Masi Makes the Difference

"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 rides 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 is too long to print . . . Vittorio Adorni . . . Felice Gimondi . . . Maspes, five times world champion . . . Patrick Sercu . . . Eddy Merckx always rides one and owns about 20. Masi completely equips the Faemino, S.C.I.C., Ferretti, and Monark teams."

"Masis 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!"

–from Bicycling Magazine

Masi Gran Criterium Road Test



specifications

FRAME: Reynolds 531 or Columbus double butted throughout. Sizes 50 cm. to 62 cm. (inc.)

LUGS & CRANK BOX: French and Swiss Masi Patented Professional

HANDLEBAR & STEM: Cinelli aluminum with recessed head

SADDLE: Non slip suede professional leather with Campagnolo record seat post.

PEDALS: Campagnolo Record

DERAILLEUR: Campagnolo Nuovo Record

BRAKES: Campagnolo Record

CRANK & CHAINWHEEL: Campagnolo Record

HUBS: Campagnolo small flange quick release

WHEELS: Professional aluminum rims, special steel spokes, tubulars (sew ups)

ACCESSORIES: All Campagnolo fittings, toe clips & straps, water bottle, holder, and Silca pump.

COLORS: Champagne, light blue, dark blue, turquoise blue, silver grey, steel grey, orange red

TOTAL WEIGHT: 9.07 to 9.53 Kilograms

Specifications subject to change without notice.

MASI

Truly the World's Finest Bicycle

CICLI MASI MILANO

MASI

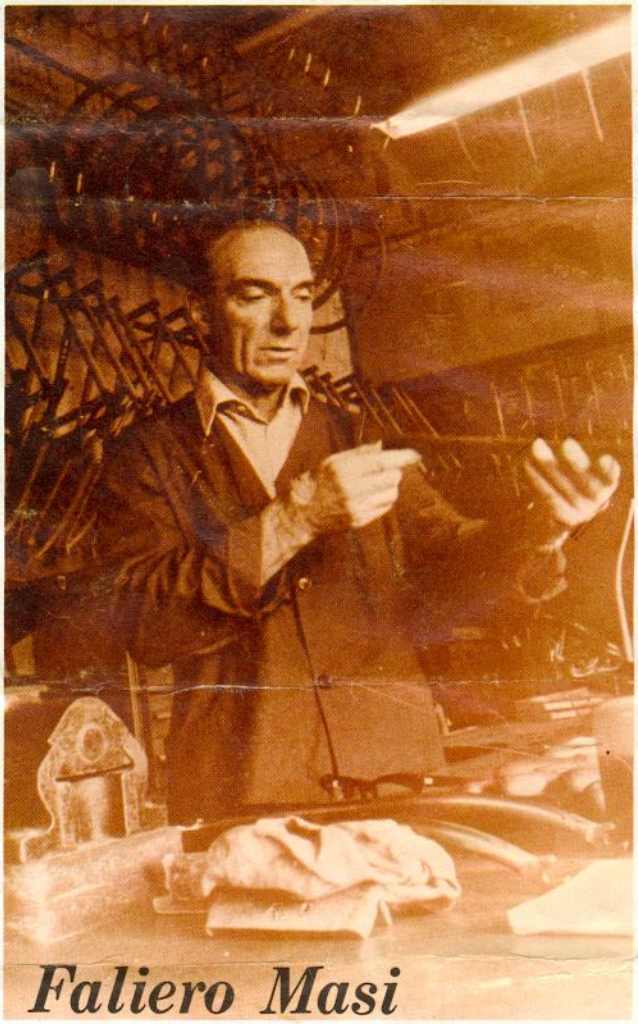
makes the difference

The Masi Story

Not too long after World War I, a young Italian by the name of Faliero Masi was spending his waking hours either in racing, repairing, tearing down or re-designing bicycles. Racing was his life. Two spinning wheels his symbol. The creation of a perfect bicycle his destiny.

Masi went on to win international fame as a bicycle racer and, eventually, to win even further wide-spread fame as a builder of the "Bicycle of the Grand Champions" that bears his name.

Now this singularly dedicated and gifted man of Milano has journeyed from his native Italy to construct, for the first time in America, a machine of this caliber. He brings his expertise and talent so that here the same meticulous craftsmanship goes into each hand-made bicycle . . . so that all Masi bicycles the world over are identical in every detail.



Faliero Masi

Production is limited. It takes time and infinite attention to detail to turn out each one of these magnificent machines. All components are supplied from Europe's foremost producers, including the incomparable Campagnolo. The "mystique of Masi" adapts and combines these in such a way that he produces the unique perfection demanded, not only by himself, but by the many champions who come to him seeking the ultimate bicycle.

And now The Bicycle Builder comes to America, so that we, too, may enjoy bicycling in the Manner of the Grand Champions; and so that our young athletes may take their rightful place in world competition. All of this is brought to us in the magnificent workmanship of the man named Masi.

MASI

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CICLI MASI MILANO

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