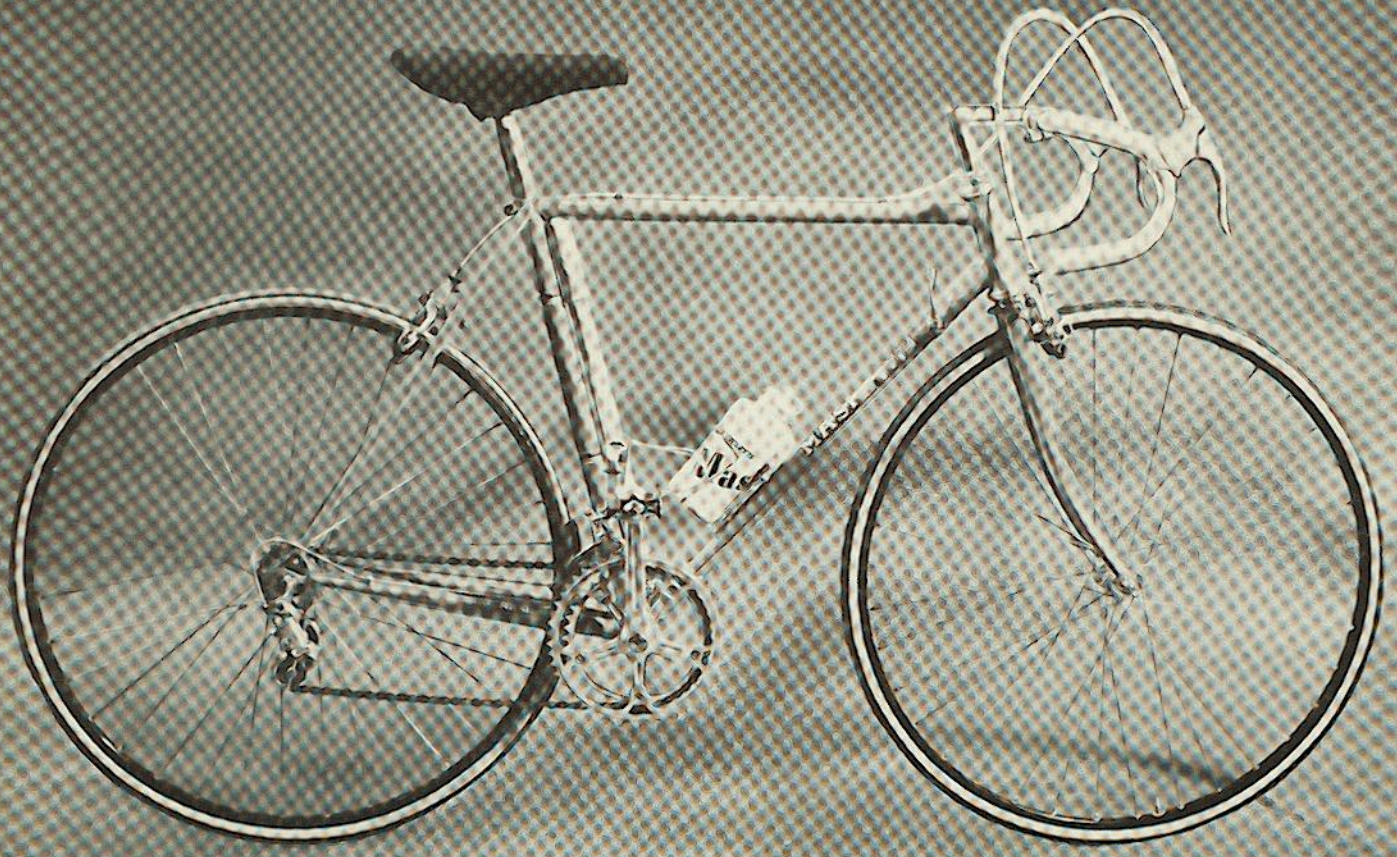
"From The People Who Perfected The Bicycle"

MASI™





Our History is Long

The MASI reputation goes back to post World War I when the young Faliero Masi was learning the craft of bicycle repair and design. A man to whom bicycle racing meant everything. Faliero realized that to achieve greatness one had to use the BEST of not only his talents but, his tools. At that time the racing bicycle was a cumbersome and heavy machine subject to frequent breakdown. Faliero needed to improve his lot in life and in doing so, would improve the lives of countless others.

After many long years of design experience and great fame as a racing cyclist, Faliero Masi won even greater fame as the maker of The Gran Criterium — the bicycle of The Grand Champions.

Today, Faliero Masi, still belongs to the group of elite Grand Champions of the bicycle racing world. A group dedicated to the preservation of the sport in its best form. And, Faliero is still very attentive to the exacting hand work and precise skill used to build each and every Gran Criterium. MASI Bicycle Company only makes one model — each bicycle enjoys this special attention to detail — and production is very limited. This is why the world class champions come to MASI seeking out the ultimate bicycle. Remember, you could be one of the select few destined to own a MASI, this year.

When the editors of *Bike World* magazine completed a survey of racers while gathering information for their book: *All About Bicycle Racing*, MASI was among the most frequent bicycles listed as being ridden by both men and women bicyclists. The list of Americans riding the MASI Gran Criterium is growing by leaps and bounds since the founding of a MASI factory in southern California.

There is even more at stake now in the sport of bicycle racing and, with that being so, even more MASIs are in demand. A champion is always copied but, somehow, never duplicated.

Our Bicycles Superb!

The MASI Gran Criterium has gained world-wide acclaim as The Superb Road Machine. The list of professional and amateur bicyclists who belong to the MASI Gran Criterium family is a list of the "Who's Who" of bicyclists. Stars like Eddy Merckx owns over twenty MASI's. Here is an article taken from *Bicycling* magazine's MASI Gran Criterium Road Test:

"I asked what was the lightest, and strongest bicycle most often used by European professionals. The answer was almost always MASI!"

"Signore Faliero Masi is a modest man, but takes an artist's pride in his work. Every bicycle gets the same exacting attention . . . every bicycle used in professional competition is unmarked and usually carries the trade name of his competition. For example, Rik Van Looy rode a MASI, but it says Superia. Tom Simpson also rode a MASI although it was marked as a Peugeot as was Ferdinand Bracke's when he set the world hour record."

"The list of professionals and top Olympians is too long to print . . . Anton Tzack, the 1976 World Olympic Champion . . . Vittorio Adorni . . . Felice Gimondi . . . Maspes — five times world champion . . . Patrick Sercu . . . Eddy Merckx always rode one and owns about twenty. MASI completely equipped the Faemino, S.C. I.C., Ferretti, and Monark teams."

"MASI's are fast becoming the most popular racing machines here in the United States."

" . . . MASI uses the lightest and strongest equipment available. This is what MASI strives for throughout his completed bikes, and by all standards has achieved — the production of the lightest, strongest and best racing bicycles in the world!"



A Champion

When so much is at stake in world class riding be it amateur or professional, a champion must also ride a champion. If you've ever wondered, with the wide selection of bicycle manufacturers around, just exactly who is the champion bike builder — look at us. For years we have been improving our product and the discerning rider who knows the sport and its history knows, understands and buys a MASI.



Superior Construction and Materials

The frames are made of Reynolds 531 or Columbus (Pista) double butted tubing throughout. Sizes range from 50 centimeters through 64 centimeters. Lugs and Crank Box are of our own investment-cast design. We are the first company to implement investment-casting throughout — we are so advanced that MASIs are now in their *second generation* of investment-casting designs! This type lug and crank box are the most expensive and

strongest designs ever used. Handle Bar and Stems are engraved light alloy with recessed head. Saddles are non-slip suede professional leather with Campagnolo Super Record seat post. Pedals are always Campagnolo Superleggeri. The Derailleur is Campagnolo Super Record. Brakes are Campagnolo Super Record. Crank and Chainwheel are Campagnolo Super Record. Hubs are Campagnolo small flange quick release type and the wheels are professional aluminum rims, special steel spokes and silk tubulars. Accessories include: Campagnolo fittings, toe clips and straps, water bottle, holder and, Silca pump.

Colors available include champagne, light blue and



dark blue, turquoise blue, silver, dark grey metallic and orange-red or, your special color upon request. All finishes are truly a baked-on finish! In an old world manner, each coat is hand-rubbed and reapplied and then baked at over 400°F. A process so involved that it isn't done in Europe anymore! There is no assembly-line mentality at MASI. (Specifications are subject to change without prior notice.)

Only The Finest of Craftsmen Touch a Masi!

The old saying "It takes one to know one," still holds true in the MASI way of thinking. Our craftsmen are champions too, and the mystique of the MASI Gran Criterium comes from the heritage of skilled professionals who wrestle perfection out of steel alloy, leather and aluminum. By all standards, each craftsman achieves the production of the lightest, strongest and best racing bicycle in the world. They cannot possibly do this without many difficult years of sacrifice as an apprentice before being accepted into the MASI Circle.

In 1973, it became possible to buy a Gran Criterium from a source in the United States. Faliero Masi came in person, to southern California, to develop a factory to produce the World Champion of bicycles. The painstaking process of selecting skilled technicians began and, the result is that now you do not



have to wait a year to get a MASI Gran Criterium. Faliero and his team in California can fill your order in a very respectable period of time. Quickly, NO — respectable, YES! It still takes a little time to be perfect; and, our craftsmen know it.



Custom-Built. In The Truest Manner!

We will build a Gran Criterium to your most exacting specifications. Something so many promise but, fail to provide. When Vittorio Adorni, Felice Gimondi, Maspes and Eddy Merckx wanted a truly custom racer, they came to us. They still do! We're not kidding when we say "Custom-Built by MASI."



The Tradition

A singular dedication to the construction of the highest caliber of racing bicycles. To meticulously apply our senior craftsmanship to the exacting expectations of Faliero Masi and our customers alike. And, to see that into each hand-made bicycle goes our many years of expertise — each bicycle identical in every detail — all over the world.

F. Masi

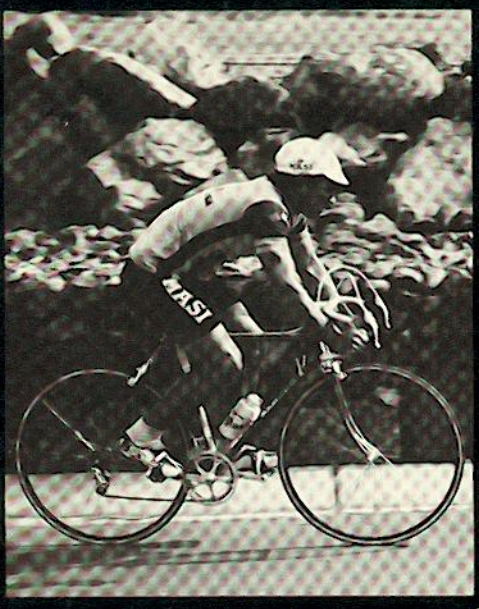
— Faliero Masi

What's In A Name?

Years of blind dedication to the art of making the only true world-class hand-made racer. To make them identically superior for each customer. MASI — that's what's in a name!

CICLI MASI MILANO

MASI Bicycle Company
P.O. Box 1677
Rancho Santa Fe, California U.S.A.
92067
Telephone 1 714 756 3972



Truly The World's Finest Racing Bicycle!

Ever since I worked on my first bicycle I knew that it was necessary to develop the machine to a higher form. Racing is my life and the creation of the PERFECT bicycle has been my destiny. My whole life has been spent on racing, repairing and designing the bicycle of Grand Champions.

So, the product of my lifetime – a product of critical excellence – bears my family name.

My wish now is for you too, to own the bicycle that took a lifetime to develop – The Gran Criterium from MASI. It is our opinion that we indeed started the contest of excellence in bicycle design and production; because the highest form of a compliment is to be copied. I invite you to see, feel and ride the MASI Gran Criterium – the choice of the Grand Champions all over the world.

Faliero Masi

– Faliero Masi