight category. 398g.





Matt Storms, Manager, OE Sales, International Distribution

Momentum Group



The Momentum Group continues the WTB tradition of exceptional quality at a more affordable price. Wilderness Trail Bikes is dedicated to providing affordable, maintainable, widely available bicycle components to promote a lifestyle of harmonious interaction with our environment. We believe the mountain bike offers a healthier lifestyle for people, resulting in a healthier planet. Uncompromising value and design integrity are applied to the development of the Momentum components as we pursue this goal.



Momentum Front Hub

The Momentum Front Hub features an oversized shell diameter, extra-stiff axle and wide flange spacing for precision, responsive steering. Equipped with GREASE GUARD®, the Momentum Front Hub will provide excellent performance and years of trouble free service. 160g.



Momentum Pedal

The Momentum Pedal is available with an alloy body and optional steel or aluminum cage. This standard cage pedal features GREASE GUARD for positive and complete purging of all contaminants without adding friction or drag from seals or excessive quantities of grease. Alloy: 300g/pair; Steel: 356g/pair.



Ted O'Connell PHOENIX Production

Momentum Bottom Bracket

The Momentum Bottom Bracket is equipped with GREASE GUARD to protect your bearings from contamination and load. Its steel spindle fits into aluminum cups which house cup and cone bearings. Spindle lengths: 107, 110, 113, 122mm. 328g.



Classic Group

Wilderness Trail Bikes was among the pioneers to first use oversized shell diameters and wide flange spacing for stronger hubs CNC machined from billet. Lasting innovation is the touchstone for product development at Wilderness Trail Bikes. The components in the Classic Group have benefited from constant development, revision and refinement for over 10 years. The embodiment of function, they endure trends and fads. 100% Made in America, the Classic Group components are built to last.

Classic Headset



The Classic WTB/Chris King Headset is made of 7075-T6 aluminum with angular contact precision cartridge bearings. It features the GREASE GUARD® Bearing Lubrication System to protect from exposure to grit and contamination during riding and car top transportation. The Classic Headset requires a threaded steerer tube 1.6 inches (40.5mm) longer than the head tube. Add the thickness of a cable hanger if one is being used. 125g.



Classic Rear Hub

The Classic Rear Hub is precision machined from 2024-T3 aluminum and accepts a screw on free wheel. Large diameter flanges with slightly wider spacing give greater wheel strength. Equipped with GREASE GUARD. Available in silver or black with 32 or 36 hole drillings. Rear Hub: 227g; Rear Tandem Hub: 274g.

Classic Front Hub

The Classic Front Hub is precision machined from 2024-T3 aluminum alloy billet and features adjustable full complement angular contact bearings with special shims to eliminate bearing play and obtain phenomenal bearing life. Equipped with GREASE GUARD. Hub flanges are widely spaced to facilitate an optimum spoke bracing angle and specially contoured spoke holes effectively reduce spoke stress. Available in silver or black with 28, 32 or 36 hole drillings. 156g.

SST Saddle

SST SADDLE



Saddle is designed to offer mountain bikers a superior off-road-specific saddle. saddle "drop" and shell stiffness are optimized for proper riding support and comfort. The nose is gently contoured with deep, soft padding for comfortable positioning when climbing as well as easy transition from seated to standing positions. The rear section is rounded and enables easy re-entry after steep escents or technical conditions. Available with titanium, Cr-Mo, or steel rails, the SST Saddle features a generous 75mm mounting area providing plenty of forward/rearward adjustment. The SST Saddle incorporates carefully researched refinements for total comfort and performance. Titanium: 240g; Tubular Cr-Mo: 265g; Steel: 326g.





Bert Sawicki, Shipping

Brakes



WILDERNESS TRAIL BIKES BRAKES ARE LEGENDARY! BEGINNING WITH THE PATENTED ROLLER-CAM BRAKE, DEVELOPING THE PATENTED AND PATENTS-PENDING CANTILEVER BRAKE, AND RECENTLY INTRODUCING THE TOGGLE-CAM BRAKE, WILDERNESS TRAIL BIKES' EXTENSIVE EXPERIENCE IN BRAKE DESIGN AND DEVELOPMENT IS QUICKLY APPARENT WHEN YOU RIDE ANY OF THE FAMILY OF SPEEDMASTER BRAKES. PRECISION MODULATION AND UNPARALLELED POWER ARE LITERALLY AT YOUR FINGERTIPS.



SPEEDMASTER™ TOGGLE-CAM BRAKE

The patent-pending SpeedMaster Toggle-Cam Brake features the same construction as the Roller-Cam but allows seatstay placement via a side-pull setup that routes the brake cable to the side of the seattube. The Toggle-Cam linkage retrofits onto existing Roller-Cam Brakes. Trail side adjustment for pad wear is simple and does not require tools. The Toggle-Cam surpasses even the Roller-Cam in power, precision braking and ease of- adjustment. Standard: 188g; Compact: 176g.



SPEEDMASTER ROLLER-CAM BRAKE

The patented SpeedMaster Roller-Cam Brake has set the standard for many serious off-road bicyclists. Constructed from 7075-T6 aluminum, with replaceable main pivot bushings and lubrication ports, SpeedMaster Roller-Cam Brakes also have independently adjustable linear tension springs and sealed bearing pulleys. Compact versions of the SpeedMaster are available for short chainstays and smaller frames with seatstay mounted brakes. Standard: 169g; Compact: 161g.



Jenn Nelson
Race Program
Coordinator,
Administration

SpeedMaster™ Cantilever

The SpeedMaster Cantilever Brake is the ultimate in cantilever brake performance. Low-profile tubular brake arms are light weight and provide torsional rigidity for predictable braking. The one-screw-adjustable band clamp enables 4-way pad adjustment and allows a wide range of brake stud and brake pad toe-in positions. The inboard mounting of the brake pad post reduces torque load on the brake studs and provides superior braking feel and power. Patented Linear Return Springs™ precisely center brake arms with minimal tension. The combination of innovative brake pad placement, easy to adjust brake pad positioning and individual straight spring tension is unsurpassed for performance. 132g.





Brake Bridge

Structurally elegant, super rigid and light, the milled 7075-T6 aluminum Brake Bridge gives the ultimate braking power and modulation for Roller-Cam, Toggle-Cam and U-Brakes. This is accomplished by bracing the brake studs against the tendency to flex outward from braking forces. Available in silver. Wide and narrow: 36g.

GripMaster Brake Pads

GripMaster Brake Pads are available in three different compounds to match your riding needs.

- *The Conventional GripMaster offers positive response and long wear characteristics.*
- *The Abrasive GripMaster removes surface slickness and smoothes rim irregularities, providing a competition-proven advantage for wet weather riding.*
- *The Dual-Compound GripMaster offers the best of both worlds. The Abrasive Compound on the leading edge and the Conventional Compound on the trailing edge provide responsive braking and cut through moisture for improved wet weather performance. The Abrasive leading edge wears slightly faster than the Conventional trailing edge, creating a natural toe-in. All GripMaster Brake Pad materials are interchangeable and can be rebuilt using the original holders. Available with black, silver, or gunmetal blue holders. 42g/pair.*





Fred Falk,
Production Manager

Rims & Tires



Wilderness Trail Bikes has applied New Paradigm Thinking to the development of its first line of WTB brand rims and tires. Extensive experience in the design and testing of licensed rims and tires has helped Wilderness Trail Bikes develop an acute sense of design criteria. Wilderness Trail Bikes has the ability to accurately and consistently deliver the desired attributes in high performance rims and tires.



PowerBeam



SpeedMaster



SpeedMaster II

WTB PowerBeam™ Rim

The revolutionary, patent-pending WTB PowerBeam Rim is made of heat-treated 6061 aluminum. A centrally located vertical beam uniformly distributes spoke load for more efficient use of material, delivering light weight, maximum strength, impact resistance and longer wear. The WTB PowerBeam Rim features a perfectly parallel 12.3mm tall braking surface and tapered wall thickness placing material where it is most needed. The WTB PowerBeam is offered in 22mm and is available with 28, 32 or 36 hole drillings. 398g.

SpeedMaster™ Rim

The SpeedMaster Rim is a double-box rim for the value conscious enthusiast. Made of heat-treated 6061 aluminum alloy, it is available in 23mm and 25mm widths. Featuring a perfectly parallel 12.3mm tall braking surface, the SpeedMaster has ample wall thickness to ensure strength, durability, long wear and dent resistance. 23mm: 465g; 25mm: 495g.

SpeedMaster II Rim

The premium SpeedMaster II Rim is a very strong triple-box rim made of heat-treated 6061 aluminum alloy and is available in 23mm width. The SpeedMaster II features the perfectly parallel 12.3mm tall braking surface and a durable, tapered braking surface thickness. The 10mm rim depth allows for easy tire installation and removal. 475g.



Doug Canning,
West Coast
Regional Sales

WTB 2.1 VelociRaptor™ Tires

Rear

The rear-specific VelociRaptor tire delivers awesome climbing and braking traction in soft dirt, loose gravel, rocks and sand. Deep 6mm center tread blocks are spaced to penetrate soft surface conditions and provide excellent traction. Specially designed transition knobs give predictable and stable cornering. Durometer has been optimized, producing a tire that wears well while offering superior traction. Kevlar: 625g; Steel: 675g.



Front

The front-specific VelociRaptor offers extraordinary soft dirt traction. Accurate steering under heavy braking, high cornering traction, light weight, low rolling resistance and good braking traction are its hallmarks. Kevlar: 615g; Steel: 665g.



PHOENIX

THE PHOENIX™ FRAME HAS RISEN FROM THE COLLABORATIVE DESIGN AND FRAME BUILDING EFFORTS OF CHARLIE CUNNINGHAM, STEVE POTTS AND MARK SLATE, EACH RESPECTED BUILDERS OF THE FINEST CUSTOM MOUNTAIN BICYCLES. INDIVIDUALLY THEIR BICYCLES HAVE LONG BEEN KNOWN TO SET THE HIGHEST STANDARDS FOR ENGINEERING, ORIGINALITY, QUALITY OF MATERIALS, WORKMANSHIP, UNCOMPROMISING PERFORMANCE AND DURABILITY. IN THE PHOENIX, THEY HAVE DESIGNED A PERFECTLY BALANCED TECHNICAL TRAIL BIKE WITH SIGNIFICANT ADVANTAGES IN DEMANDING CONDITIONS.





PHOENIX

Each limited production PHOENIX is hand crafted by Steve Potts in Mill Valley, California. TIG welded using True Temper tubing, the essentially custom PHOENIX benefits from extensive attention to detail and decades of frame building experience. The PHOENIX comes with cantilever brake mounts and is available in 12", 15" and 18" sizes. The 15" and 18" frames are available with a headtube and downtube configuration to accommodate front suspension. Available in real red or forest green. 4 lbs, 3 oz.

PHOENIX SPECIAL EDITION

The PHOENIX Special Edition comes with seatstay mounted Roller-Cam/Toggle-Cam brake mounts to provide the ultimate in braking performance. Available in 12", 15" and 18" sizes. 15" and 18" frames are available with a head and downtube configuration for front suspension. Available in real red or forest green. 4 lbs, 3 oz.





Gary Gleason,
National Sales Manager

Bars & Stems

Our Bars and Stems are carefully developed and tested designs. constructed with the finest materials, they provide the strength and control that enable you to pick the perfect line.

PowerBand™ AheadSet® Stem

The PowerBand AheadSet Stem features a 3-bolt rear pinch system with soft, rounded edges. There are no protrusions that can hurt your knees if you momentarily spin the rear wheel on a slippery climb. The stem clamps firmly to hold the headset adjustment. 226g.

AheadSet is a registered trademark of Dia-Compe U.S.A.





PowerBand Stem

The patent-pending PowerBand Stem features Cr-Mo construction for a low profile, lightweight design. The long tapered edges evenly diffuse stress at the handlebar contact area as the dual bands effectively lock the handlebar with smaller diameter, lighter bolts. The removable stem cap facilitates quick change of stem without removing handlebar controls and grips. Available in 12, 13.5 or 15cm reach with 5° or 20° rise. 260g.



TrailGrips™

Ergonomically designed TrailGrips are made of durable craton rubber and feature a smaller, octagonally faceted diameter for better grip. Extra thickness at the ends prevents tearing and punch-outs. Available in clear or black. 93g.



Tim Edwards, Production



Titanium Flat Bars

Our Titanium Flat Bars are a constant 7/8" diameter 3AL 2.5V titanium tubing, combining shock-absorbing flex characteristics with light weight and super strength. The Titanium Flat Bars use unique long-taper shims which diffuse the acute stress that can cause handlebars to break at the stem junction. Custom bent to your specifications and available in 21", 22", 23" and 24" lengths. 21": 160g.





Offroad Drop Bar

Our high-grade, heat-treated aluminum Offroad Drop Bars are stronger, more durable, and provide better shock absorption than standard designs. A 5" drop, 3" reach and radical 25° flare on each side provides the correct anatomical position for better handling and body alignment in the power and braking positions. 337g.

Cable Hanger

The precision machined aluminum Cable Hanger provides a solid stop for the front cable housing and more precise feel for the front brake. The Cable Hanger clamps between the headset locknut and adjuster nut and eliminates the need to undo brake cables to change stems. Available in silver or black. 11g.





John Manuel, East Coast Regional Sales

Accessories

WTB ACCESSORIES COMPLIMENT OUR OTHER PRODUCTS FOR FLAWLESS PERFORMANCE. WELL CONCEIVED DESIGNS AND FORMULATIONS ARE TESTED AND REFINED TO ENSURE FUNCTIONALITY, LONG-LIFE AND RELIABILITY TO ENHANCE YOUR RIDING EXPERIENCE.



GREASE GUARD® GREASE GUN

The proprietary long-tipped GREASE GUARD Grease Gun is specifically developed for use on all GREASE GUARD System Components. The needle tip of the specially designed Grease Gun is easily fitted to the grease port of all GREASE GUARD Components and ensures correct flow rate. The carefully engineered primer requires minimum force to pump grease into the bearing nipple, and helps flow to cease immediately upon completion.



GREASE GUARD GREASE

Certified GREASE GUARD Goose Grease has been formulated specifically for use with all GREASE GUARD System Components. Its viscosity is stable at high and low temperatures. Non-toxic Goose Grease contains superfine Teflon® which actually bonds to the surface of bearing steel to a depth of .0002", providing the ultimate in corrosion prevention and friction reduction. Goose Grease is also ideal for cables, pivots, and other areas requiring lasting lubrication. Non-certified greases may cause damage to the delicate low friction contact lip of the GREASE GUARD seals, significantly compromising component performance. Certified GREASE GUARD Grease is only available from WTB or Finish Line Technologies.

Teflon is a registered trademark of E.I. Eupont



Greg Biber, PHOENIX Production

MIDNIGHT OIL



Midnight Oil contains colloidally suspended graphite for super long-lasting lubrication of chains (as well as cables, pivots, and threads). Midnight Oil penetrates quickly and has incredible staying power, providing smoother shifting and longer chain life even when subjected to intense moisture, dust and grit. Apply with care as Midnight Oil will stain any fabric it touches, an indication of why it stays on the chain so well.

CHAIN PUP™ CHAIN TOOL

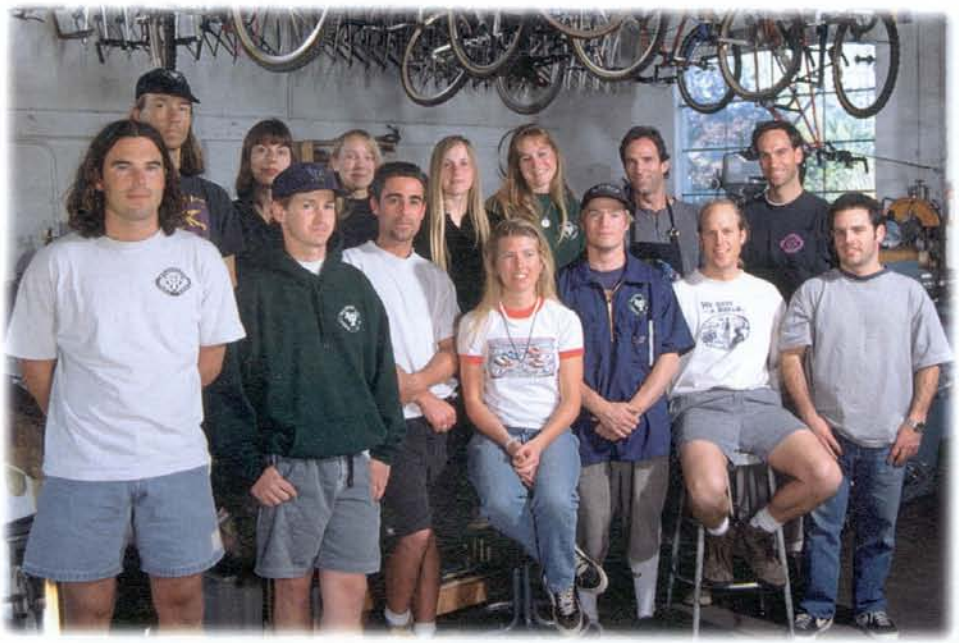
The WTB/Finish Line Chain Pup Chain Tool is the most compact, lightweight and convenient chain tool available. The patent-pending Chain Pup ensures perfect inner/outer link clearance for optimum index shifting performance and eliminates the possibility of the chain pin being inadvertently pushed out of the link. The "T Pup," a 4, 5 and 6 millimeter hex wrench with two different sized spoke wrench slots, nests into the Chain Pup. 32 g.



TOE FLIPS

Introduced by WTB, our original design Toe Flips have been copied by most pedal manufacturers without an understanding of the functional subtleties. Plated spring steel is specially shaped for a quick flip of the pedal, allowing instant and effortless toe clip entry. If you have clips get Toe Flips. 43g.





At the center of WTB's success is its dedicated and talented staff. Top row from left: Tim Edwards, Lori Donahue, Adria Stillman, Suzie Miller, Susie Weaver, Greg Biber, Ted O'Connell. Bottom Row from left: Gary Gleason, Matt Storms, Doug Canning, Jenn Nelson, Bert Sawicki, Fred Falk, John Manuel. Not pictured: Will Hassinger

Chainstay Protector



Extra thick and absorbent Chainstay Protectors are tapered for maximum protection and noise dampening. Every rider will notice the subtle improvement. 6g.

B-52 Bomber Waterbottle Cage



The patent-pending WTB/Blackburn B-52 Bomber Waterbottle Cage efficiently carries 1.5 liters of water in standard store-purchased bottles of pure spring or mineral water. These superlight bottles are made of a better material that will not impart chemicals that affect taste, even on hot days. With approximately 90 grams less weight, one B-52 Bomber and bottle carries as much water as two standard cages with large 28 oz. water bottles. The water is positioned lower on the bike for better handling. 171g.



WTB Waterbottles



Join the team of international riders who use official WTB Waterbottles. Printed on translucent polyethylene plastic with the classic WTB logo. Large (28 oz.) or small (21 oz.).

T-Shirts and Sweatshirts

Wilderness Trail Bikes' T-Shirt and sweatshirt styles and colors change throughout the year. Get yours while they last.

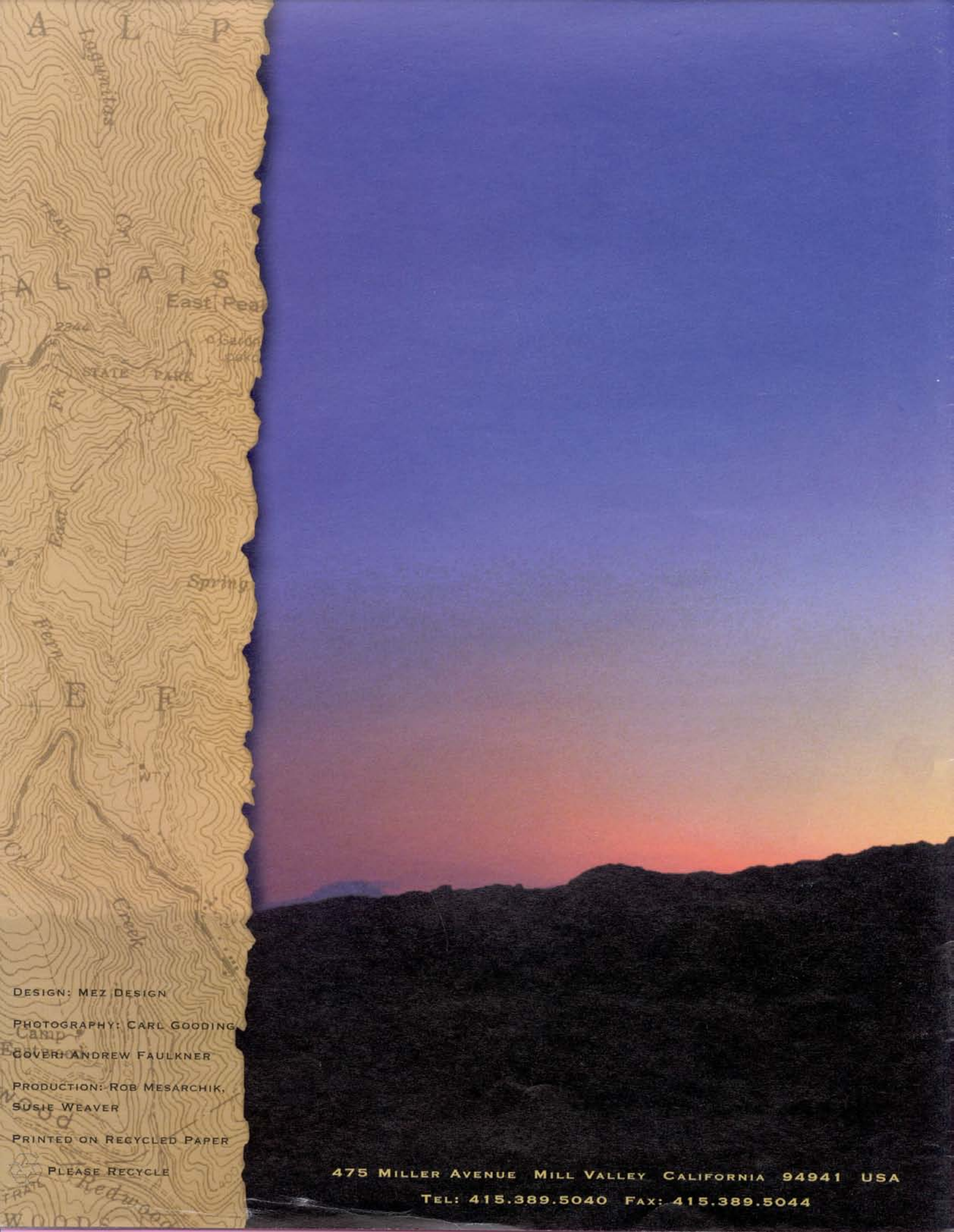
WTB Stickers

Official WTB logo self-adhesive stickers are available in 3/4", 2 1/2" & 5" sizes. Share WTB's pride and goodwill.





Suzie Miller, Office Manager



DESIGN: MEZ DESIGN

PHOTOGRAPHY: CARL GOODING

COVER: ANDREW FAULKNER

PRODUCTION: ROB MESARCHIK, SUSIE WEAVER

PRINTED ON RECYCLED PAPER

PLEASE RECYCLE

475 MILLER AVENUE MILL VALLEY CALIFORNIA 94941 USA

TEL: 415.389.5040 FAX: 415.389.5044