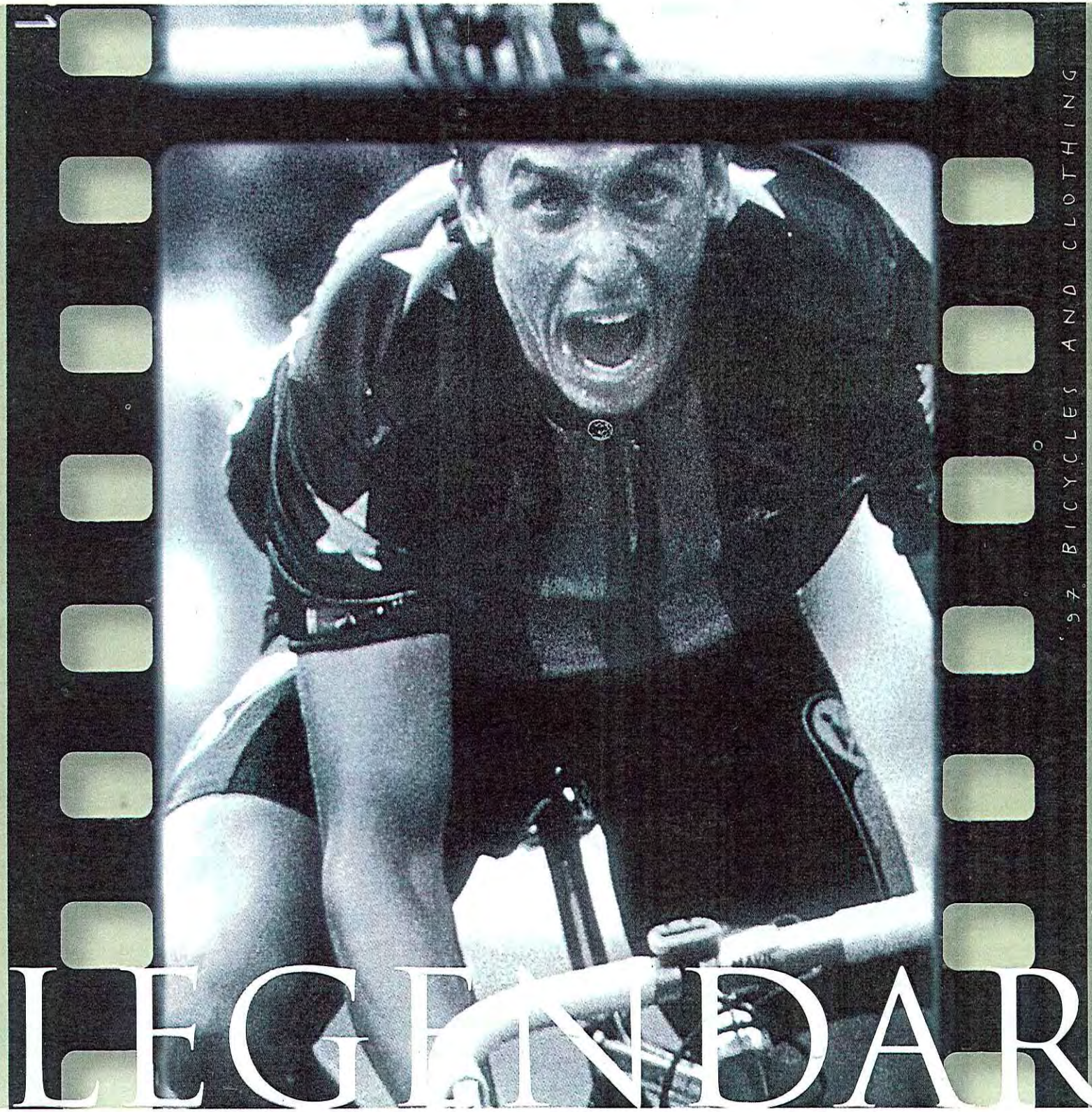


'97 BICYCLES AND CLOTHING

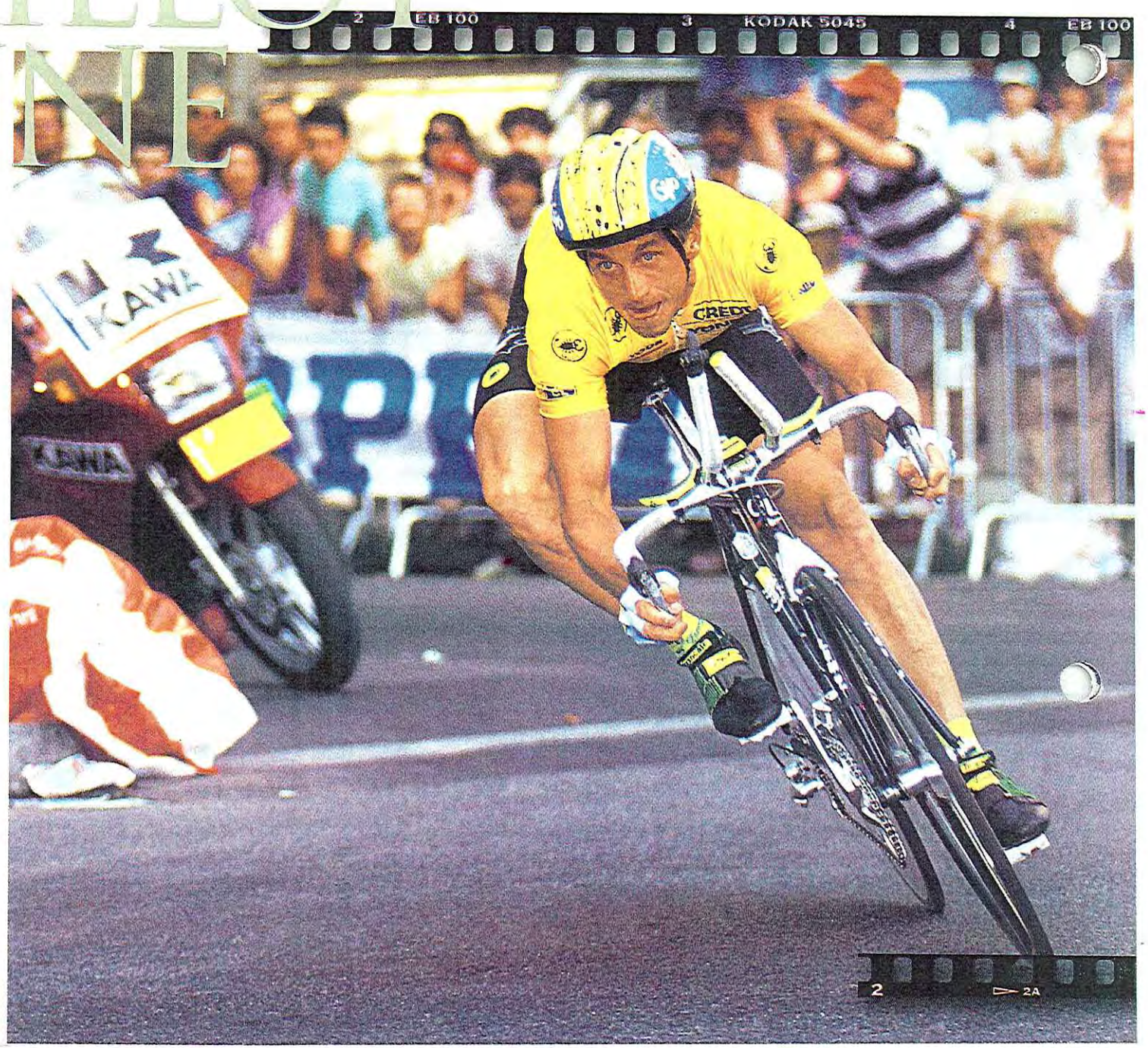
LEMOND

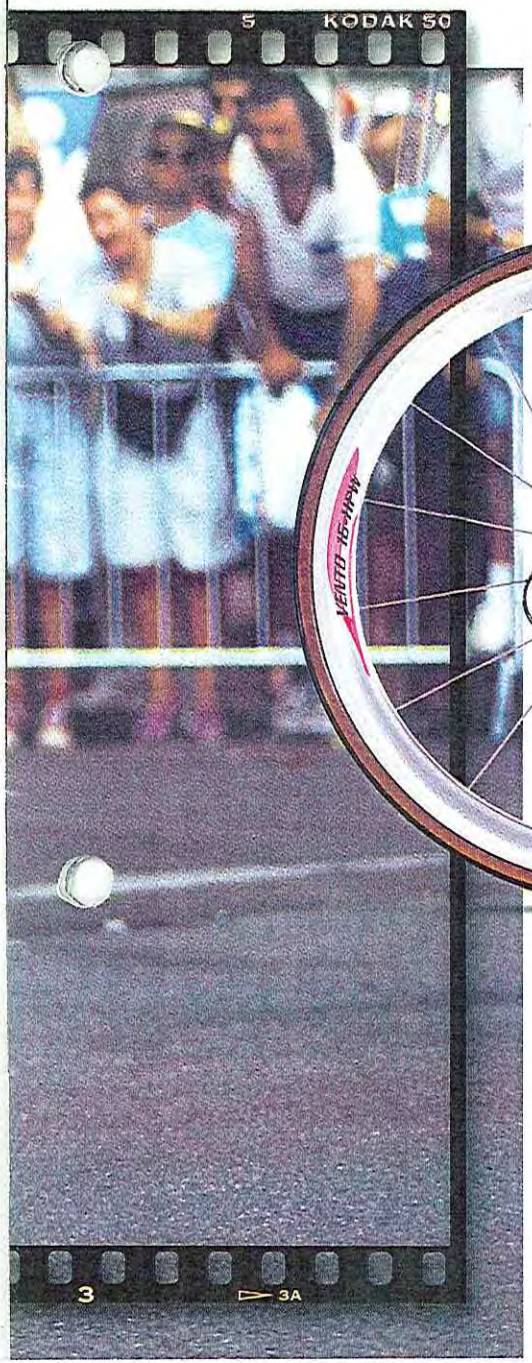
LEGENDARY

MAILLOT JAUNE

"The yellow jersey of the Tour de France transcends a rider, more than any other national race. Anyone in the peloton will tell you their career would be complete just to wear the yellow jersey for a day. I felt that wearing it for the first time was one thing, but wearing it into Paris was another.

As a 25-year-old in 1986, wrenching the yellow jersey from Bernard Hinault was both exciting and exhausting. After finishing third and second in the Tour, I knew I was capable of winning. My victory in 1986 was hard-fought, and it proves that the power of the Maillot Jaune is all-consuming. I wouldn't trade that feeling for anything."







The Maillot Jaune, the leader's jersey for the Tour de France, inspired the design parameters for this bike: If Greg were to ride the tour today, what frame, fork and components would he choose? They would have to be light, reliable and everything would have to function at a world class level. His choices? 100% Optimally Compacted Low Void (OCLV) carbon frame, the lightest production frame in the world (2.50lbs) mated with the new ultra stiff carbon Air Rail fork, and a choice mix of componentry: Campagnolo Record seat post, headset, drivetrain, hubs, 9 speed Ergopower shift/brake levers, Cinelli bar and titanium stem and way trick Campagnolo bladed 16 spoke Vento wheels. No compromises, no shortcuts. It's a bike made to get you to Paris.

BÉRY

Chambery

Named after the site in France where Greg narrowly beat Sean Kelly and Dimitri Konyshev to capture the Worlds in 1989, the Chambery™, offers the same OCLV performance enhanced ride as the Maillot Jaune, but with a Shimano Ultegra drivetrain. Complete with Cinelli bar and forged stem, Mavic rims, LeMond saddle, Continental tires, and carbon Air Rail Fork, this bike has all of Greg's favorite components. Need to ride 150 miles and then out sprint Sean Kelly? The Chambery is your ride.

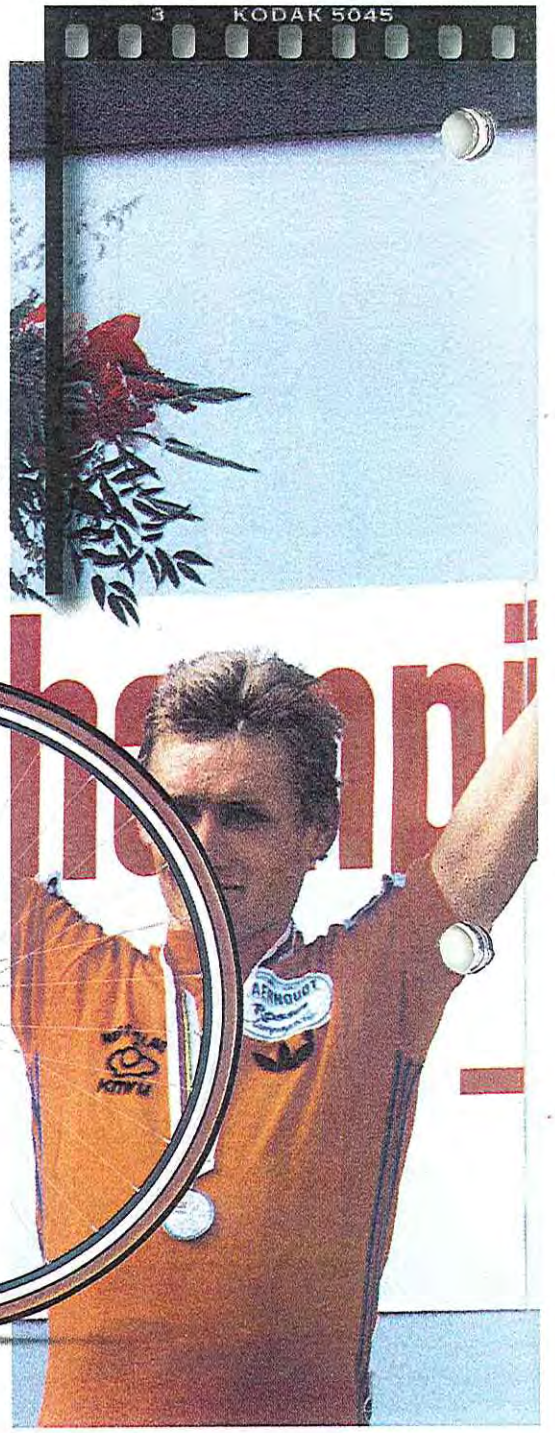


"I went into the 1989 world's in France still on a high from the Tour. I started out feeling poorly but gained strength as the laps went by. With just under a mile to go, Fignon attacked and I countered, flying past him in the final turn. With 300 meters to go, I led out the sprint, slowly building up my speed. I had just enough kick at the end for the victory, beating Sean Kelly, one of the best one-day classics riders in history."

Zurich

A 22-year old kid named LeMond stunned the pro peloton in claiming the gold medal at the 1983 world's outside Zurich, Switzerland. You'll be stunned by the LeMond Zurich's™ stiff and resilient feel, made with Reynold's advanced 853 air hardened steel. The new 853 tubing is designed to be TIG welded and actually becomes stronger where heated. Combine this with the new carbon Air Rail fork, Shimano's Ultegra componentry, Mavic rims, Cinelli Bars and forged stem and you've got the ultimate steel ride.





Buenos Aires

BU

After taking the bronze in the team time trial, silver in the 3000 meters on the track and gold in the road race at the Junior Worlds in 1979, Greg had solidified his position as a true world class rider. LeMond's Reynolds 853 frames have also proven to be world class performers. Starting with the same 853 frame as the Zurich, the Buenos Aires combines a full Shimano 105 drivetrain with Cinelli bar and stem, Mavic rims, and Continental tires–everything you need to win races while still leaving you enough cash get to there.



Alpe d'Huez

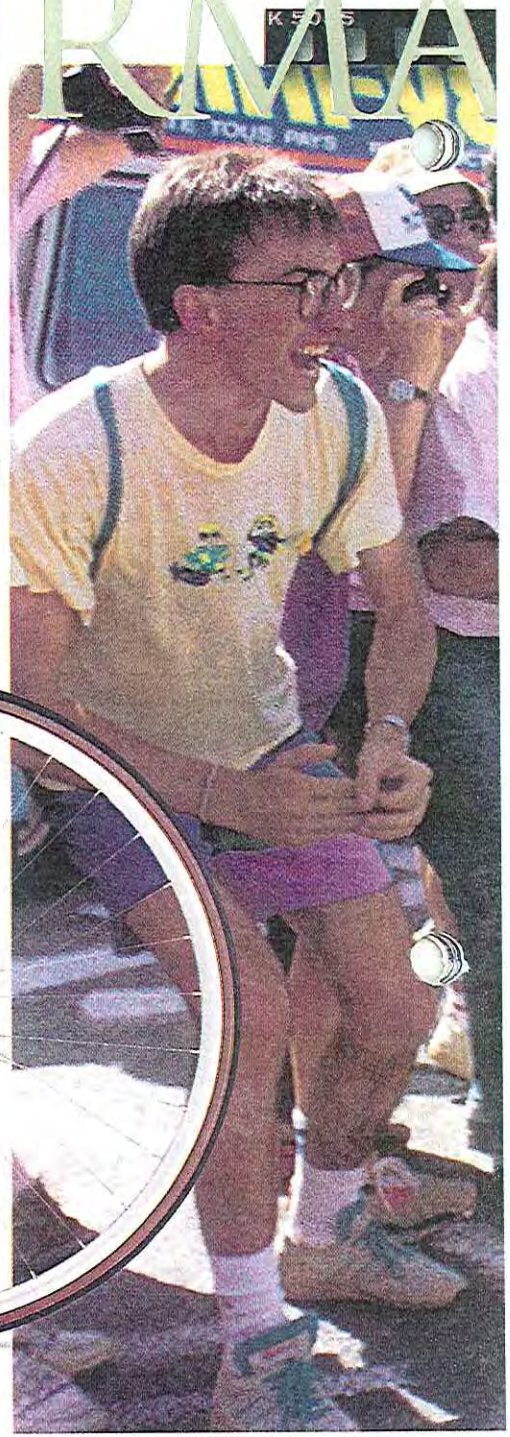
Alpe d'Huez is the most famed and fabled mountain stage in all of bike racing, so it's no wonder the LeMond Alpe d'Huez™ model is specified for the up and coming racer. From the double butted True Temper steel frame to the Campagnolo Mirage components, this is the most race bike for the buck you'll find anywhere. The frame, built with LeMond geometry is stiff yet has a great strength to weight ratio and the Mirage components are getting rave reviews everywhere. Conti tires, Mavic CXP rims and Shimano SPD pedals finish off the race ready spec package. If Greg were to start all over again, this is the bike he'd buy.



TOURMA

The comfortable LeMond Geometry and Shimano's RSX triple gearing of the Tourmalet™ will get you over any terrain from your weekend century to stages in the Pyrennées. Built with double butted True Temper cro-moly steel for a light responsive ride, Conti tires, Mavic CXP10 rims and a full Shimano RSX STI drivetrain to put 21 gears at your fingertips, the Tourmalet is perfect for the rider who sometimes likes to ride with the racers yet still knows how to slow and enjoy the vistas.



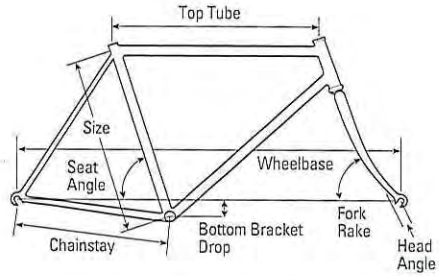


Reno

When Greg LeMond was 14 and living in Reno, the North California-Nevada State Championships road course happened to pass the home of the LeMonds. The cycling world had come to find its new leader. 21 years later, the LeMond Reno™ is designed for those who don't want to just watch the world pass in front of their house. With Shimano RSX derailleurs and STI shifters, Mavic rims and Continental Sport tires building up LeMond's True Temper double butted frame, this is enough bike to get most anyone off the porch and down the road.



Geometry-it defines the personality of the bicycle. With angles too steep, the bike is jittery and unpredictable. Angles too lax make the ride feel closer to driving a barge. Add in varying tube lengths, standover heights, fork rake and pedal clearance and you've got a very complex equation. But with the wealth of 20 seasons of racing under his chamois, Greg has reaffirmed the classic European road race geometry.



SPECIFICATIONS

Greg's geometry goals were straight forward. The bike needed to be comfortable enough to spend all day in the saddle. The bike had to be stable at higher speeds. In a tight peloton, Greg had to be able to confidently reach for a feed or take off a jacket, inches from another rider, yet still have the snap and speed to win a sprint against the likes of Sean Kelly. The results mirror the time tested euro designs.

In most sizes, the top tube is just a bit longer than the seat tube to give the rider room to stretch out and comfortably distribute the body weight between the bars and saddle.

Also, the seat tube angle puts the rider just a bit behind the pedals to give a leveraged, powerful position.

To attain quick, but predictable steering, the head tube angle is a bit steeper than the seat tube angle.

Straightforward, time tested geometry, proven over the cobbles of Northern France, the Champs Elysées in Paris and the cul de sacs of suburban Minnesota. This is one traditional design that has lasted because it works.

CHAMBÉRY, MAILLOT JAUNE

Size cm	Top Tube	Head Angle	Seat Angle	Fork Rake	Chainstay	Wheelbase	Bottom Bracket Drop (c to c)
47	51.8	72	75	4.7	40.8	97.9	7
49	52.8	72.5	75	4.7	40.8	98.1	7
51	54.5	73	74	4.7	41.0	98.6	7
53	56.0	73.75	73.5	4.3	41.0	98.6	6.8
55	57.0	73.75	73	4.3	41.2	99.3	6.8
57	58.0	74	73	4.3	41.2	100.1	6.8
59	59.0	74	72.5	4.3	41.2	100.5	6.8

RENO, TOURMALET, ALPE D'HUEZ, BUENOS AIRES, ZURICH

Size cm	Top Tube	Head Angle	Seat Angle	Fork Rake	Chainstay	Wheelbase	Bottom Bracket Drop (c to c)
47	51.0	72	74.5	4.7	41.2	96.5	7
49	52.0	72.5	74	4.7	41.2	96.7	7
51	53.2	72.5	73.75	4.7	41.5	98.0	7
53	54.5	73	73.25	4.7	41.5	98.4	7
55	56.5	73.5	73	4.3	41.5	99.5	7
57	57.5	73.5	72.5	4.3	41.5	100.0	7
59	59.0	74	72.5	4.3	41.8	100.7	6.8
61	60.5	74	72	4.3	41.8	102.1	6.8

Maillot Jaune	Chambéry	Zurich	Buenos Aires	Alpe d'Huez	Tourmalet	Reno
FRAMESET: Color: Yellow to Purple fade *Sizes:* 47, 49, 51, 53, 55, 57, 59cm (c to c) *Frame:* 100% OCLV Carbon *Fork:* Air Rail Carbon *Headset:* Campagnolo Record	FRAMESET: *Color:* White *Sizes:* 47, 49, 51, 53, 55, 57, 59cm (c to c) *Frame:* 100% OCLV Carbon *Fork:* Air Rail Carbon *Headset:* Shimano Ultegra cartridge	FRAMESET: *Color:* Silver/Inkwell Blue fade *Sizes:* 47, 49, 51, 53, 55, 57, 59, 61cm (c to c) *Frame:* Reynolds double butted 853 steel-alloy *Fork:* Air Rail Carbon *Headset:* Tange Seiki alloy precision	FRAMESET: *Color:* Race Red *Sizes:* 47, 49, 51, 53, 55, 57, 59mm (c to c) *Frame:* Reynolds double butted 853 steel-alloy *Fork:* Unicrown style, cro-moly taper guage blades *Headset:* Tange Seiki DX2 alloy	FRAMESET: *Color:* Cannibal Orange *Sizes:* 47, 49, 51, 53, 55, 57, 59, 61cm (c to c) *Frame:* True Temper double butted cro-moly *Fork:* Unicrown style, cro-moly taper guage blades *Headset:* Tange Seiki Passage	FRAMESET: *Color:* Saphire *Sizes:* 47, 49, 51, 53, 55, 57, 59, 61cm (c to c) *Frame:* True Temper double butted cro-moly *Fork:* Unicrown style cro-moly *Headset:* Tange Seiki Passage	FRAMESET: *Color:* Violet *Sizes:* 47, 49, 51, 53, 55, 57, 59, 61cm (c to c) *Frame:* True Temper double butted cro-moly *Fork:* Unicrown style cro-moly *Headset:* Tange Seiki Passage 1"
DRIVETRAIN: *Crankset:* Campagnolo Record 53/39 *Front Derailleur:* Campagnolo Record *Rear Derailleur:* Campagnolo Record, 9 speed *Shift/Brake Lever:* Campagnolo Record 9 speed *Cassette:* Campagnolo Record Ergopower 9 speed, 12-23 *Chain:* Campagnolo Record, 9 speed	DRIVETRAIN: *Crankset:* Shimano Ultegra 53/39 *Front Derailleur:* Shimano Ultegra braze-on *Rear Derailleur:* Shimano Ultegra 8 speed *Shift/Brake Lever:* Shimano Ultegra STI,8 speed *Cassette:* Shimano HG 90 12-23, 8 speed *Chain:* Shimano HG 90	DRIVETRAIN: *Crankset:* Shimano Ultegra 53/39 *Front Derailleur:* Shimano Ultegra *Rear Derailleur:* Shimano Ultegra, 8 speed *Shift/Brake Lever:* Shimano Ultegra STI, 8 speed *Cassette:* Shimano HG 70 12-23, 8 speed *Chain:* Shimano HG 70	DRIVETRAIN: *Crankset:* Shimano 105 53/39 *Front Derailleur:* Shimano 105 *Rear Derailleur:* Shimano 105, 8 speed *Shift/Brake Lever:* Shimano 105 STI, 8 speed *Cassette:* Shimano HG 70 12-23, 8 speed *Chain:* Shimano HG 50	DRIVETRAIN: *Crankset:* Campagnolo Mirage 53/39 *Front Derailleur:* Campagnolo Veloce *Rear Derailleur:* Campagnolo Mirage 8 speed *Shift/Brake Lever:* Campagnolo Mirage Ergopower 8 speed *Cassette:* Campagnolo Mirage 12-23, 8 speed *Chain:* Campagnolo HD 50	DRIVETRAIN: *Crankset:* Shimano RSX triple 46/36/26 *Front Derailleur:* Shimano RSX *Rear Derailleur:* Shimano RSX GS *Shift/Brake Lever:* Shimano RSX STI 7 speed *Cassette:* Shimano HG 50 11-24, 7 speed *Chain:* Shimano HG 50	DRIVETRAIN: *Crankset:* Sugino AC130 53/39 *Front Derailleur:* Shimano RX 100 *Rear Derailleur:* Shimano RSX SS *Shift/Brake Lever:* Shimano RSX STI 7 speed *Cassette:* Shimano HG 50 11-24, 7 speed *Chain:* Shimano HG 50
WHEELS: *Hubset:* Campagnolo Vento *Spokes:* Bladed 16 *Rims:* Campagnolo Vento 16 hole *Tires:* Continental Gran Prix 700 x 23c folding	WHEELS: *Hubset:* Shimano Ultegra cassette 8 spd, 32 hole *Spokes:* DT 15/16 stainless steel alloy nipple *Rims:* Mavic REFLEX "SUP + UB" 32 hole *Tires:* Continental Gran Prix 700 x 23c folding	WHEELS: *Hubset:* Shimano Ultegra cassette 8 speed, 32 hole *Spokes:* DT 15g stainless steel *Rims:* Mavic OPEN 20 "UB" 32 hole *Tires:* Continental Gran Prix 700 x 23c folding	WHEELS: *Hubset:* Shimano 105 cassette 8 speed, 32 hole *Spokes:* DT 15g stainless steel *Rims:* Mavic OPEN 20 "UB" 32 hole *Tires:* Continental Gran Prix 700 x 23c folding	WHEELS: *Hubset:* Campagnolo Mirage cassette 8 speed 32 hole *Spokes:* DT 15g, stainless steel *Rims:* Mavic CXP 10, 32 hole *Tires:* Continental Super Sport 700 x 23c	WHEELS: *Hubset:* Shimano RSX cassette 7 speed, 32 hole *Spokes:* DT 15 guage, stainless steel *Rims:* Mavic CXP10 32 hole *Tires:* Continental Super Sport 700 x 23c folding	WHEELS: *Hubset:* Shimano RSX cassette 7 speed, 32 hole *Spokes:* DT 15 guage, stainless steel *Rims:* Mavic CXP10 32 hole *Tires:* Continental Sport 700 x 23c folding
OTHER COMPONENTS: *Brakeset:* Campagnolo Record dual pivot *Handlebars:* Cinelli Top Ergo 64/66 7075 aluminum alloy, 245 grams *Stem:* Cinelli Grammo Strada Titanium, 165 grams *Tape:* Cinelli cork *Seatpost:* Campagnolo Record aluminum alloy *Saddle:* Sell San Marco Strada w/titanium rails *Pedals:* Shimano SPD Dura-Ace	OTHER COMPONENTS: *Brakeset:* Shimano Ultegra dual pivot *Handlebars:* Cinelli Model 64/66 aluminum alloy, 280 grams *Stem:* Forged Cinelli XE 72°, 240 grams *Tape:* Cinelli cork *Seatpost:* Custom alloy micro adjust, 230 grams *Saddle:* Sell San Marco Strada w/titanium rails *Pedals:* Shimano SPD Ultegra	OTHER COMPONENTS: *Brakeset:* Shimano Ultegra dual pivot *Handlebars:* Cinelli Model 64/66 aluminum alloy, 280 grams *Stem:* Forged Cinelli XE 72°, 240 grams. *Tape:* Cinelli cork *Seatpost:* Aluminum alloy, micro adjust, 230 grams *Saddle:* Sell San Marco Strada w/cro-moly rails *Pedals:* Shimano Ultegra SPD clipless	OTHER COMPONENTS: *Brakeset:* Shimano 105 dual pivot *Handlebars:* Cinelli Model 64/66 aluminum alloy, 280 grams *Stem:* Forged Cinelli XE 72°, 240 grams. *Tape:* LeMond tape *Seatpost:* custom alloy, micro adjust, 230 grams *Saddle:* Sell San Marco Strada w/cro-moly rails *Pedals:* Shimano Ultegra SPD clipless	OTHER COMPONENTS: *Brakeset:* Campagnolo Mirage *Handlebars:* Aluminum alloy deep drop *Stem:* TIG welded cro-moly 90°, 240 grams *Tape:* LeMond tape *Seatpost:* Aluminum alloy, micro adjust, 250 grams *Saddle:* Selle San Marco Tecno Dynamic *Pedals:* Shimano SPD M535	OTHER COMPONENTS: *Brakeset:* Shimano RSX dual pivot *Handlebars:* Aluminum alloy deep drop *Stem:* TIG welded cro-moly 73°, 240 grams *Tape:* LeMond tape *Seatpost:* Aluminum alloy, micro adjust, 250 grams *Saddle:* Selle San Marco Tecno Dynamic *Pedals:* Shimano SPD M535	OTHER COMPONENTS: *Brakeset:* Shimano RSX dual pivot *Handlebars:* Aluminum alloy deep drop *Stem:* TIG welded cro-moly 90°, 240 grams *Tape:* LeMond tape *Seatpost:* Aluminum alloy, micro adjust, 250 grams *Saddle:* Selle San Marco Tecno Dynamic *Pedals:* platform with toe clips and straps
Weight: 19.1 lbs. (8.6 kg.)	*Weight:* 19.2 lbs. (8.7 kg.)	*Weight:* 20.5 lbs. (9.3 kg.)	*Weight:* 21.1 lbs. (9.5 kg)	*Weight:* 22 lbs. (10 kg.)	*Weight:* 22.4 lbs. (10.2 kg.)	*Weight:* 22.3 lbs. (10.1 kg.)