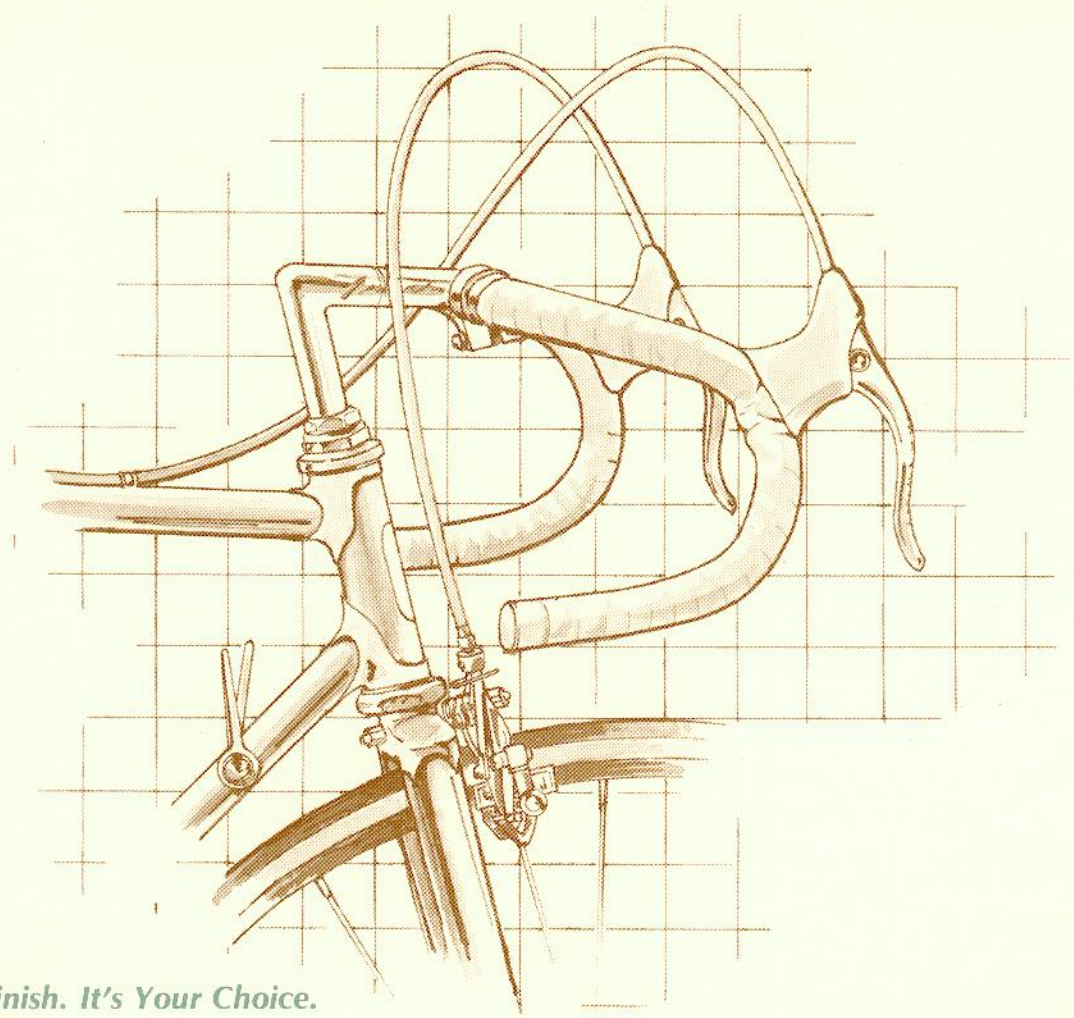
High Country Imports, Ltd. &

MASI WORLD WIDE

THE TRADITION





To Finish. It's Your Choice.

Speaking of a finish. . .there is a notion that the heavier the paint, the less likely a surface will rust. We have found that the thinner the paint, the less likely it is to crack and peel (then comes the rust) under the uses you find for your MASI WORLD WIDE Gran Criterium. However, we take careful steps to prepare the metal surface even before the primer goes on.

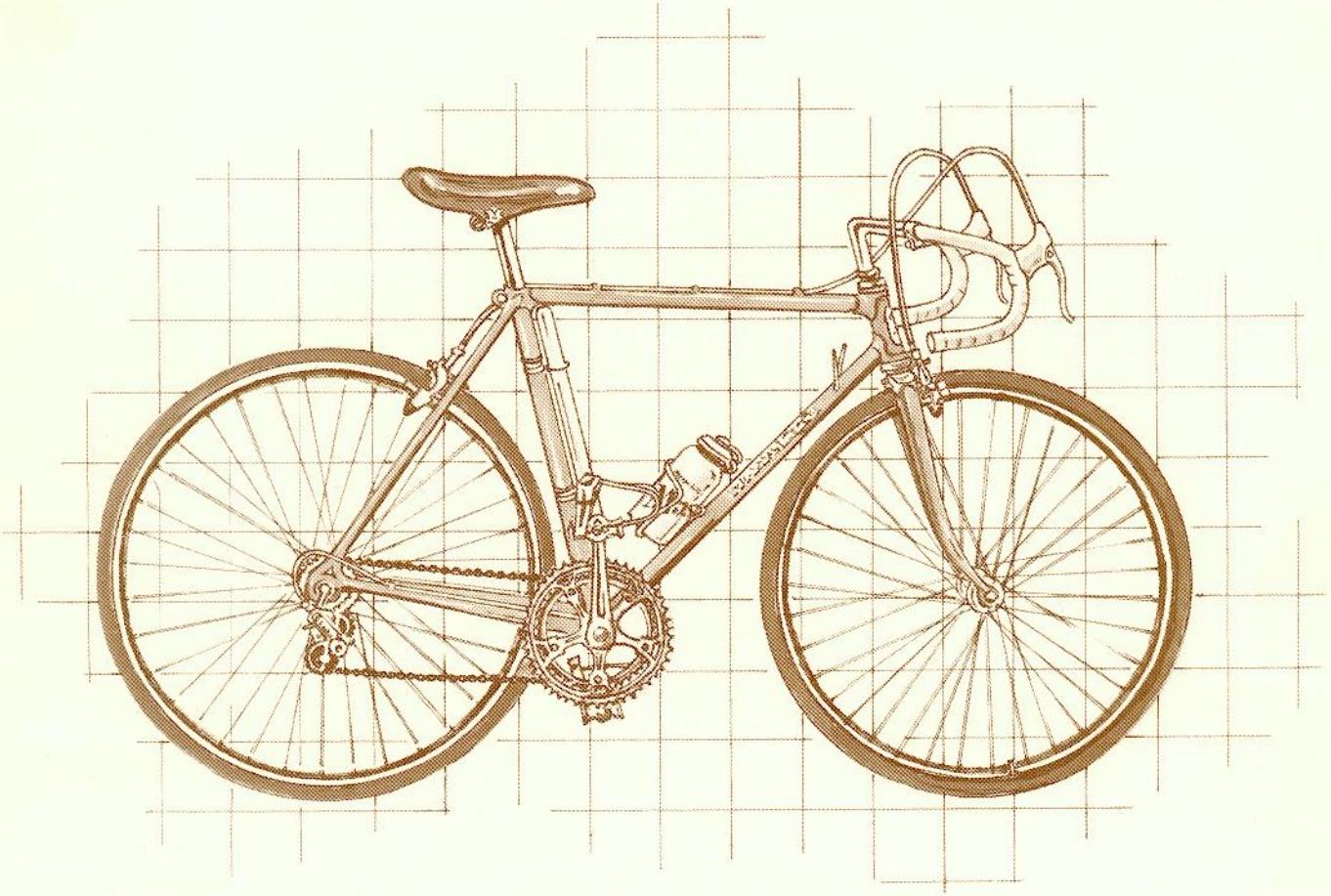
For example, we use ruby garnet to etch the surface before platings or paintings because it does not imbed itself into the tubing. Once sand from sand-blasted treatments gets imbedded it will create a pinhole later in the life of the component —and then here comes the rust! After the surfaces are treated, a thin coat of primer is applied several times. Then the paint. Just a few coats are applied but, specially handled between each coat to remove imperfections. Then we decal and apply our unique clear coat process. . .a method that still has our competition confused when they attempt to use it.

Of course, the color makes no functional difference in cycle performance—you may order the color of your choice. The difference is in the hands of a very few craftsmen at MASI WORLD WIDE and, how they adhere to the original construction disciplines.

However, you will receive Campagnolo components from our factory. Anything less would be like painting flames out of the wheel wells of a Ferrari. We carefully install cables, brakes and all components with the same attention given to our frame construction.

All aspects of the frame and its finish; the decal work to the components, wheels and tires are inspected with vigor to please any drill sergent. You trust us to produce a real champion. What makes this possible is our undaunted effort to keep the MASI WORLD WIDE tradition alive.

CICLI MASI MILANO

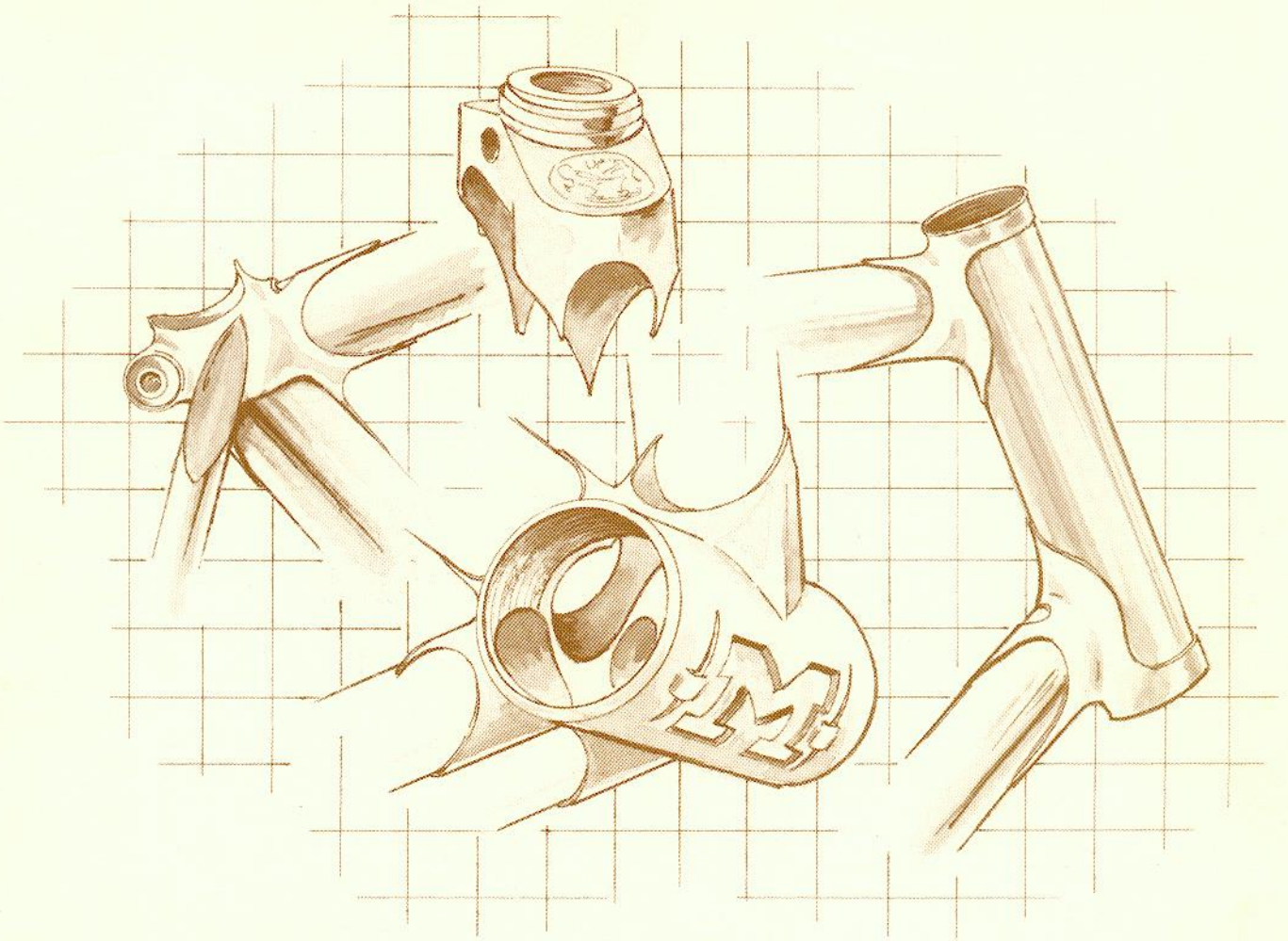


The Choice Is Yours.

Now that you are aware of the MASI WORLD WIDE bicycle of Grand Champions, the Gran Criterium, and the MASI WORLD WIDE Tradition, we are sure you will want to inspect one. Remember, there are only about four hundred lucky people a year able to obtain the real Gran Criterium. Ask your local dealer about it or, drop us a line for our *free* brochure further describing the MASI WORLD WIDE Tradition.

And What's Next? The Italian Volometrica. Coming Soon!

CICLI MASI MILANO



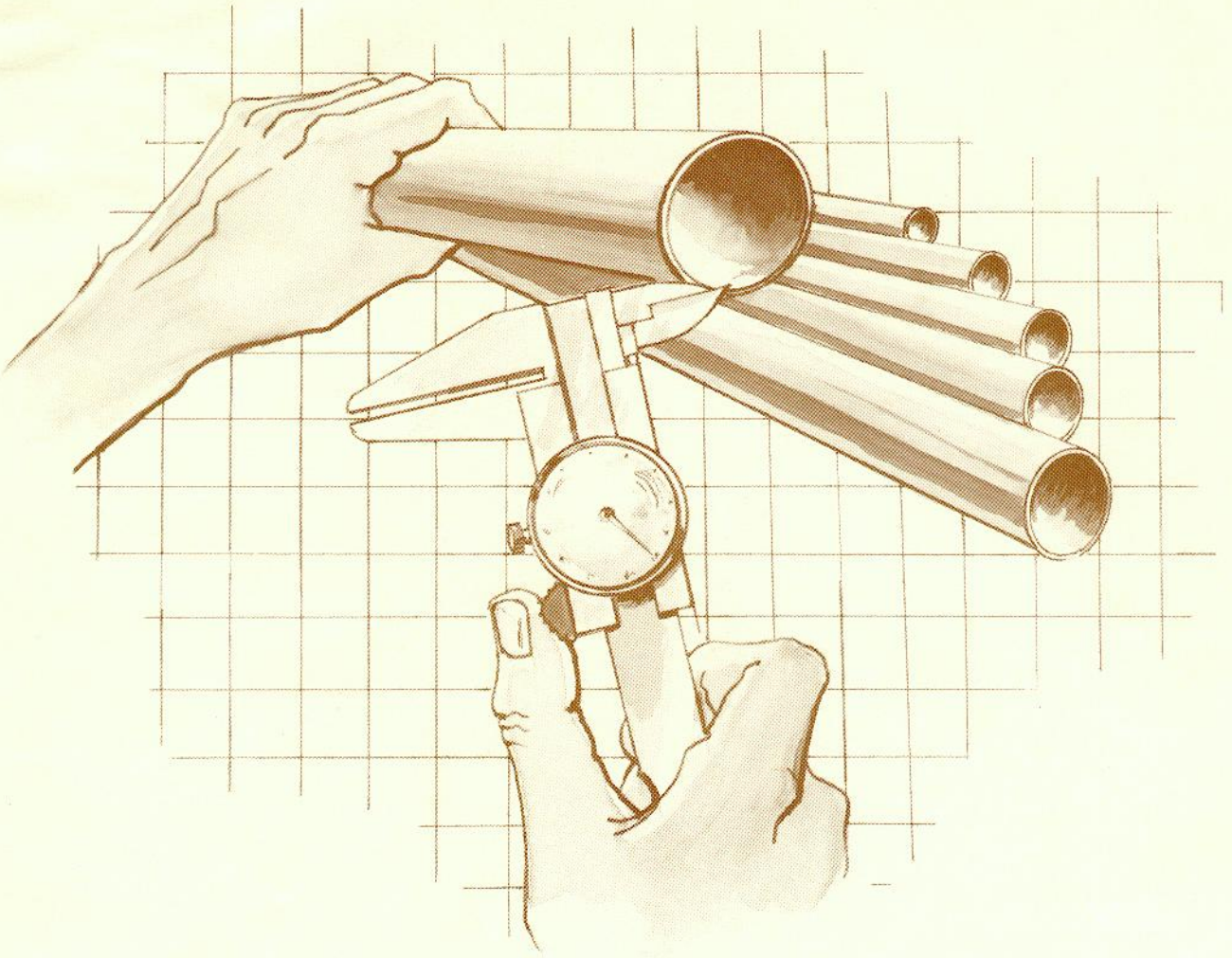
Just A Word About Components.

Most bicycle manufacturers allow the assembly of materials to be done in a much-hurried fashion. This makes sense when a company must sell in volume. It is a shame to handle components of superior quality in such a way because that reduces the value of both the product and the sport itself. We produce approximately 350 to 400 cycles per year! This is not volume of course and, there is a good reason (or two).

For one thing, we would never put Campagnolo parts on a cycle not matched in the quality of all its components. Our tubes, made of a very special alloy, provide the rigidity necessary to transfer energy to forward movement. Energy typically lost in frames made by the others. These tubes are seamless—made from a solid block of alloy molysteel. From top to bottom the components used to construct a MASI Gran Criterium are, without question, exactly what you would expect to find on (and in) a bicycle of its calibre. And when you invest in this type of racing cycle, you should trust that your purchase is based upon quality and not a manufacturers ability to "exact what the market will bear" in terms of volume and pricing.

There are no little gimmicks in the construction of the MASI WORLD WIDE Gran Criterium—take a real close look! But, if you wish that we engrave or file pretty ornate filligre designs into your forks, stays and lugs we will but, you are obviously not looking for a racing cycle. Your trust is what we have enjoyed for decades. This statement of confidence proves to us time-after-time that we are right in maintaining a sophisticated simplicity of design. It is easy for an artist to work a perfect painting just a little bit too far. . . the same fact holds true for the Gran Criterium.

CICLI MASI MILANO



The Truth About Building Bicycles.

It is the thought of many who produce bicycles that it is a *must* to advertise their model as the "best," or that they lead the industry with the true "state-of-the-art" product. We at MASI WORLD WIDE and High Country Imports, Ltd., have never forced anything like this on the buying public. To make such boasts would be, in our opinion, the very thing that should alert the consumer to a substantial presentation of a mediocre bicycle.

It is true that many copy MASI WORLD WIDE—yet it is also true that no one has matched our methods and, consequently no one has produced the bicycle of Grand Champions but MASI WORLD WIDE. We do not make idle boasts! To start with, our materials are superior. Lugs and crankbox are of our own proprietary investment-cast design that no one has been able to duplicate; our double-butted tubing is the strongest and lightest that technology can supply; handlebars and stems are of engraved light alloy and, of course, we use only Campagnolo components.

So, everyone begins with a pile of parts. But our parts, unlike those of others are more than slightly different. An excellent example of this is our investment-cast lug design. You may not know this, but we invented the whole idea of strength through investment-cast lugs and crankbox. Others are only just beginning to use this process —we are in a second generation design now! You see, we use a special alloy steel especially blended by MASI for MASI. And, our castings are absolutely true. Since we build a bike from the crankbox out, it is supremely important to work with parts that are straight and true. This also reduces assembly time.

CICLI MASI MILANO



MASI WORLD WIDE
. . . The Tradition—Then and Now.

The MASI WORLD WIDE 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 Masi realized that to achieve greatness, one had to use the very 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.

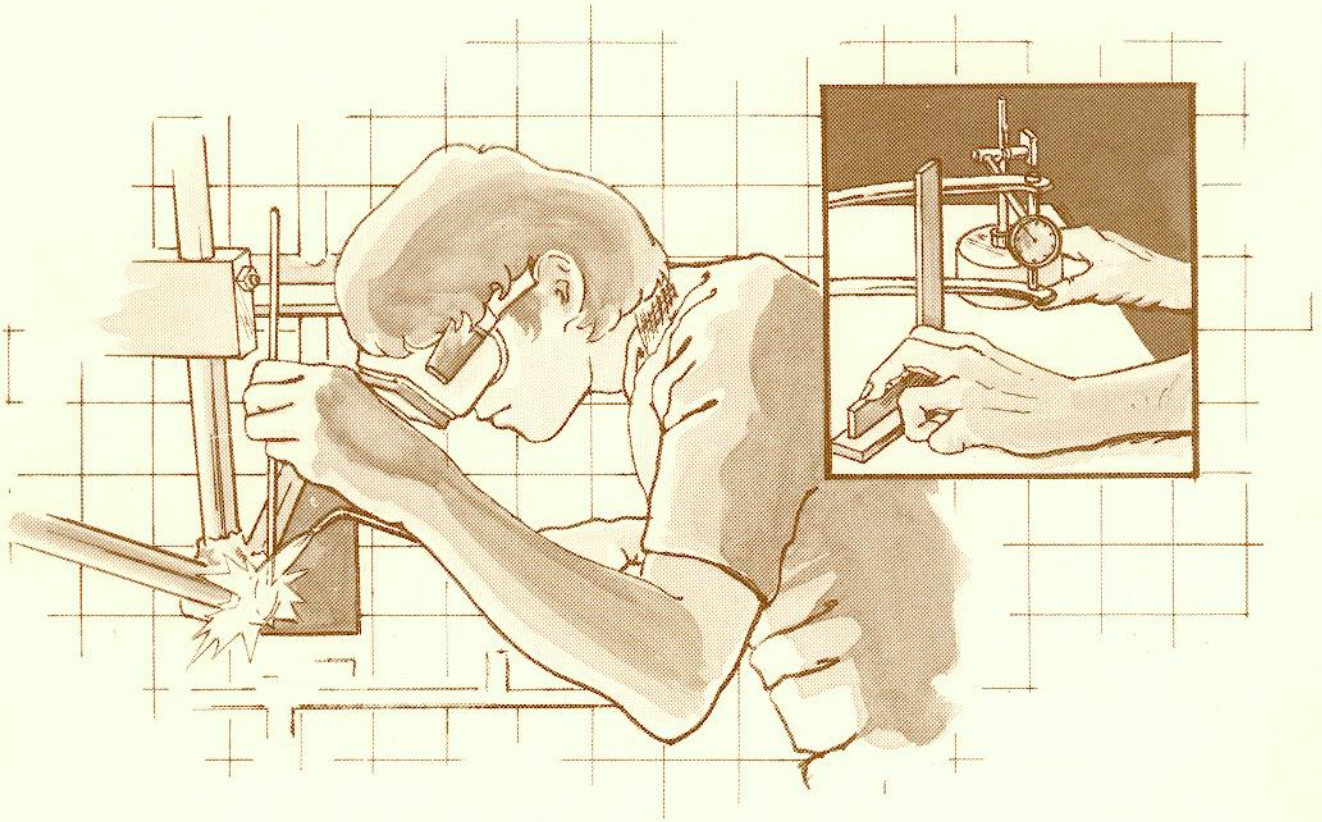
After many long years of design experience and great fame as a racing cyclist, Faliero Masi won even greater fame as the maker of The Gran Criterium — the bicycle of The Grand Champions.

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 product MASI WORLD WIDE offers. Each bicycle, component group, accessory and every article of MASI WORLD WIDE clothing enjoys this special type of attention by our craftsmen. This is why the world class champions come to MASI WORLD WIDE seeking out the ultimate bicycles. Remember, you could be one of a select few destined to own a MASI WORLD WIDE Gran Criterium, 3/V Volumetrica or Nouvo Strada, this year!

What's In A Name?

Years of blind dedication to the art of making the only true world-class hand-made racing bicycles. To make them identically superior for each and every customer. MASI WORLD WIDE — That's what's in a name!

CICLI MASI MILANO



Assembly is Not So Easy Even by the Experts.

Our Certified Master Framebuilders (and we employ more than just one) are not allowed to deviate in any way from the original design of Faliero Masi. And for good reason. The methodology necessary to assemble such a superior cycle is exceedingly exact—to thousandths of an inch! We begin with the crankbox and work outward. Our progress is checked from a jigged master frame at all times to ensure that each bicycle frame is just like the one before it. Yes, tolerances are to the thousandths of an inch!

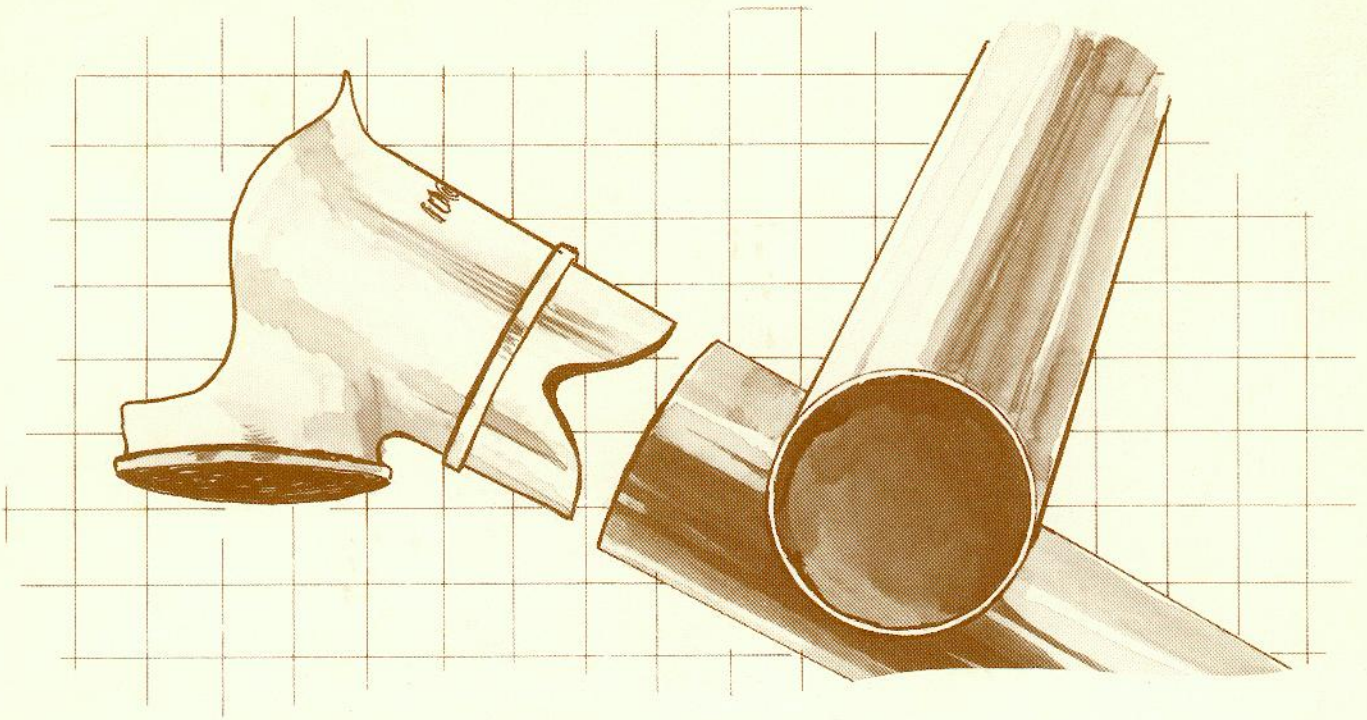
It takes our finest craftsmen at least twenty minutes to just face and thread the crankbox. When this handwork is accomplished, we must achieve a perfect 90° face or the crankbox is discarded.

Our tubing is carefully assembled at each lug point with jigs specifically designed at MASI WORLD WIDE. Then they are lightly brazed and re-aligned before final brazing. All frames receive this check-and-double-checking of alignments at each brazing point. We make absolutely sure that there is no energy loss from a chain that is not driven exactly true around the chain ring.

Our investment-cast lugs are carefully inspected for imperfections. Typically, each one needs only a minute degree of fine filing before use because our casting methods have been exacted over the years. This also cuts down the time necessary for our craftsmen to build your bicycle—thus saving you money. And, our brazing process is specific in nature to ensure total filling of the lug with a special low-temperature brass. There are no open voids inside the lug because investment-cast lugs have no internal radii present.

The result is that your frame is truly one piece upon completion. There is no energy loss due to excess flexibility. The frame will not change with ordinary use and time.

CICLI MASI MILANO



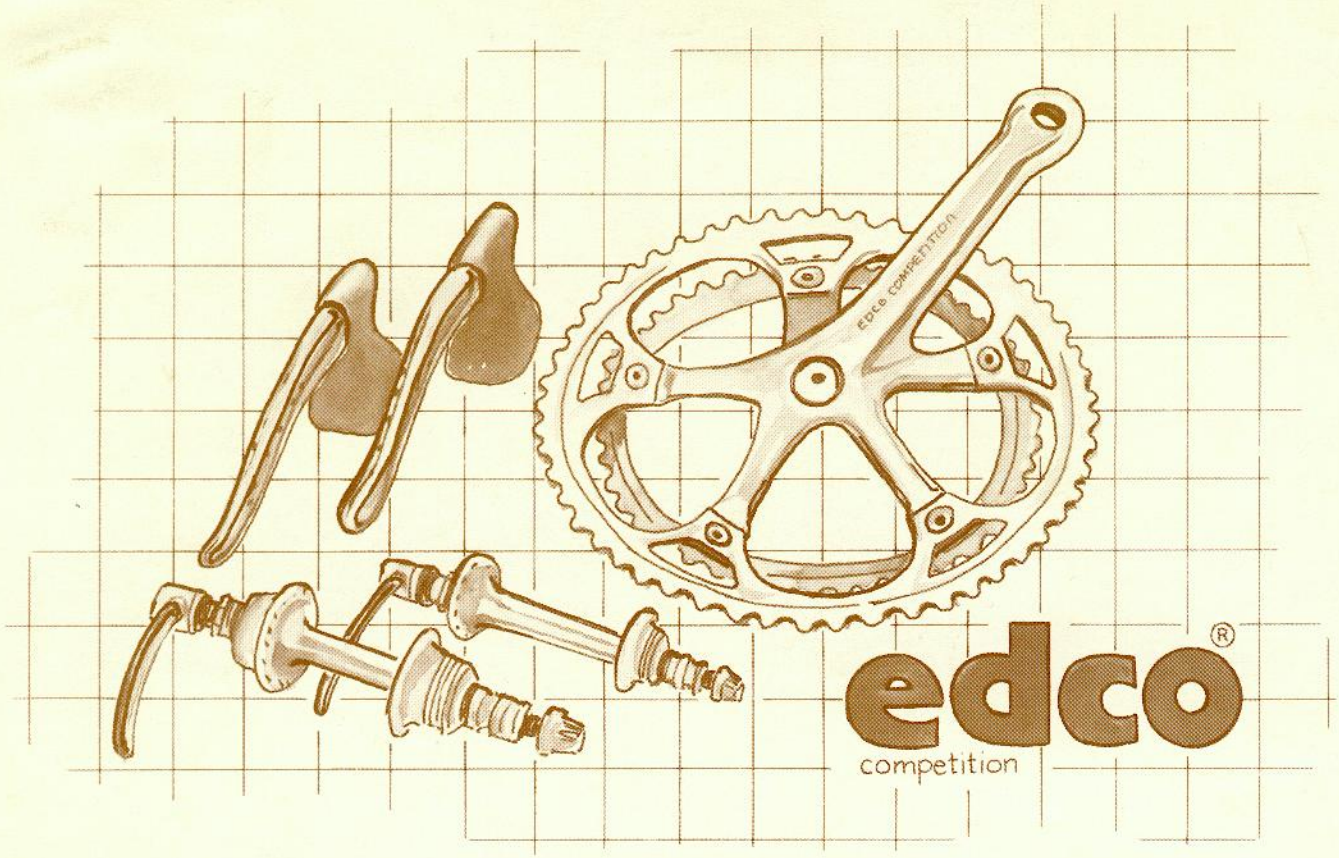
MASI WORLD WIDE means Technology and Innovation. . .
The 3/V Volumetrica

As time passes in the bicycling industry, there are various technological advances in other industries that affect us in very positive ways. Metallurgy, machining, assembly techniques and philosophies and, of course, mechanical engineering advances have affected us in a very positive way. In terms of what is new in the technology of bicycle design and construction, the MASI WORLD WIDE 3/V Volumetrica stands out as one of the most influential and "ready-to-be-copied designs" since the turn of the Century. Faliero Masi, utilizing advances in overall technologies and further improving some of them has, in our opinion, fulfilled his life-long dream of building the perfect bicycle. The 3/V Volumetrica is now here for the enthusiast and the serious racer alike.

First of all, each bicycle is hand-made at a secret factory in Italy by craftsmen who use no automation and who build no other product but the 3/V Volumetrica. This, in itself, is a guarantee of continuity and quality. But, unique to this bicycle are the how's and why's of its design and construction.

To date, all contemporary bicycle tubing has been a typical aluminum or steel alloy commonly found anywhere in other bicycles—even in our Gran Criterium racer. And the process of using double-butted tubing for strength has always been employed. This is all well and good but, we have gone far beyond this typical approach to bicycle building. Why? Because we wish to provide you with a lighter, stronger and thusly faster bicycle. Weight reduction and increased strength have been an elusive match game for years—until the 3/V Volumetrica came along! We are using a straight-gauged tubing very similar to the theory of a shotgun barrel in nature. The walls of the tubing are very thin and the outside and inside diameters are very large. This tubing is made of a very special alloy and is not heat-treated—therefore, it remains in its original very-rigid molecular state. Add to this a new method of joining the tubes without the heating associated with conventional brazing and you start to picture some of the real uniqueness of the 3/V Volumetrica.

CICLI MASI MILANO



The Nuova Strada — Absolutely the Most For Your Money in A Racing Bicycle!

And We Dare You To Compare.

MASI WORLD WIDE has studied the bicycling market with a special eye toward the great majority of cyclists who wish to ride competitively but, who do not wish to spend at the level of the more expensive type of racing bicycle. We have designed the Nuova Strada (New Road) to fill this tall order. And, it does more than just "fill a tall order!"

The many unique features listed below are standard on the Nuova Strada. . .the kind of features that are options on our competitors' bicycles in the same class! And when you top all of these great features off with the fact that you get EDCO's *Competition Group* as standard equipment, you can easily tell where to invest your hard-earned cash!

The Frame is made of Columbus tubing specially formulated to MASI WORLD WIDE specifications. The Cinelli Semi-Slooped Crown fork is all chrome. Campagnolo front and rear drop-outs.

There are two (2) water bottle braze-ons (downtube and seat tube) plus, pump peg including a chromed Silca pump! Cinelli handle bar and stem (1/R black) with the Cinelli Volare saddle. There are Fiamme hard silver rims and a CX freewheel and chain. Vittoria, Nuova Pro tires! And, perhaps the best aspect of the entire bicycle is the group. It's EDCO's *Competition Group!* By far, the World's most superior component group ever designed and manufactured. This new component group from EDCO features: Hubs; Bottom Bracket; Head Set; Crank Set; Rear and Front Derailleur; Brakes; Seat Post and, Pedals (NOTE: Hubs and Bottom Bracket are sealed.)

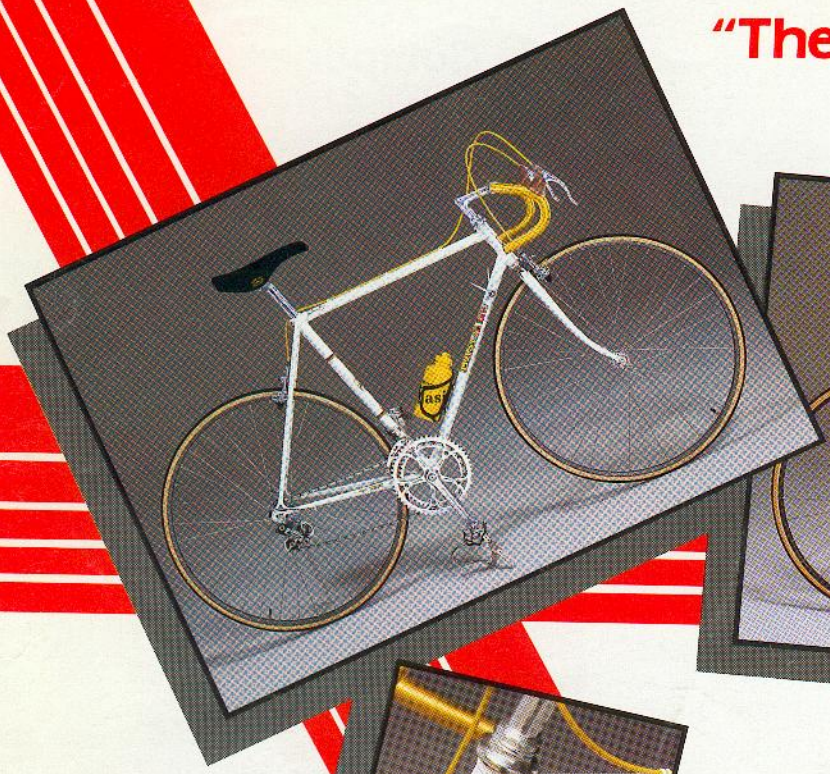
Sizes range from: 47cm; 53cm; 54cm; 61cm and 64cm. Decaling is exciting and appears on the head tube, downtube, seat tube and chain stays.

We simply say, this is the bicycle that will give you the greatest return for the dollar you spend. The Nuova Strada—it's exciting, fun to ride and very fast!

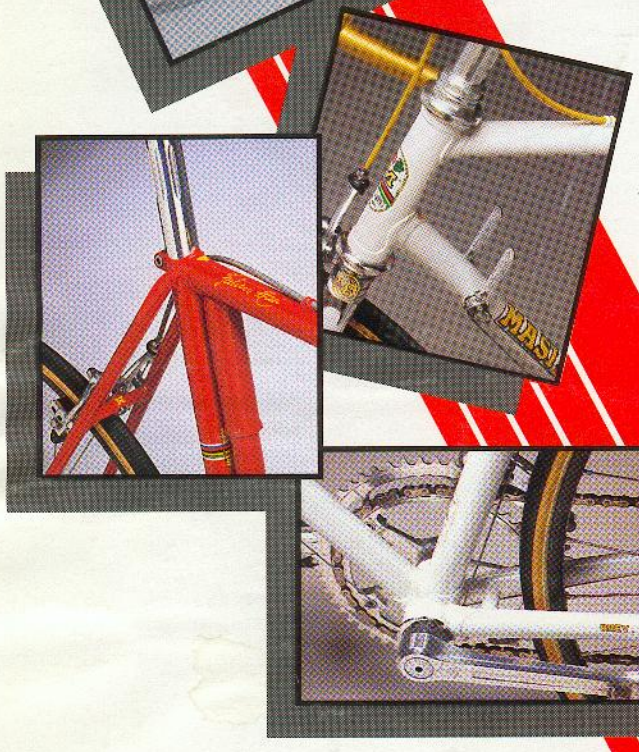
CICLI MASI MILANO

MASI *Gran Criterium*

"The Bicycle of Grand Champions"







The MASI **GRAN CRITERIUM** brings you the tradition of individual craftsmanship and the experience of countless miles with the grand champions of 5 decades. Each **GRAN CRITERIUM** frameset is still built, from start to finish, by one skilled framebuilder. It is truly a handcrafted machine.

MASI technology has been emulated throughout the history of this great bicycle tradition. A special low temperature brazing process is used by our craftsmen, so your MASI will best retain the properties of tubing resilience and stability. The use of investment cast lugs was pioneered by MASI research, and today you profit by the third generation of these precise frame fittings. You'll find the MASI lugs only on MASI bicycles, and these special investment cast lugs are your assurance of a frame that is put together like no other.

The MASI **GRAN CRITERIUM** wouldn't be complete without a handcrafted finish that outshines all others. The combination of rich color hues and our special MASI clear coating finish completes a bicycle which excels in appearance and handling.

Look over the MASI **GRAN CRITERIUM** at your MASI dealership. After you have been captivated by its beauty, ride this bicycle tradition and know the symmetry of bicycle frame and componentry which grand champions have brought you.

MASI WORLD WIDE
440 ENTERPRISE STREET
SAN MARCOS, CA 92069
(619) 471-2000

GRAN CRITERIUM Specifications

Frame Sizes: 46, 48, 50, 52, 54, 55, 56, 57, 58, 59, 60, 61, 62, 64, 66 cm. (Frame size is measured from the center of the bottom bracket to the highest point of the seat tube lug.)

Frame Geometry	**58 cm frame**
Top tube length	56 cm (ctr to ctr)
Seat to top tube angle	73.5°
Top to head tube angle	73.5°
Chainstay length	41 cm
Wheelbase	100 cm
Bottom bracket drop	7 cm
Weight of complete bike	21 lbs.

Tubing: Depending on the frame size, an appropriate tubing selection is made to give the best ride possible.
Lugs & Fork Crown: Special investment cast lugs made only for MASI are used.
Dropouts: Campagnolo 1010/B.
Braze-ons: Down tube shifters & waterbottle cage, brake & gear cable guides, and front derailleur boss.
Chrome: Fork crown & tips.

YOUR MASI DEALER IS:

See your MASI Dealer, or call
MASI WORLD WIDE for more information.

MASI WORLD WIDE
440 ENTERPRISE STREET
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(619) 471-2000

Colors: Pearlescent White
Ferrari Red
Metallic Black
Medium Concord Blue

Components

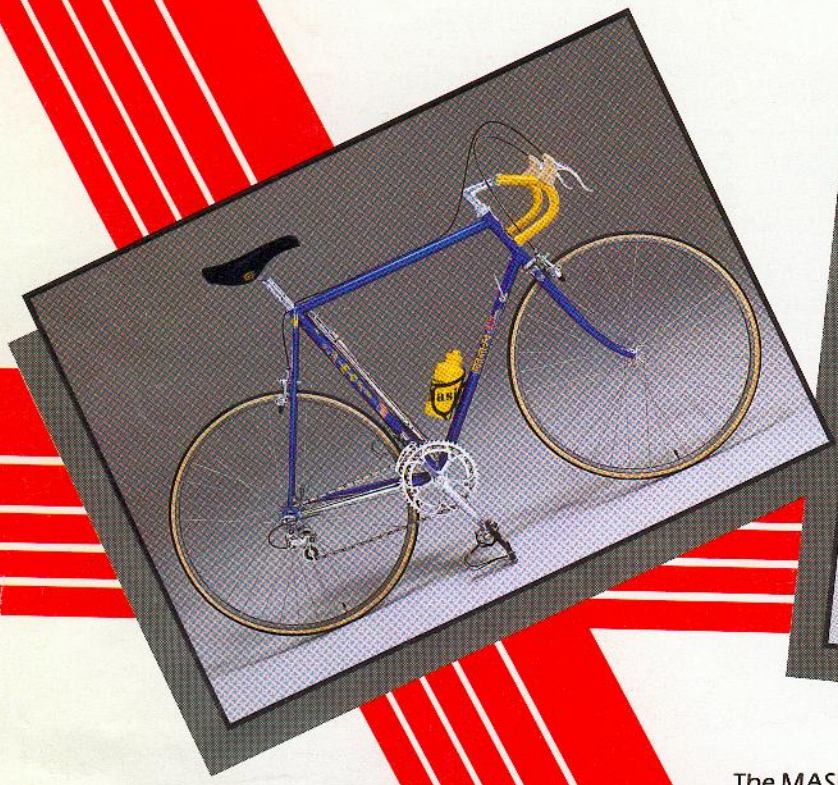
(Option of Edco Swiss Precision component group for additional charge.)

Brakes
Campagnolo Super Record
Bottom Bracket
Campagnolo Nuovo Record
Chain
Regina CX
Crank Set
Campagnolo SR, 42 x 53, 170mm
Freewheel
Everest 6 spd. 13-21, (Campy optional)
Front Derailleur
Campagnolo SR
Handlebars
Cinelli
Headset
Campagnolo SR
Hubs
Campagnolo SR
Pedals
Campagnolo Super Leggero
Pump
Matching Silca with Campy head
Rear Derailleur
Campagnolo SR
Rims
Mavic GP-4 heat treated sew-up
Saddle
Concor Supercorsa
Seat Post
Campagnolo Super Leggero
Shift Levers
Campagnolo
Spokes
Edco
Stem
Cinelli 1R
Tires
Vittoria or equiv.
Toe Clips
Campagnolo
Toe Straps
Errebi Extra
Water Bottle
MASI
Water Bottle Cage
Black alloy

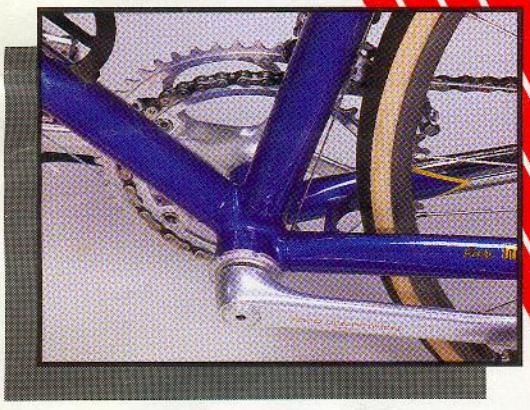
Specifications subject to change.

MASI 3V VOLUMETRICA

"The Ultimate Design"







The MASI tradition is one of pioneering elite quality bicycles for more than 5 decades. With the MASI **3V VOLUMETRICA,** Faliero Masi brings you the latest in lightweight racing technology, and the tradition of MASI quality and racing experience.

The **VOLUMETRICA** is built with a revolutionary new oversize tubing which fits over special MASI investment cast lugs. The special steel alloy tubing is drawn to Faliero MASI's own specifications of ultra thin wall thickness. This special tubing makes your **VOLUMETRICA** a lighter bicycle, yet the larger diameter gives a stable, more efficient competition frame.

MASI pioneered the use of investment cast lugs in bicycle framebuilding, and the **3V** lugs are no exception to the MASI demand for quality. The internally fitted **3V** lugs permit the use of standard components, (seatpost, headset, etc.), not found on other bicycles with oversize tubing. The internal lugs, made especially for the **VOLUMETRICA,** permit a stronger joint which is visible to both the framebuilder as he works, and for the **3V** rider to appreciate. Look at your **VOLUMETRICA** and see the flawless meeting of the tubing and lugs.

The **3V VOLUMETRICA** is designed for the speed and close competition of the superior racer, where bicycle design surpasses the narrow line between triumph and defeat. **VOLUMETRICA** performance and top of the line componentry produces MASI reliability for the racer who has given everything, to get there first!

MASI WORLD WIDE
440 ENTERPRISE STREET
SAN MARCOS, CA 92069
(619) 471-2000

3V VOLUMETRICA Specifications

Frame Sizes: 50, 52, 54, 56, 58, 60, 62, 64 cm. (Frame size is measured from the center of the bottom bracket to the highest point of the seat tube lug.)

Frame Geometry	**58 cm frame**
Top tube length	56 cm (ctr to ctr)
Seat to top tube angle	74.5°
Top to head tube angle	74.0°
Chainstay length	40 cm
Wheelbase	99 cm
Bottom bracket drop	7 cm
Weight of complete bike	19.5 lbs.

Tubing: A special lightweight, oversized steel alloy tubing drawn to Faliero Masi's specifications.
Lugs & Fork Crown: Special investment cast lugs made only for MASI are used. These unique lugs fit inside the tubing.
Dropouts: Campagnolo 1010/B.
Braze-ons: Down tube shifters & waterbottle cage, brake & gear cable guides, and front derailleur boss.
Chrome: Fork crown

YOUR MASI DEALER IS:

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MASI WORLD WIDE for more information.

MASI WORLD WIDE
440 ENTERPRISE STREET
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Colors: Sky Blue
Dark Blue
Red
Pearlescent White

Components

(Option of Edco Swiss Precision component group for additional charge.)

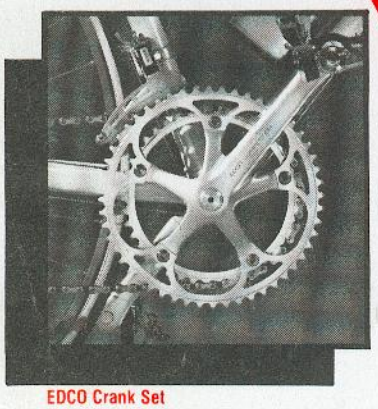
Brakes
Campagnolo Super Record
Bottom Bracket
Campagnolo Nuovo Record
Chain
Regina CX
Crank Set
Campagnolo SR, 42 x 53, 170mm
Freewheel
Everest 6 spd. 13-21, (Campy option)
Front Derailleur
Campagnolo SR
Handlebars
Cinelli
Headset
Campagnolo SR
Hubs
Campagnolo
Pedals
Campagnolo Super Leggero
Pump
Chrome Silca with Campy head
Rear Derailleur
Campagnolo SR
Rims
Mavic GP-4 heat treated sew-up
Saddle
Concor Supercorsa
Seat Post
Campagnolo Super Leggero
Shift Levers
Campagnolo
Spokes
Edco
Stem
Cinelli 1R
Tires
Vittoria or equiv.
Toe Clips
Campagnolo
Toe Straps
Errebi Extra
Water Bottle
MASI
Water Bottle Cage
Black alloy

Specifications subject to change.

MASI WORLD WIDE

Finally, a MASI Racing Machine For Under $1,000





EDCO Crank Set

NUOVA STRADA is simply a no frills, lean machine. Get down on it, feel the efficient strength, enjoy the comfort of a well designed bicycle that gives you the winning edge. Share in our enthusiasm and excitement—we want you to compare—try one and we know you will buy one.

NUOVA STRADA is absolutely the most for your money in a racing bicycle.

MASI WORLD WIDE, the craftsmen of Olympic Gold Medal and World Championship racing bicycles proudly presents—**NUOVA STRADA.** A Marriage of Italian performance, design and geometry with Swiss precision engineering. **MASI's** standard of excellence, developed over forty-five years of striving toward superior performance is the heritage from which **NUOVA STRADA** has been created.

The Swiss have been famous for precision engineering for centuries; EDCO helped build that reputation. They have spent years perfecting the ultimate group. Europe's best pros are using more and more EDCO components every year. EDCO Competition sealed bottom brackets and headsets are recognized as the best in the world; their aerodynamic designed cranksets with the superior finish are second to none. Quality components such as these are usually found on bicycles in the $1,500 plus price range.

MASI WORLD WIDE
440 ENTERPRISE STREET
SAN MARCOS, CA 92069
(619) 471-2000

NUOVA STRADA
Frame Specifications

Frame Size	56 cm	60 cm
Top tube length	56.5cm	58cm
Head to top tube angle	75.5°	74°
Seat to top tube angle	75°	74°
Chain stay length	40.5cm	40.5cm
Wheel base	99.5cm	100cm
Bottom bracket drop	7.5cm	7.5cm

Frame is fabricated from special double butted manganese alloy tubing supplied to Masi World Wide by Columbus.
The frame is fitted with Campagnolo front and rear dropouts.
All chrome fork with Cinelli's investment cast semi-sloped crown.
Two water bottle braze-ons and pump peg.
Sizes 48cm through 64cm (measured—center of bottom bracket shell to top of seat cluster)
Two colors available—White and Red

COMPONENTS

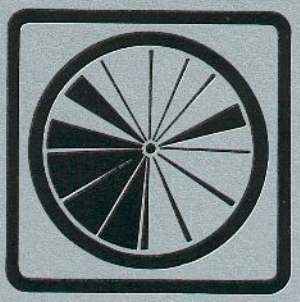
EDCO Competition Group—includes headset, sealed bottom bracket, hubs, crankset, brakes, seat post and derailleurs

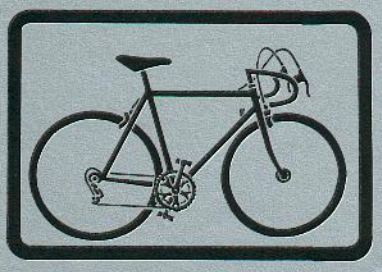
Cinelli handlebars and 1/R black stem
Concor SL black saddle
Fiamme Hard Silver rims
Regina CX Freewheel and chain
Clement tires
Chrome Silca Pump
(2) water bottles
Gipiemme pedals
ALE black alloy toe clips
Binda toe straps

Specifications subject to change

MASI WORLD WIDE
440 ENTERPRISE STREET
SAN MARCOS, CA 92069
(619) 471-2000

There's More To **MASI** WORLD WIDE Than Just The Gran Criterium Alone!











When You Ride The Bicycle of Grand Champions and Wear MASI WORLD WIDE Clothing—

Elite 250

You know, like so many of the World's Greats, that you ride and wear the utmost in bicycling products. For decades, those in-the-know have chosen MASI and they still do. We are the builders of The Gran Criterium. . .the benchmark of the bicycling industry. And now, we are introducing the Italian MASI 3/V Volumetrica; the type of sexy bicycle that will make your heart race just to see it. It is our lightest and strongest bicycle incorporating radically new engineering from the ground up. The demand is high for it and we may have to make you wait a short time but, it is that type of product a true cycling afficionado will be happy to wait for. . .and there's more—

We are creating a stunning new garment line of bicycling clothing made in Switzerland just for MASI WORLD WIDE. Now you can wear the new MASI WORLD WIDE emblem and tell the world you are a member of our Very Exclusive Family. And, in the Fall, we will introduce another new and exciting bicycle called the Nuovo Strada III. You then will be able to own a superior MASI WORLD WIDE racing bicycle for under $1,000!

So, look for the MASI WORLD WIDE Elite-250 dealer symbol. It means your dealer sells the world's finest line of bicycling products ever made available to both professional and amateur cyclists. It also means your dealer intends to give you the very best in after-sale service because he is backed by us.

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