

MOUNTAIN GOAT® CYCLES

Like most better companies, Mountain Goat® Cycles was born from a better attitude about craftmanship. From a one-man operation in 1981 to our current compliment of four full-time craftsmen, we've never stopped trying to build the best mountain bikes in the world.

While others are content to follow industry trends concerning mountain bike design, we're still devising innovative features to make Mountain Goats the most responsive and comfortable mountain bikes available.

Early on, even when we were working out of a cramped garage, we still spent countless hours testing and perfecting our bikes. We knew then that our bikes wouldn't be the best we could make if we didn't take the time to test, test, and then test some more. That hasn't changed.

Because we ride the same bikes we build, we know that a truly well-designed mountain bike offers both crisp handling and all-day comfort. Over the years, we've evolved this philosophy into what we call the RAD™ (Ride All Day) Geometry. We know that a modern mountain bike can offer both the all-day comfort you need *and* the advanced handling you want.

Although we spend many hours refining our design, we still devote astonishing amounts of time to the construction of our framesets. For example, it takes us more than a full day to carefully file and smooth the fillet brazing on our Deluxe model.

We even go to the trouble of surface-mounting our water bottle bosses, because even small holes weaken mountain bike frame tubes. We even keep the vent holes (the small holes drilled during the brazing process to allow superheated air to escape) as small and as infrequent as possible. Who wants a bunch of holes drilled in a bike that is going to go through streams, creeks and mud?

While all this attention does provide you with a stronger bike, it's simply not enough for us. We also use the most up-to-date frameset components we can get, like the custom-designed investment cast seat lug. Specially manufactured, this sleeve reinforces the seat tube; allows us to put the quick-release seat post binder in front of the seat post for easier access; and has a beefy Hite-Rite™ mounting tab as part of the casting.



Left to right;, Colin Moakley, Wm. Jeff Lindsay, Steven Edward, and Mark Lea.

Or consider the functional reinforcement rings we put on the head tube. After attaching the top and down tubes to the head tube, we braze reinforcement rings onto the ends of the head tube. Then we carefully fillet-braze the back of these rings to the top and down tubes. Later we file this junction into a smooth, impact-dissipating fillet joint. This subtle feature greatly strengthens the most severely stressed joints on a frame.

Yet another detail on our frames is an exclusive, custom-made TriStop™ down-tube cable stop. This component makes it possible for us to heat the tube only once, instead of the usual three times, while providing a larger surface for brazing. Again, the result is a better bike.

Our Whiskeytown Racer® features a Uni-Stay™ rear end made with Tange Prestige tubing, one of lightest and strongest rear triangles available.

We even wait to align our framesets until *after* we have stamped the serial number into the bottom bracket, so we can correct even the slightest deformation that the stamping might cause. The result of all this sweating and fussing is a frame so perfect, we guarantee it against any defect in workmanship.

And to make sure our bikes look as good as they ride, we paint them ourselves using the toughest, best-looking paint available — DuPont Imron™. Our paint booth allows us to freely experiment with any wild or exotic paint finish we can think of. Some of our best results to date include finishes like Dinosaurs, Yuppie Flange, Wiggle Wire, Lips, Flames, Camouflage, Smoke, and Super Nova. Of course, we offer a "standard" two-tone panelled or feathered paint finish. And we'll attempt just about anything. Just tell us what you want and we'll try it. And for the more adventurous among you, we offer our "Builder's Choice" option. Let our mood dictate what unique paint job you get at no additional charge. Few customers are disappointed with the results.

Finally, we top off every Mountain Goat with our rather elegant, investment-cast goat head badge. Just one more small detail among many. Yet, when combined with the kind of attention we lavish on our bikes in the design and building stages, it means a lot. It means you get a bike that's as perfect a bike as can be made.

A Mountain Goat

Cover: clockwise from upper left, Steve miters a seat tube; Jeff TIG weld's a bottom bracket on an Escape Goat; applying the final touches; Mark uses a hand grinder to smooth the fillet-brazed seatcluster on a Deluxe frameset; center, Whiskeytown Racer in Team colors.

"Ride like a winner on a Mountain Goat Deluxe. I love their super downhill control and good straight line speed. Truly the best of the best!" says Bill Hildick, owner of seven Mountain Goats and promoter of the Portland Indy Car Race.

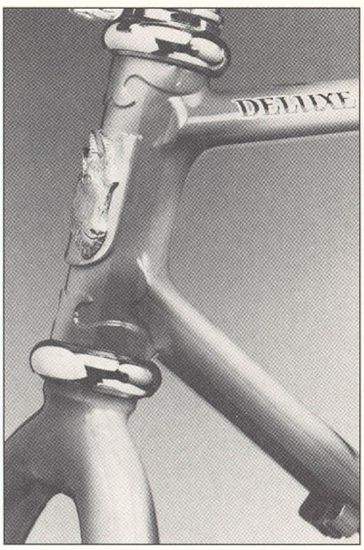
DELUXE

The Mountain Goat® Deluxe is the ultimate in mountain bike workmanship. The amount of painstaking detail work put into each Deluxe is staggering.

Immaculately finished, the Deluxe doesn't just look good, but is designed to perform as well. Each tube is carefully mitered with wrap-around joints, which are hand fillet-brazed. A full day alone is taken on each frame to hand file and smooth the fillets to perfection. Eye-catching elliptical chromoly top and down tubes* absorb road shock and yet offer an extremely stiff frameset for precise control. The Uni-Crown fork diminishes road shock, to make this one of the most comfortable mountain bikes ever built, while providing a powerful performance that is wildly exciting to ride.



The Mountain Goat Deluxe is the ultimate in mountain bike workmanship.

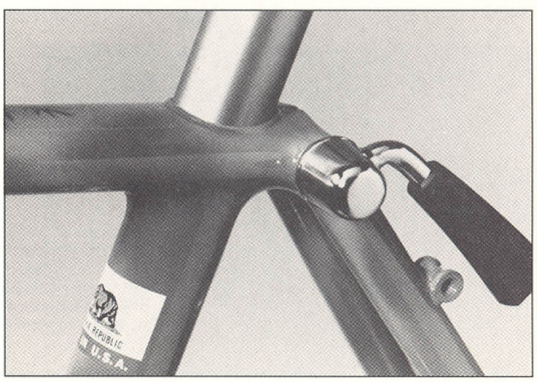


The eye-catching elliptical tubing used in the Deluxe makes it climb better and descend smoother than any other mountain bike you have ever ridden. Note the TriStop™ cable stop underneath the down tube.

Special Features

Elliptical top and down tubes*
Hand-brazed & ground fillets
Standard 2-tone paint or custom paint
Choice of U-brake or cantilever brake bosses
Optional Mountain Goat® stem (painted to match frameset)
Investment cast "Goat" badge on head tube
Uni-Crown fork
Eyelets, rack, & two water bottle mounts
Slotted cable stops

**On 21" and larger frames, the down tube is made of round chromoly tubing.*



Imagine the effort it takes to fit the oval tube so finely to the seat tube. Fillet brazing, done so expertly, creates an immensely strong joint, so necessary for today's mountain biking.

WHISKEYTOWN RACER™

As *Cyclist Magazine* (July 1986) said, *"The Whiskeytown is nothing less than an off-road pro bike, fit for stretching your limits. If you've learned to appreciate a light, quick, top quality race bike on the street, you'll want something like Whiskeytown for the dirt."*

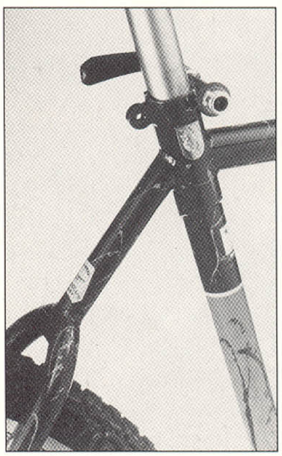


The Whiskeytown Racer uses lightweight Tange Prestige tubing combined with a responsive mountain bike racing geometry.

The Whiskeytown Racer™ is designed for the serious competitor or thrill-seeker. Constructed of an innovative blend of tubes, this bike is lighter than conventional mountain bikes, but strong enough for the roughest terrain. Using the RAD™ Geometry, the Whiskeytown Racer is extremely responsive without being fatiguing.

Tange Prestige™ tubing gives the lightness and the strength needed for dynamic race riding. Add in shortened chainstays, and you have the racing bike racing teams use.

The Mountain Goat designed Uni-stay™ features lightweight tubing for the seat stays. In addition, the Uni-stay offers a larger diameter tube at the cantilever attachment point, reducing cantilever brake flex. And the Uni-Crown fork has reduced fork-rake to provide quick, responsive handling. Meticulous finishing throughout the TIG-welded Whiskeytown Racer assures the reliability and strength riders have come to expect from Mountain Goat Cycles.



Uni-Stay™ rear end. Note the beefy, investment cast Hite-Rite™ attachment.

Special Features

Tange Prestige tubing

Uni-stay™ seat stays

Standard 2-tone paint or custom paint

Optional Mountain Goat® stem (painted to match frameset)

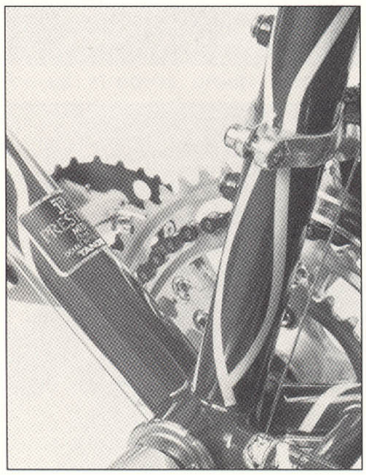
Cantilever brake bosses standard, (U-brake bosses available on rear no charge)

Investment cast seat collar with Hite-Rite™ attachment

Uni-Crown fork

Slotted cable stops

Two water bottle mounts



Note the surface mounted water bottle bosses. This reduces the number of holes drilled into the frame. Wiggle Wire paint finish.

Bicycling Magazine, evaluating aluminum and steel bikes in November 1987, chose a favorite in each category. Mountain Goat Cycles' craftsmen were pleased to be rated Number One among steel mountain bikes: "*Of the six bikes we road tested in Utah, the Escape Goat was ... superbly capable for the technically demanding Slickrock Trail.*"

Escape Goat™

The Escape Goat™ is built with the same exacting standards as the Deluxe, using the same geometry and a special blend of oversized chromoly 4130 and Tange tubing. The same design and RAD™ Geometry results in a strong but forgiving ride.

By incorporating a different blend of tubing and by using TIG welding rather than brazing, the Escape Goat is truly an example of economy without sacrificing performance.

And the Escape Goat is infinetly adaptable with unlimited part and finish options. This bike can be taylored to your own personality, from passionate cycling (Kisses finish) to the coolness of a Californian (see the "Cool Dude Goat" on back cover). Either way it's a statement no one will miss.

A dream to ride and a pleasure to own, the Escape Goat is truly an affordable and functional piece of art.



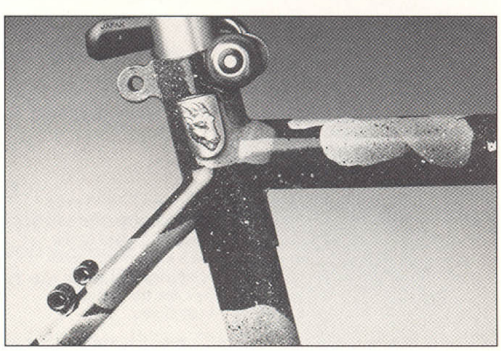
The Escape Goat uses the same geometry as the Deluxe, with cost efficient TIG welded construction, as a standard feature. Kisses optional.

Special Features

- Chromoly 4130 and Tange tubing
- Standard 2-tone paint or custom paint
- Optional Mountain Goat® stem (painted to match frameset)
- Choice of U-brake or cantilever brake bosses
- Investment cast seat collar with Hite-Rite™ attachment
- Uni-Crown fork
- Eyelets and rack mounts
- Slotted cable stops
- Two water bottle mounts



The back of the headtube reinforcing rings are carefully fillet brazed, offering yet another feature that reduces stress at that crucial point.



The reinforced seatlug collar, not only offers a stronger seatlug, but lets you attach your Hite-Rite™ without interferring with your quick release seatpost binder bolt.

TRENCH GOAT™

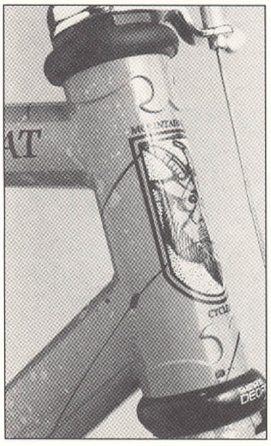
Mountain Biking said in September 1988, *"Any riders interested in quality and performance ... Trench Goat is a high-performance, go anywhere kind of bike."*



The complete Trench Goat bicycle offers a stock paint finish that most framebuilders would charges hundreds of dollars more for.



Custom made Nitto™ stem, specially built for the Trench Goat, is painted to match the frameset.



The Trench Goat even has the same fillet brazing applied to the back of the head tube reinforcement rings, just like the American built Goats.

Mountain Goat® Cycles' newest bike, the Trench Goat™, is so exactingly built to Jeff Lindsay's specifications, it's hard to believe it's built in Japan. Hand-built from Lindsay's blueprints, the Trench Goat has the same RAD™ Geometry, the same investment cast seatlug with Hite-Rite™ attachment, the same head tube reinforcement collars, and even the same Tri-Stop™ cable stop, as do all other Mountain Goats.

The bike's finish is another incredible story. Mountain Goat made a video, showing the Japanese how to correctly apply the splatter paint. Lindsay then visited Japan to double check the process. The end result is a salmon colored bike with a two-color splatter that is an aesthetic joy to own and to ride.

And in their quest for quality, Mountain Goat even sent a special guage to Japan to ensure the "Goat" head seat badge would be brazed on the seat lug in exactly the same position as all the other Mountain Goats! It is this fanatical quest for perfection that makes all Mountain Goats so incredible.

The result is a bike of the same high caliber you would expect of any Mountain Goat, yet for hundreds of dollars less than the U.S. models.

Special Features

Salmon base paint, with 2-sided, 2-color splatter paint (different on each side)

Mountain Goat® stem, specially manufacturered by Nitto to Mountain Goat's specifications, painted to match frameset.

Investment cast seat collar with Hite-Rite™ attachment

Investment cast head badge

Current, up-to-date mountain group components
(Specifications for bike may change with the introduction of new groups, please see price list for current group)

Eyelets and rack mounts

3 frame sizes: 17", 19", 21" (available as a complete bike only)

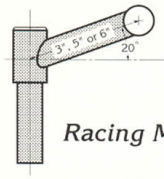
Accessories, Options & Soft Goods



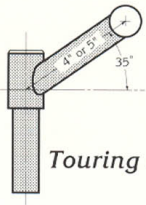
ACCESSORIES & SOFT GOODS

•STEMS

There are two types of Mountain Goat® stems; touring and racing. The touring models (the "T" models) have a 35° rise to them and the racing models (the "R" models) have a 20° rise. Stem lengths are measured center-to-center from the stem to the bars. For instance, model 3R is a 3" racing model, and a 4T is a 4" touring model. Available models are 3R, 5R, 6R, 4T, and 5T.



Racing Model



Touring Model

•WATER BOTTLES

Red Specialized bottle with Mountain Goat® Logo

•GEAR BAG

•GOAT HEAD TIE TACKS

•T-SHIRTS

Red with Mountain Goat Logo

•MOUNTAIN GOAT® WORKSHOP APRON

ORDERING & OPTIONS INFORMATION

We at Mountain Goat believe that only a quality bike shop can give you the service and support you need in purchasing and servicing your bike. And because every Mountain Goat is virtually a custom hand-built frameset, we let our dealers assist you with the many choices available. And because of this, we generally only work through our dealer network, except in those extreme instances where there are no near-by bike shops.

Listed below are some of the options available to Mountain Goat customers *(because the Trench Goat comes only as a complete bike, none of these options are available for the Trench Goat)*. Please read the options carefully and select those that you might need. The price list is valid in most cases (if you need a current price list, call or write us), but we reserve the right to alter an option charge for more difficult requests.

Also please understand that every frame we build is a custom order frameset. Because of the incredible amount of careful hand work put into each frame, delivery time can sometimes be in excess of three months. We apologize for this waiting period, but good things do take time. And we think a Mountain Goat is a bike worth waiting for.

OPTIONS

•PAINT

Standard paint. On the Deluxe, Escape Goat or Whiskeytown Racer, the standard finish is either a two-tone panel or feathered finish. You pick the DuPont Imron™ colors at no charge. We also offer what we call Builder's Choice. This usually involves one of our custom, unique finishes an no additional charge. But there is a catch, you have to let the builder choose the finish, depending on what his mood is that day. It's a grab bag of finishes, but few people are unhappy with what comes out of the paint booth.

Custom Paint. For most custom paint finishes there is an additional charge. Among the custom finishes are Dinosaurs, Camoflauge, Super Nova, Flames, Yuppie Flange and Kisses. Most of the paint jobs requested fit within this category, however, the more complicated finishes could run extra. Consult with us on your idea and we will give you a quote.

•BRAKES

All Mountain Goats come with front cantilever bosses. The Deluxe and Escape Goat have U-brake bosses on the rear. The Whiskeytown has cantilever bosses on the rear. We will be glad to customize your bike with either type of brake at no charge, just let us know. We also have many other brands of brakes, like Scott™ or Cunningham™, available upon request.

•SIZES & GEOMETRIES

Normally, our framesets start at 17" (measured from center of bottom bracket to top of seat tube) and go up in 1" increments. However, practically any frame size is available. We also will entertain any requests for custom geometries. However, this may substantially increase the delivery time and cost of the frameset.

•BRAZE-ONS

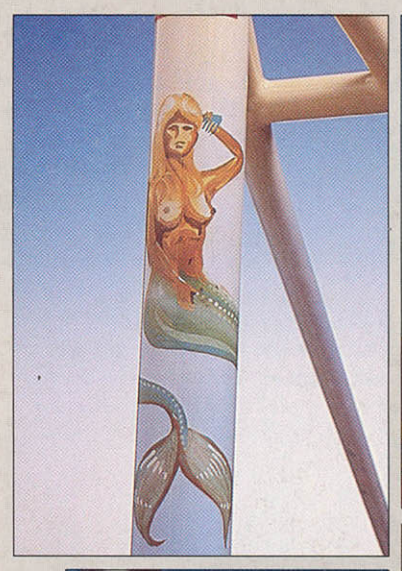
For a small additional charge we can provide extra braze-ons for:

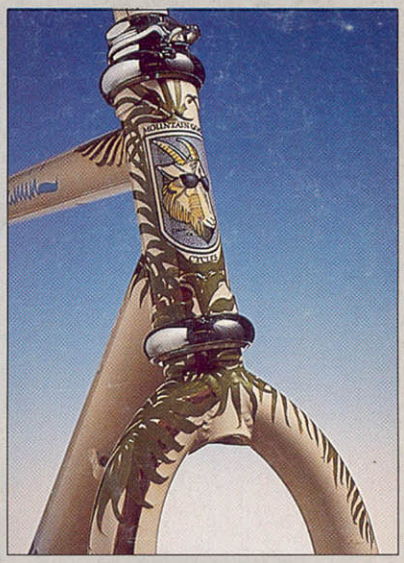
Low-rider front pannier racks
Extra water bottle bosses
Portage strap bosses
Fender bosses

•COMPONENTS

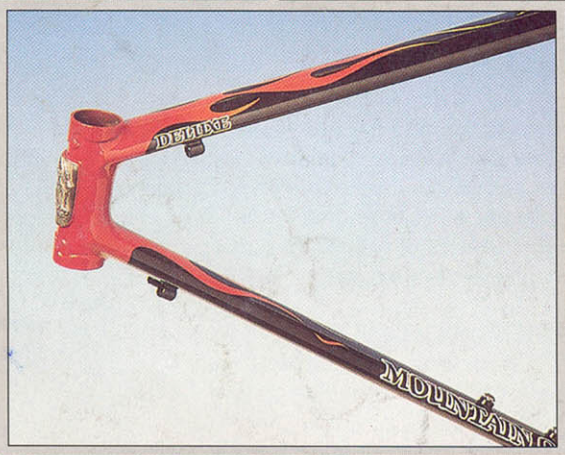
If you have special requests for components, we will be pleased to give you a quote for your bike. Call us with your requirements and we will give you a quote.

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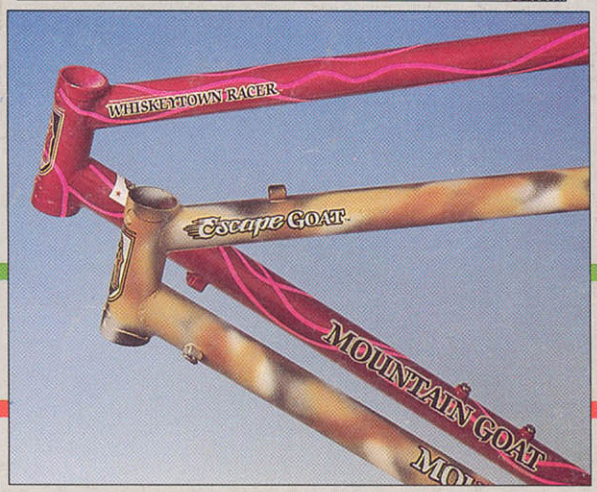











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