This is the first ad in our new campaign for Miyata bikes. We have learned through research and experience that no amount of flashy advertising could ever convince you to buy a bike. We know that you have to try one to like it. All we ask is that you try one of ours.

1-800-323-8553

Mr. Miyata would like us to announce our brand new line of mountain bikes. We have done a very good job with them.

1-800-323-8553

This is the ad where we would like to brag about our Elevation 2000.

As you can see, we have a lot of bragging to do.

The Elevation 2000 has become Miyata's best-selling mountain bike for many reasons. We thought you might like to take this opportunity to go over a few, then perhaps keep them in mind when you shop for your next ATB. Let's start with **OUR PRECISION CAST ALUMINUM LUG CONSTRUCTION AND APA BONDING.** When you've been making bikes for over 100 years, you come up with a few tricks that nobody else can manage. This is ours, and we think it's a good one. So like all of Miyata's high performance bikes, the Elevation 2000 is constructed with precision investment cast aluminum lugs (we make them ourselves) and a one-piece head tube (we make that, too) for greater strength and frame alignment at the lowest possible weight before sacrificing structural integrity. The way it all comes together is another particularly interesting thing. While other bike makers prefer to weld their main frames together, we prefer to bond, using special space-age adhesives. The really amazing notion is that technically, the bond is actually stronger than the tube and lug materials. So instead of welding and brazing and cold setting and final aligning, all of which initially weaken the materials and eventually shorten the life of the bike, we bond our close tolerant tubes and lugs for a stronger, more durable frame. So at the stress points of the bike, everything is as strong as it can possibly be. Not compromised by the welding process that others say is better. In fact, the Miyata exclusive APA (Aluminum Pressurized Adhesive) 4200 lb/square inch bonding process produces a joint that is double the strength of brazed steel joints. This is obviously not the kind of glue you want to accidentally spill on yourself. Another thing that makes the Elevation 2000 such a standout is Miyata's thoughtful compromise between **WEIGHT AND STRENGTH.** When it comes to making ATBs, obviously these are both important issues. At Miyata, we know that a light frame is good. But we also know that a strong frame is imperative. That's why we've worked so hard to find the perfect balance between frame weight and strength. A balance that lets you maneuver up, down or wherever you want to go with the kind of durability that's never failed even under the insane moves of Greg Herbold. We like to think of it as "a performance-oriented compromise for the benefit of the rider and the frame". Riders like to think of it as "peace of mind". The next thing we're very proud of on the Elevation 2000 (as is true of all Miyatas) is our **DELTA FORCE MONOSTAY.** Inspired by the strongest geometric shape in the universe, the triangle, this stay is designed for extra torsional rigidity and strength (now is a good time to take a look at the drawing). What's more is that the front and rear derailleur cable stops and rear brake cable stops are incorporated as a part of the monostay itself. No rivets, no adhesives, no brazing. To insure its strength even further, we've included a reinforcing high seat collar to provide more stability and less stress to the lug itself. And, striving for perfection, we've hollowed out the underside of the lug to reduce its weight. A small plate is then attached to prevent mud from accumulating. For bike nuts like us, the Delta Force Monostay is a thing of pure beauty. Enough said. On to the 2000's **ECCENTRIC BOTTOM BRACKET AND COBRA CHAIN STAYS AND HOW THEY WORK TOGETHER.** Miyata helps eliminate the dreaded chain slap by raising the bottom bracket spindle 10mm within the shell in order to move the chain away from its stay. This also allows Miyata to redistribute the aluminum material into more critical areas of the bottom bracket shell, increasing strength and efficiency. The function of the Cobra Chain Stay (so named because of the similarity of its flared stay to the flared hood of its sometimes frightening namesake) is to simply increase the amount of tire clearance (up to 2.5), and drastically increase the amount of mud clearance (by a lot). Moving right along, it's time to explore **OUR AMAZING ANTI-CHAIN-SUCK DEVICE.** In high performance situations, chains have been known to be sucked up between the outside of the chain stay and the inside of the chain rings. This can cause a jamming effect that is not desirable for obvious reasons. But in addition to stopping you on the spot, it can also gouge and dent the chain stay, possibly affecting the integrity of the tube itself. So this should never happen on an Elevation 2000, we've included a stainless steel adjustable bracket (time to look at the pictures again) to put an end to chain-suck once and for all. And now for something we've reserved exclusively for our Elevation 2000. That's our **ESPECIALLY WONDERFUL ALUMINUM/CROMOLY FRAME.** Or you can call it Miyata's own (once again, we make this ourselves) 6000 Series Aircraft, heat-treated, aluminum, APA bonded main frame. It's lightweight, stiff (less bottom bracket flex) with the kind of shock absorbing characteristics that only aluminum can give you. Which also means more power to your rear wheel with each pedal stroke. Combine all that with the lively feel of our cromoly rear stays, and you've got a smooth, responsive, more comfortable ride. Now all you need is our **GREG HERBOLD DESIGNED ACCESSORIES.** And lucky for you, they all come with the Elevation 2000. There are the Herbold Comp Grips, with an anatomic hexagonal contour to fit your hand perfectly, a narrow profile, allowing you the option of a thicker glove, and a special ribbed pattern at high pressure areas to improve shock absorption and prevent slipping. There's also the Herbold Performance Saddle made with a longer, narrower profile for better adjustment and high clearance, a smoother line for comfort, and three high-contact patches to protect against cutting in crashes. Greg also went to work on our tires. Along with Miyata's team, he developed complementary front and rear tread patterns like wider speed front knobs and round profiles, which give you greater braking and cornering control, and a square profile for traction. Well, we think this may be enough for you to digest in one ad. And, believe it or not, we're tired of bragging. But if you'd like to know more about the Elevation 2000 or five other similarly designed mountain bikes, call 1-800-323-8553 for our free product catalog and very thorough tech report. Or to see for yourself just how beautiful our bikes are, stop by any Miyata dealer. They are very nice people and know an awful lot.



Precision cast, one-piece head tube. Sculpted for strength, lightness and its graceful lines.



Fig. A *Fig. B* *Fig. C*

The Delta Force Monostay (fig.A) has extra torsional rigidity and strength unlike the traditional seat stay configurations shown (Be³C).



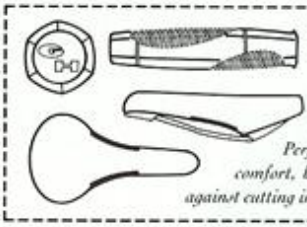
Unique eccentric bottom bracket which effectively reduces chain slap.



Miyata's very own stainless steel adjustable bracket helps eliminate chain suck.



In order to effectively test the strength of our lugs, we exerted excessive force which, as incredible as it may seem, tore the tube before our APA bonding gave way.



Greg Herbold designed accessories include Comp Grips with an anatomic contour to fit your hand perfectly and the Herbold Performance Saddle designed for comfort, high clearance and protection against cutting in crashes.

We can think of only one instance where Miyata bikes may disappoint you. And that relates to the fact that they are so well made (with tubing we manufacture ourselves, precision cast lugs, and our exclusive APA bonding) that you will no longer need or want a new bike every ten minutes. So if you're into that kind of thing, you may not particularly like our bikes.

1-800-323-8553

We are fortunate enough to have come up with a promotional idea that is advantageous to you as well as our company. All you have to do is collect four Miyata ads (so we'll get you to read more of them), bring them into any Miyata dealer (so we'll get you in front of our bikes), and you'll receive a handsome Miyata T-shirt (absolutely free)°. Here's a quick drawing of what they'll look like when completed. We're still printing them up.



You can see how this should work out well for both of us. To find your nearest dealer, call 1-800-323-8553. To find more of our ads? Your first stop should be page 95. Now get busy and start ripping this magazine apart.

° While supplies last.

Please try a Miyata.

(We know that this is the most we could ever expect our advertising to do, so we thought we'd come right out and say it.)

1-800-323-8553