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THE NEW SPECIALIZED STORM CONTROL TIRES DESIGNED BY
WILDERNESS TRAIL BIKES

Dear *Bicycle Dealer,*

Wilderness Trail Bikes, the company that created Ground Control® and Ground Control Extreme tires for Specialized, has designed another trendsetter. Specialized's new Storm Control™ tire excels in slippery, wet conditions and soft dirt. Specialized is introducing the Storm Control nationwide just in time for mud season.

Wilderness Trail Bikes is sending you technical information on these new tires so you can see for yourself why the Storm Control is revolutionary.

To improve mud release, the 2.2" and 1.8" Storm Control tires have knobs that are bigger at the base than at the top. From above, the knobs have a distinctive rounded appearance; each shape is designed to resist the specific loads found in that part of the tire while having minimum surface area. Both the minimal surface area of each knob and the wide spacing between knobs helps prevent mud from sticking to the tire. Also, the rounded knobs are oriented so they allow even the most viscous mud to flow between the knobs rather than clog the tread. Testing confirms that both sizes of Storm Control tires leave a clean tread print in mud, indicating that the unique tread design effectively resists clogging.

The tall, widely separated knobs on both the 2.2" and 1.8" penetrate mud and soft dirt to grip underlying surface irregularities. Because of this, Storm Controls have an uncanny ability to grip where other tires cannot. For instance, test riders have found that on slimy, wet roots and rocks the Storm Control's deep, widely spaced knobs grab and hold more firmly than other tires, giving confidence. Also on leaf covered dirt the high point pressure resulting from the widely spaced knobs makes them punch through the leaves and grip where other tires slip.

The 2.2" and 1.8" Storm Control tires have different tread patterns that take full advantage of the characteristics of each casing size.

The big casing of the 2.2" Storm Control gives a large contact patch that helps keep the tire from sinking too deep in really soft mud or dirt. As mud season progresses into the dead of winter, the same design features that make the 2.2" Storm Control work so well in soft conditions apply also to the snow.

The smaller casing of the 1.8" is laterally more rigid, giving firm support to its proportionally larger knobs. In addition to excellent mud performance the 1.8" Storm Control tire works very well in powdery, dry dirt. It has remarkable climbing and cornering traction in these conditions and has surprisingly low rolling resistance for a high traction knobby tire. The 1.8" Storm Control is also predictable and secure when cornering on pavement because outermost knobs are large and well supported to reduce flex. The sipes in the outer knobs provide an extra edge for grip when cornering at extreme angles on hard surfaces.

Dramatic capabilities and radical looks make Storm Controls a standout in the glutted mountain bike tire market. Charlie Cunningham, Steve Potts, Mark Slate, and Patrick Seidler of Wilderness Trail Bikes Licensing have made mountain bike history before with Ground Control and Ground Control Extreme tires. As cyclists demand more specific capabilities from their tires, Storm Controls will define a new market. Their design is part of Wilderness Trail Bikes commitment to "Innovations that Endure."

If you'd like further technical information on Storm Control tires, contact the designers at Wilderness Trail Bikes Licensing, (415) 925-9050. Charlie, Steve, Mark or Patrick will be happy to call you back.

Both 2.2" and 1.8" Storm Controls are available with wire bead. The 2.2" weighs 750gm and the 1.8" weighs 650gm . To order these and other Specialized offroad tires call Fred at Wilderness Trail Bikes (415)924-9632.

Charlie Cunningham Mark Slate Patrick Seidler Steve Potts