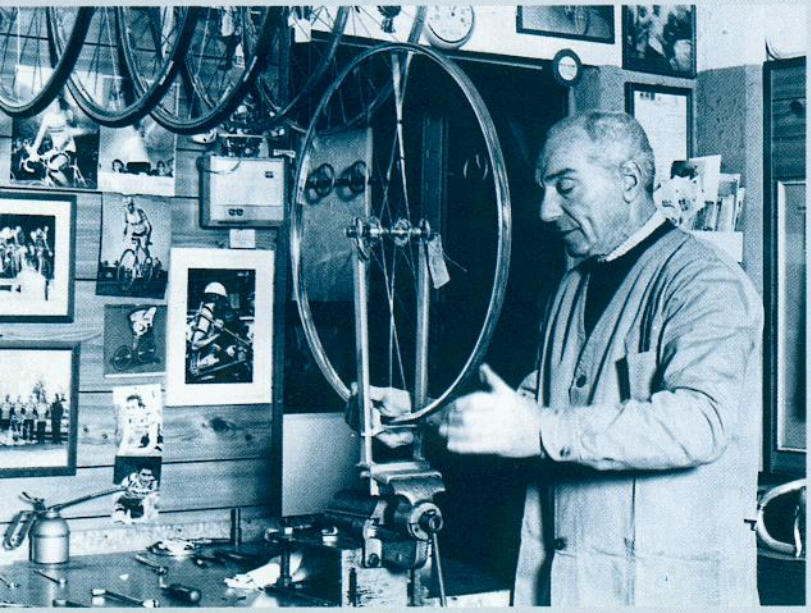
The Tradition





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

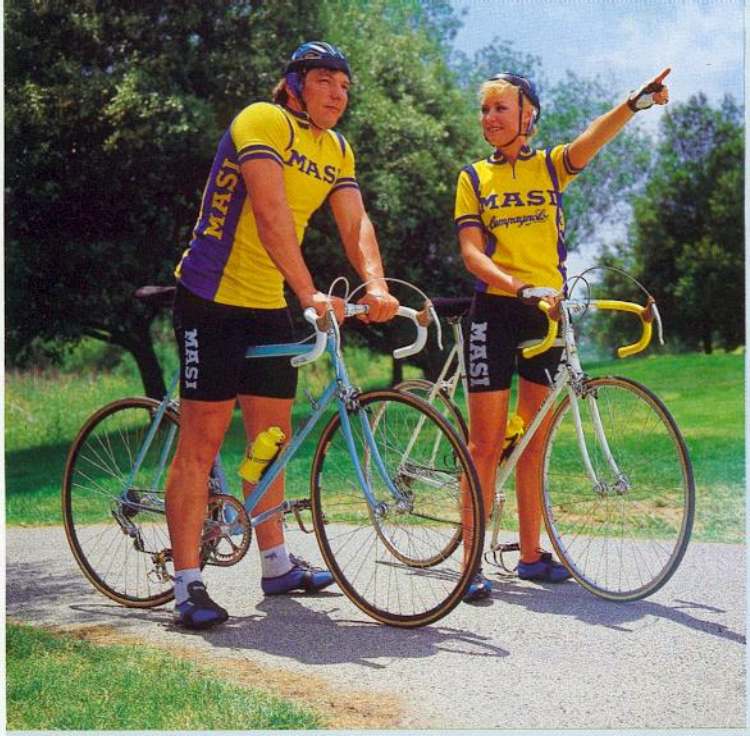
The MASI WORLD WIDE reputation goes back to post World War I when the young Faliero Masi was learning the craft of bicycle repair and design. A man to whom bicycle racing meant everything, Faliero Masi realized that to achieve greatness, one had to use the very best tools. At that time the racing bicycle 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 Nouva Strada, this year!

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.

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

The Gran Criterium



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 Gran Criteriums 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 WORLD WIDE 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 manufacturer's ability to "exact what the market will bear" in terms of volume and pricing.

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!

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.

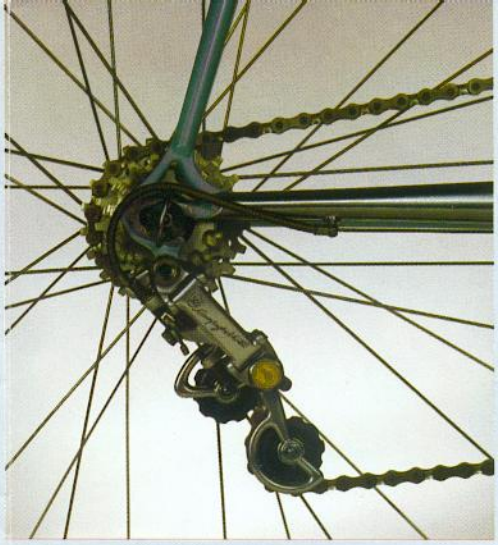
The result is that your frame is truly one piece upon completion. There is no energy loss due to excess flexibility. The frame will not change with ordinary use and time.

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.

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

All aspects of the frame and its finish— the decal work to the components, wheels and tires—are inspected with vigor. You trust us to produce a real champion. The Gran Criterium is just that.



The 3/V Volumetrica





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.

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.

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. 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 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 for 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.

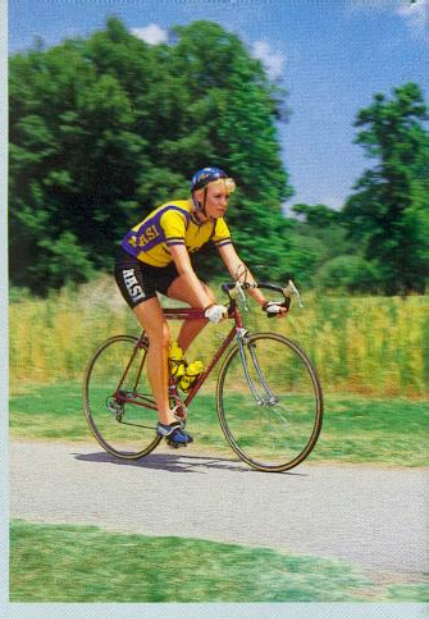
The 3/V Volumetrica frame comes with an EDCO Competition headset (free) and the frame is meant for pure racing only—it *is not* simply just another expensive touring bicycle. A thoroughbred machine not meant for use on rocky roads or rough terrain. The frame is so rigid that you cannot flex it under normal human power and purely and simply built for raw speed and performance!

Additional features include: "Brazed-on" Front Shifting Mechanism; Water Bottle Mounts and Shift Lever Bases; Recessed Brake Bolts; Top-tube Cable Guides; Special Bottom Bracket Cable Guides; Special Paint Colors; Wide Variety of Frame Sizes; One (1) Year Warranty; One-on-One Inspection Process, and availablilty in frame and EDCO Headset and/or as a complete bicycle with your choice of either the EDCO Competition Group or the familiar Campagnolo Super Record Group.

Not only an advancement in the science of bicycle design and construction, but another work of art from Italy.

The MASI WORLD WIDE Tradition Goes On . . .

The Nuova Strada





edco®
competition



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 special manganese alloy-tubing and combines the best characteristics, rigidities and performance of the popular S.L. and S.P. tubing. The Cinelli Semi-Sloped 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 (1/R black) stem with the Concor SL saddle. There are Fiamme hard silver rims and a CX freewheel and chain. Clement 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 48cm; 52cm; 56cm; 58cm; 60cm; 63cm; and 64cm. Decaling is exciting and appears on the head tube, downtube, seat tube and chain stays. Available in two colors-red and white only.

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!

The Complete Rider







A Complete Rider Needs The Right Accessories . . .

High Country Imports, Ltd. and MASI WORLD WIDE are now offering the bicyclist a complete selection of bicycling apparel . . . from head to toe! We are the first to design and produce a full line of garments especially tailored to fit the female torso. Now women on bicycles do not have to look like they are wearing expensive paper bags. And in the MASI WORLD WIDE Tradition, this series of designer clothing is superior in every detail of manufacture. Thus allowing us to be the first to warrantee each article of clothing for a full year against defects in materials and workmanship.

We have been offering cycling clothing for years but, now our apparel takes on a unique twist. The designers have selected snappier colors and cuts to make you look real good as well as providing a fit that is functional. Men and women alike can now be color coordinated with bicycle racing clothing, sun glasses, tote bags and jewelry.

Keep an eye on us! We are always developing new products that have merit of use by the avid *and* casual bicyclist; the professional *and* amateur. So consult your nearest MASI WORLD WIDE Elite-250 Dealer frequently to see what's new for the bicycling enthusiast. If there is no MASI WORLD WIDE Elite-250 Dealership in your area, call us direct at 800/292-2186.

MASI WORLD WIDE and High Country Imports, Ltd.—Our Tradition of Excellence goes on through offering the very best in bicycles; racing components; clothing and accessories . . . and most of all . . . *Service!*

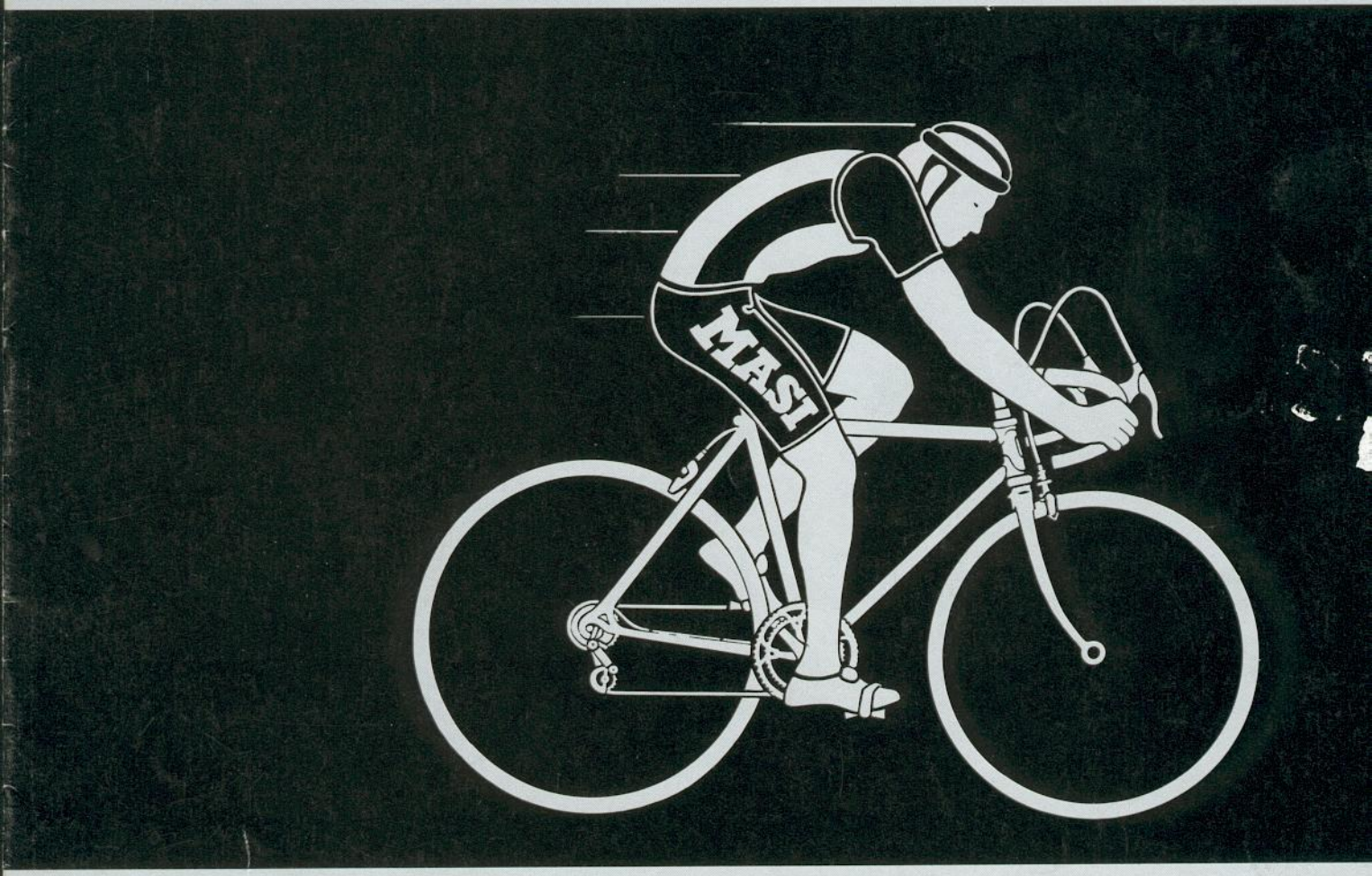


High Country Imports, Ltd. and

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The Tradition of Endurance and Excellence ... Goes On.