
We learned a lot from the big boys.

Lambert introduces the world's first aerospace bike.

Needless to say, an aircraft has to be strong. Yet it can't be built with material that will weigh it down.

Luckily for all of us who fly, the people who build airplanes developed a way to make them strong. And light.

We figured if this process worked for airplanes it could work for bikes.

We figured right.

Through the exclusive "Lambert Process®" essential parts like front forks, pedals, hubs, cotterless cranks, calipers, head stems, and handlebar stems can be mass produced. In one piece instead of sections.

They're made of tough, light aluminum, titanium and magnesium alloy so they meet rigid aerospace specifications.

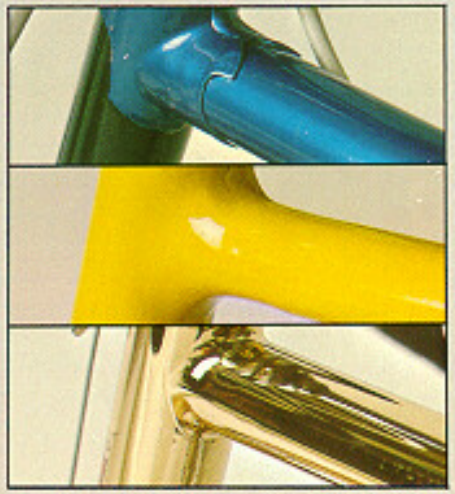
The "Lambert Process" lets us cut labor costs, too. Which means we can give you another thing you want most in a bike. Price. (When you get right down to it, Lambert bikes might easily be worth a couple hundred dollars more than they cost.)

We learned something else from the aerospace industry.

Basically, there are three ways to join the parts of a bike. They can be welded together. (This method is heavy, cumbersome and often weak.)



THE AEROSPACE PROFESSIONAL MK I



Lugged frame.

Welded frame.

Hand-brazed Lambert frame.

They can be joined by lugs and ordinary brazing. (This hides poor workmanship and adds weight to bike.)

Or the parts can be carefully hand brazed at low temperature. (That's what else we learned from the aerospace industry.)

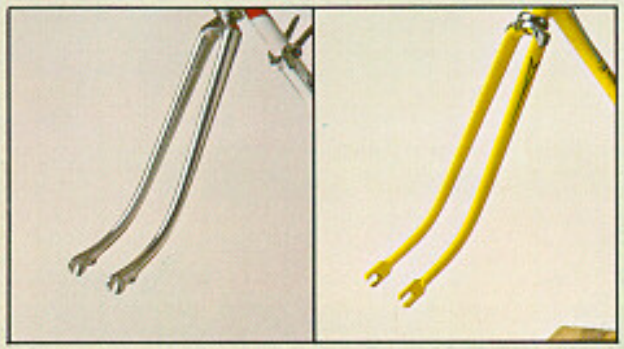
It's no secret that only the best bikes can be lugless because it takes superb craftsmanship and precision to set up tubing and make sure that it's cut to a precise fit at the joints. (A lugless bike won the Tour de France this year.) To achieve this low-temperature-hand-brazing, just like in racing car and aircraft construction, it not only takes talent but time.

Lambert bicycles are the only production bikes assembled by this extraordinary hand brazing process. This results in strong, light bikes that are flexible enough not only for comfortable long distance touring. But also for racing.



Head stem. Made of light, strong aluminum, titanium and magnesium alloy.

Sealed bearings in bottom brackets. For maintenance-free operation. No other production bike in the world has them.



Lambert one-piece alloy fork.

Conventional multi-piece fork.

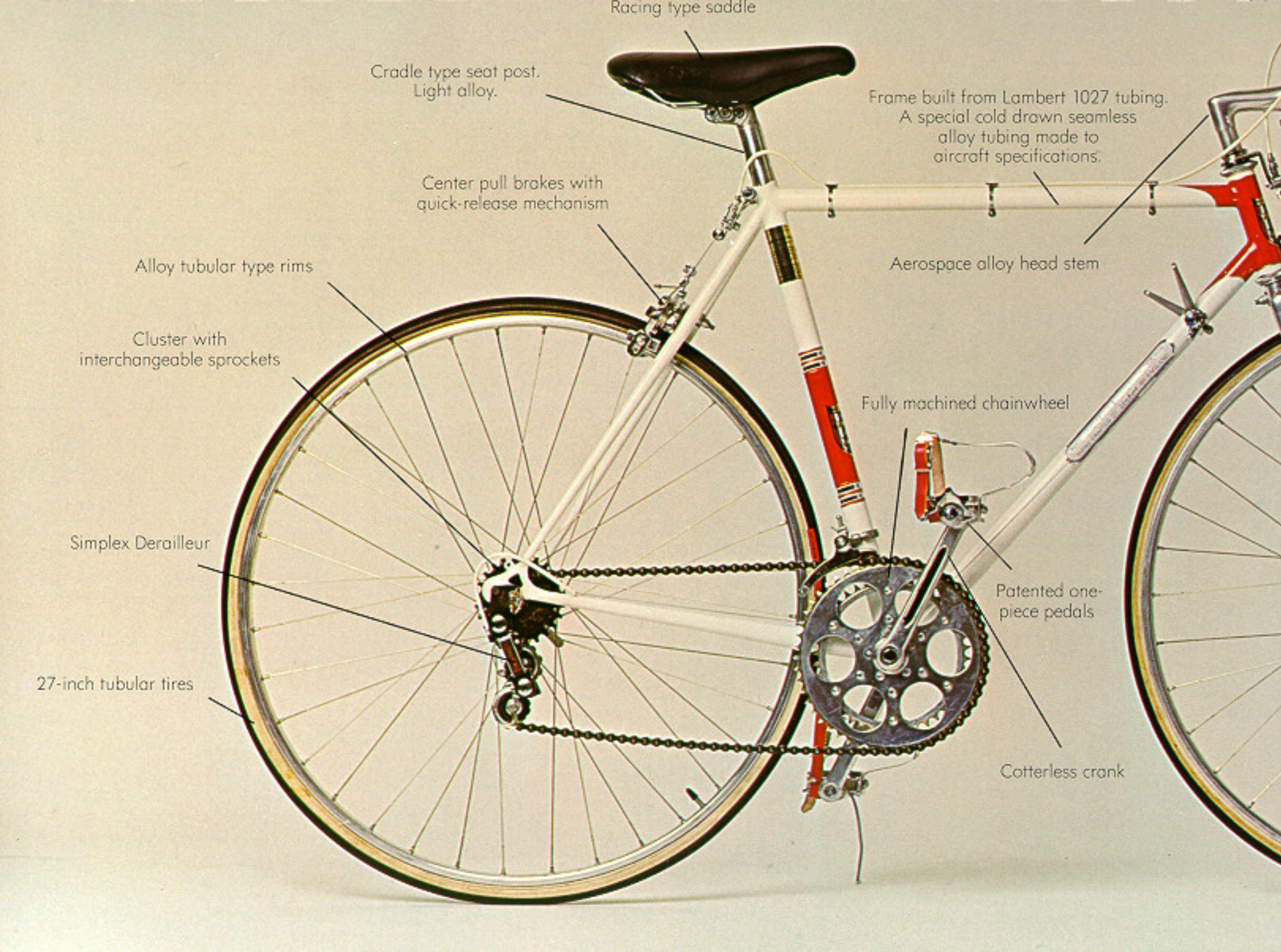
The price is light, too.

And Lambert makes 90% of their own parts.

Yamaha, the Lambert sole distributor in the USA and Canada, makes sure you get them if you need them.



THE AEROSPACE G.P. MK I


Racing type saddle
Cradle type seat post.
Light alloy.
Frame built from Lambert 1027 tubing.
A special cold drawn seamless
alloy tubing made to
aircraft specifications.
Center pull brakes with
quick-release mechanism
Alloy tubular type rims
Aerospace alloy head stem
Cluster with
interchangeable sprockets
Fully machined chainwheel
Simplex Derailleur
Patented one-
piece pedals
27-inch tubular tires
Cotterless crank

Some of these features are found on more expensive bikes.

Some aren't found on any bike.



Our feature story is big news.

Not only because of how much you get. But because of how little it costs to get it.

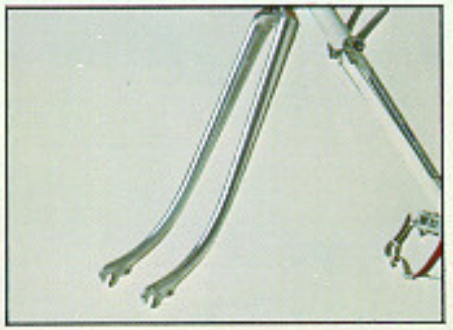
We feel that no other bicycle stacks up to a Lambert. And you can see why.

What it all

As you can see, we didn't just throw a Lambert bike together. Everything you read about on the last two pages is there for a reason. A very good reason.



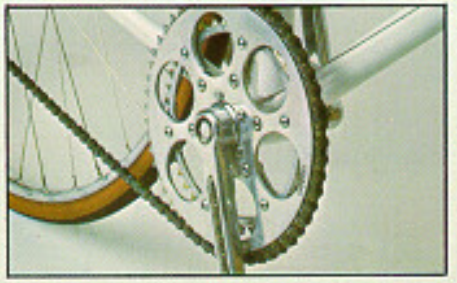
Frame — Hand built of Lambert 1027 steel alloy tubing that meets military aircraft specifications. The tubing has a breaking point of 16,350 pounds. Almost twice the breaking point of tubing used in $600 bicycles. (The yield strength is 100,000 pounds per square inch.) In addition to being strong, the frame is exceptionally light.



Fork* — Cast one-piece design with sloping crown which is found on bikes in the $600 range. The fork can withstand a compression load of 1625 pounds. So it is extremely strong. It is also extremely light since it's made of aircraft spec heat-treated aluminum, titanium and magnesium alloy.

*Patented

Chain wheel and cranks — The only totally machined chain wheel (52-tooth) sold today with aluminum alloy crank. Chain wheel is accurately aligned to insure ease of pedaling and safety with special axle.*





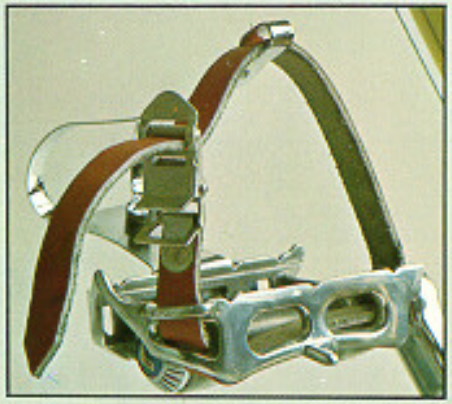
Sealed bearings — Lambert bicycles are the only production bicycles in the world with sealed bearings in *bottom brackets* and *hubs*. This means maintenance-free operation. Water that washes away grease, and road dust that causes wear, cannot affect a Lambert bicycle. Lambert bikes need no adjustment either.

ALLROUNDER (MEN'S)

means to you.

Brakes — Quick release, center-pull brakes incorporate best features of European center-pull design.





Pedals* — The only one-piece pedals with needle bearings. These bearings withstand stress of pedaling yet turn freely. Pedals are made of same strong, light alloy as stems, bars and fork.

*Patented

Handlebars and stem — Made of same light, strong alloy as fork. Polished and buffed to jewelry standards. Bars are engraved for added beauty.





Seat post — Microposition adjustments for added comfort. The seat is cradle type. The post is same metal alloy as fork.



ALLROUNDER (LADIES)

THE AEROSPACE G.P. MK I (LADIES)

Specifications of Lambert Cycles.

The Aerospace Professional MK I

FRAMES—The frame is hand built from Lambert 1027 tubing, a special cold drawn seamless alloy steel tubing made to aircraft specifications. American Aircraft specifications Number—M.I.L.-T-6736A. British Aircraft specification Number 3T.50. Minimum physical properties which exceed the performance required for the above aircraft specifications and include the following:

Yield stress tons per square inch = 50 tons
Ultimate tons per square inch = 55 tons
Elongation percentage on 2 inches gauge length = 12.5%.

Rear fork ends are forged from solid material and are of the forward drop out variety.

All joints are precision machined mitred and SIF Bronze hand brazed.

FRONT FORKS—Lambert one-piece patented, "tuned fork" made from special aerospace alloy with a highly hand polished finish, *not* painted.

HUBS—Lambert one-piece high flange ultra light hubs fitted with sealed bearings which will never need lubricating or adjustment. These highly sophisticated and beautifully finished hubs are fitted with Lambert quick release mechanism.

SPOKES—Double butted for lightness and strength.

RIMS—Alloy tubular type.

TIRES—Tubular 27 inch.

BRAKES—Lambert centre pull, extra powerful ultra-light, fitted with front and rear quick-release mechanism.

HEAD STEM—Lambert Aerospace alloy with internal allen head bolt fixing.

HANDLEBARS—Lambert deep drop alloy, polished with a place for owner's name to be engraved. Linen wrapped with end plugs.

CRANK AND CHAINWHEEL ASSEMBLY—Lambert special cotterless chainwheel assembly, chainwheels 52/42. The chainwheel is the only 52-tooth production cycle chainwheel which is fully machined in the world today. The bottom bracket axle is the Lambert patented parallel square fitting type, and is carried in sealed bearings which never need lubricating or adjusting.

SEAT POST—Lambert ultra light cradle type, giving precision adjustment.

SADDLE—Lambert racing type with chrome metal frame with front tensioner.

CLUSTER—Lambert's own cluster with interchangeable sprockets.

PEDALS—Lambert special patented one-piece pedals, ultra light and fitted with chrome spring steel toe clips and quick-release chrome leather toe straps (both by Lambert as standard equipment). 21.75 lbs. (21½" model). Without toe clips and straps. Varies with tires.

The Aerospace G.P. MK I

Identical specifications as the Aerospace Professional MK I but with alloy clincher rims, and gum wall clincher tires and tubes 27" x 1¼". 24 lbs.

The Aerospace G.P. MK I (Ladies)

Same as Aerospace G.P. MK I but frame built with Lambert B.S.U.L. 30 tubing. Standard alloy type seat post, and Maes handlebars. Toe clip and straps are not standard equipment. 26 lbs.

Allrounder (Ladies and Men's)

Same as Aerospace G.P. MK I. Frame built with B.S.U.L. 30 tubing. Handlebars are flat alloy touring type with grips. Saddle mattress type with standard alloy seat post. Pedals double side rat trap. Both cycles are fitted with fenders. 26.75 lbs.

COLORS AND SIZES

White with black, blue, red, orange or magenta.
19½, 21½, 22½ on ladies.
19½, 21½, 22½, 23½, 63 cm on men's.

What others say about Lambert Cycles.

INTERNATIONAL CYCLE SPORT Magazine:
"A major shake-up is needed in the sport just as much as it was needed in the cycle manufacturing industry. The shake-up is now taking place following an announcement that came like a bombshell at a press conference in Birmingham, England. A new range of bicycles was presented for the first time. **They were fully fledged racing machines on which Eddy Merckx (many times world champion) would not look out of place.**"

CYCLING, Britain's leading cycling magazine reporting on the first showing of the Lambert Cycles:

"Caused many gasps in the audience and flabbergasted top lightweight dealer Harry Hall who studied the new components and expressed his approval."

Again from **CYCLING** when Lambert broke the coast to coast record": "Is the Lambert bike about to become the Polaroid of the 70's? In the absence of the crystal ball all I can say is remember who said it first: Ben Zale." (Ben Zale is a well-known Manhattan journalist.)

BICYCLING, an American National Magazine:
"In appearance and feel, the Lambert bicycle looks and feels like the Tour de France Pro Model."

"The bike performed magnificently." "They have really come up with a magnificent performer that is more than just specs..."

"A Lambert bicycle set a new coast to coast record when it went from Los Angeles to New York in 13 days, 5 hours and 20 minutes. Beat previous pro record by 5 days. Previous amateur record by 8 days. The bike, which was a standard production bike out of the shop, averaged 240 miles a day during this record-setting trip in March of 1973.

Lambert Cycles

Distributed by Yamaha International Corporation.
Box 6600, Buena Park, California 90620

LITHO IN U.S.A.