



**BRIDGESTONE**

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**BRIDGESTONE**



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## INTRODUCTION

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### ↳ WHY THIS BOOK?

This book is a response to requests for a list of what we think are the key selling features for each model. Consider this an interactive book, and help us improve it. If you're having particular success with one or more models, pointing out benefits we may have ignored, please hop onto the phone or fax and let us know. We want to share useful information with all our dealers. Thanks.

### ↳ THE POWER OF THREE

There's a rule that says people can remember just three pieces of new information in any presentation. That sounds reasonable to us, so we've narrowed our key points down to three (or so) per model. It could be that we missed your three, or that your three are better than ours. No matter—use whatever is best for the customer.

### ↳ FEATURES, NOT BENEFITS

It does us all good to remember the difference between a feature and a benefit: A feature is the gizmo; a benefit is what the gizmo does—how it improves the user's life. Educated customers hear features and immediately translate them to benefits—but most customers are intimidated. What's more, they generally won't let on that they don't know what you're talking about when you speak, "Butted chrome-moly tubing, with dual SIS and Hyperglide." Keep it simple, and at the customers' level of understanding. Helping them feel comfortable and teaching them at the same time is not just good business, but an act of kindness as well.

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## SELLING BRIDGESTONE BIKES



*We have tried our best to keep Bridgestones clean, simple and purely functional. Bridgestone bikes are usually a little different, but each model is carefully designed by people who ride a lot.*

### SELL OUR STRENGTHS

**THE RIDE.** Dialed-in, size-specific geometry in all models makes Bridgestones the best-riding bikes in the world. The easiest way to sell one is to get someone on it for a test ride and have them compare it with any other brand. It doesn't require an expert to tell the difference in the ride.

**THE FIT.** Bridgestones typically come in more sizes than competitors' equivalent models. More sizes mean they fit more bodies. Please have each size available. Sell the fit.

**THE MATERIAL.** All Bridgestone bikes are made of chrome-moly steel, the best all-around frame material in the world. Of all frame materials, none is as friendly—to the rider and the environment—as steel. Steel frames can be cold-set into alignment after a crash. You cannot reliably bend aluminum or carbon fiber; in many ways, they are one-crash bicycles. Despite virtually everything you've heard or read in the past ten years about a frame material's shock-dampening qualities, these are the facts: Steel dampens shock three times better than aluminum, and twice as well (as fast) as titanium. A material's ability to dampen shock is directly proportional to its stiffness, or modulus of elasticity—nothing else. (Comfort depends more upon frame geometry, tire volume and tire pressure, though—and a relaxed upper body will do wonders.)

*That's it. Sell the ride, sell the fit, and sell the steel.*

### BRIDGESTONE'S BACKGROUND

Bridgestone is a Japanese company founded in 1939 by Shojiro Ishibashi. Mr. Ishibashi, ever the marketer, thought it best to give his company international appeal, so rather than calling it Ishibashi, he took *Ishi* ("stone") and *bashi* ("bridge"), transposed them, and made *Bridgestone*.

Bridgestone began bicycle production in 1949, and it now ranks first in volume among all Japanese manufacturers and about fifth worldwide, behind Hero and Atlas (from India), Huffy, and Murray Ohio. Our total production is 1.5 million bikes per year, the majority of which stay home in Japan.

Since the United States is regarded as the world leader in mountain bikes, the bicycles designed for the U.S. market are also sold in Europe. This year they will be available in Japan.

The point to all this is that unlike most other so-called manufacturers, we actually make bikes. In the '70s, Bridgestone built almost a million bikes for Schwinn. Since then, the dollar has fallen and the Japanese yen has strengthened to the point that it's too costly for anyone to subcontract to Japan anymore.

Japanese quality and safety standards are the highest in the world, and Bridgestone's internal standards are even higher—a situation that we find frustrating at times, as it limits our choices. We have an extensive testing facility, and only those components that pass are allowed onto our bikes.

Many well-known and widely accepted parts do not pass our tests, and if we still want to use them, we ask for "modified" versions, beefed up in critical areas. Japanese standards for handlebar and seatpost strength are particularly tough, and we've had to get custom versions of certain models just so we could use them. Neither Taiwan nor the U.S. has such strict standards. It is doubtful, then, that you'll ever see a 130-gram handlebar on a Bridgestone.

Our lower-priced TIG-welded models are built by Merida in Taiwan. Merida also makes bikes for Trek, Specialized, Mongoose, Univega and Scott. Merida's arch-rival is Giant. These are by far the two largest manufacturers in Taiwan, and they are the only two Taiwanese factories to have earned that nation's highest government rating for quality and quality control. Both companies make excellent bikes.

## SELLING SUGGESTIONS

Hello, my name is...

### 1. INTRODUCE YOURSELF BY NAME.

### 2. DETERMINE WHAT KIND OF BIKE THEY WANT.

And if they don't know...

### 3. DETERMINE WHAT KIND OF BIKE THEY NEED.

Ask about riding history, riding habits—how far, how often and where. Ask also about future riding plans.

### 4. DETERMINE THE BUDGET.

Don't waste time talking about \$800-plus bikes if the budget stops at \$500. You can address this issue by saying something like, "If you tell me what your bike budget is, I'll make sure you get the best possible bike for your money."

### 5. SELL BENEFITS, NOT FEATURES.

Determine the customer's level of knowledge and interest in technical features. If the customer is knowledgeable, it's OK for you to show off some of your own technical expertise by talking about the features *and* the benefits. But don't intimidate customers by showing how much they don't know. Instead, talk about the benefits and not the features.

To understand the difference between a Bridgestone and another brand's comparably priced bike, first read this book, then go out and ride at least one model from each category (one RB, one MB, one XO). That way, you'll know what you're talking about when you describe a Bridgestone's benefits to a customer. And your knowledge will be based on the best kind of experience.

## SELLING THE ROAD BIKES



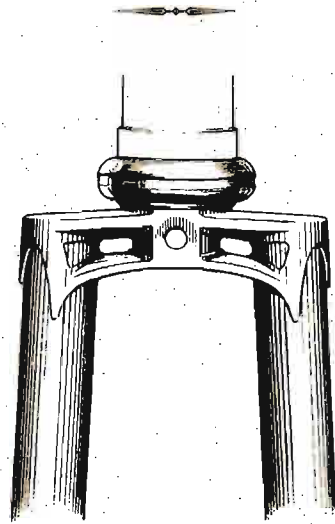
*Most modern road bikes sacrifice versatility for racing style points. The tire clearance is minimal, there is no way to mount a fender, and the geometries are so extreme that these bikes tend to ride harshly. Bridgestone road bikes are as race-worthy as any, with more than 130 Category 1 and 2 race wins in the past three years, yet they take into account the realities of a non-racing existence.*

1. Bridgestone road bikes ride right. If your body dimensions approach or fall into the range of "normal," you'll feel right at home on a Bridgestone. Our road bikes are designed with slack seat tube angles, long top tubes and medium-low bottom brackets. This folds you aerodynamically over the handlebars, allows your butt muscles to contribute (and keeps them from getting flabby), and makes for stable, powerful riding on any terrain.

2. We believe our road bikes are the best-designed, best-riding production bikes made today, and unless you have extreme proportions (i.e., you're 5'2" with a 32-inch inseam, or 6'2" with a 31-inch inseam), we firmly believe you can't get a better-riding bike at any price.

3. All models have size-specific geometry. Many manufacturers build one geometry for all sizes. We vary the seat tubes (and to a lesser extent, the head tubes) on all our models and sizes. This accommodates the normal changes in leg length that generally accompany changes in rider height.





### THEY'RE THE MOST VERSATILE ROAD BIKES YOU CAN BUY

**■** In many ways, our road bikes were born of disgust for steep-angled criterium-only frames popularized in America in the early '80s and still in full force today. What modern road bikes allow you to fit fenders, a rack, or 700 x 32c tires? Only Bridgestone's. Point this out to people. With these additions, our road bikes become some of the fastest, best-handling "hybrids" in the world. You can tour on an RB-1. Bridgestone road bikes are the most thought-out, sensibly designed, versatile road bikes available.

### **■ SELL STEEL!**

If steel—with all its cost, availability, ecological good sense, and mechanical and production qualities—were being introduced in the '90s, it would be regarded as the last word in frame materials. Though steel is heavier per volume than aluminum, carbon fiber, or titanium, high-quality steel frames don't weigh that much more, because not as much is needed. Steel frames lend themselves to artistic endeavors more than other frames, because they can be built by so many different methods. And steel frames can be modified and repaired more easily. What's more, a well-built steel road bike like a Bridgestone has the traditional look of fine road bikes—a look that's always stylish.

**■** The following (facing) page lists some of the specific technical features and advantages of Bridgestone road bikes.



## FEATURES

**STANDARD-SIZED TUBING:**  
1 1/8-inch down  
tube and seat tube;  
1-inch top tube

**128MM REAR  
OVERLOCKNUT  
DIMENSIONS**

**"MOUNTAIN BIKE-STYLE"  
REAR CABLE GUIDES**

**HIGH STACK-HEIGHT  
HEADSETS**

## ADVANTAGES

Strength, good looks, and a better track record (more races, more miles, more years) than anything else. "Proven" and "it works" are the key points. (Sizes larger than 56cm use a 1 1/8-inch top tube for added rigidity.)

Better chainlines, and better compatibility with low Q-Factor cranks, than wider 130mm rear overlocknuts. A 128mm overlocknut lets you fit either a 126mm or 130mm rear hub. For almost 20 years, 126mm has been the standard dimension, and functionally it's as good as ever. The one advantage it lacks is its marketability: The obsession for more rear cogs is threatening to make 130mm the standard—simply because you can squeeze eight cogs into 130mm. Our stance is that seven is plenty, and that if you want that extra cog and are willing to put up with fewer usable rear cogs or higher-Q-Factor cranks, then have an experienced mechanic spread your frame another 2mm. It won't hurt the frame.

Slightly less weight, theoretically smoother braking, and, if you ever use unlined cable housing or non-aero front-brake routing, then it's easier to grease the cables. Basically, the pros and cons of split cable stops are minimal and cancel each other—so we did it to be different.

Some headsets have an actual stack height of 33mm. That's low—if we cut the steer tube to accommodate this, then you'd be stuck with this stack height forever. For instance, if you wore out an Ultegra headset and wanted to put on a Campagnolo, you couldn't do it. We leave our steer tubes long enough so that you can use any headset. For low-stack headsets, we add spacers to fill in the difference. Understand? If you don't, ask your mechanic to show you.

## RB-1

### WHO SHOULD BUY AN RB-1?

- A racer.
- An athletic road rider.

### THREE KEY FEATURES AND THEIR BENEFITS

EXCELLENT GEOMETRY	Good position, good handling, great ride.
BAR-END OR STI SHIFTERS	Easier, hands-on shifting. Shift while climbing.
DEEP-DROP BARS	Allows higher "flat" portion without sacrificing low position. Comfortable!

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

*The RB-1/8 has all the latest features, including a full Shimano Ultegra STI group that will be familiar to most customers. The RB-1/7 is far more likely to attract curious questions, some of which we have anticipated below.*

#### WHY THE FUNKY BAR-END SHIFTERS?

RESPONSE: Compared to down-tube shifters, bar-ends allow faster shifts and let you keep both hands on the bars—a convenience, for sure, in competition. Compared to STI, bar-ends are lighter and less vulnerable in a crash. They also can be replaced independently of the brake lever, and they have a friction option—so you can use them with all drivetrains.

#### WHAT?! NO CLIPLESS PEDALS?!?

RESPONSE: Standard pedals allow you to use any shoes, a benefit if you won't always be riding in three-bolt cleats. Clipless pedals would've added at least \$100 to the price of the bike—if you still want them, you can choose your own. Until then—or maybe forever—ride the stock pedals.

### MINUTIAE

- The SunTour brakes are cold-forged and lighter than Shimano dual-pivots.
- The quick-release is on the caliper, where it belongs.
- 3 crankarm lengths: 50, 53, 170; 54.5, 56, 172.5; 57.5, 59, 62; 175.
- Frame accepts 700 x 32c tires for trail riding or winter training.
- Winningest frame in the Category 1/2 pack—more than 100 wins in 1990-'91.
- Seamless CrMo tubing, with gauge matched to frame size and tube.

## RB-2

### WHO SHOULD BUY AN RB-2?

- A racer who can't afford an RB-1.
- A weekend warrior.

### THREE KEY FEATURES AND THEIR BENEFITS

GREAT FRAME GEOMETRY	Excellent position, handling and ride.
LOW-Q CRANK DESIGN	Most cheap cranks have high Q-Factors; this crank has low-Q, which may feel better.
JAPANESE-BUILT FRAME	Superb quality, way out of line for this price. Brazed and lugged, not TIG-welded.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### IF BAR-END SHIFTERS ARE SO GOOD, WHY NOT ON THIS BIKE, TOO?

RESPONSE: They're too expensive. Unfortunately, mid-priced bar-end shifters don't exist. If you really want bar-ends, you can think of them as one of your first upgrades.

#### I WANT DUAL-PIVOT BRAKES!

RESPONSE: These are lighter, and they'll stop the bike just fine.

### MINUTIAE

- 56cm size has 175mm crank for better climbing leverage.
- Frame accepts tires to 32c for winter or rough-road training.
- Same excellent, under-appreciated pedals as on the RB-1.
- Stock 700 x 28c tires are best size for training—cushy, fast.
- Araya 20A rims do not accept Kevlar-beaded tires. Please note.

## SELLING THE XO BICYCLES



*Each model in our XO-series has features that distinguish it from other bikes in its price range. Focus on these features and tie each one to a benefit. This is not difficult, since each little quirk is there for a reason. The following benefits will give you a good basis for understanding the line-up.*

☛ All models have multi-position handlebars. You will be selling them against bikes that, with few exceptions, have one-position handlebars. Point out that having more than one place to put your hands is a godsend on longer rides or over varying terrain. More comfort—more power—more efficiency—more sanity! It all adds up.

☛ All models have plenty of clearance for fat tires and fenders. Fatter tires extend the bikes' usefulness to rough roads and most trails, and fenders are great in the rain. In short, the clearance adds versatility.

☛ All models have size-specific, road geometry. While some manufacturers design "hybrids" by copying mountain bike geometry and throwing on 700C wheels, our XOs are designed independently. Four of five models have 26-inch wheels, and all five are designed around a specific wheel size. The result: A better ride and a better fit—particularly for short-legged riders.

☛ All models have double eyelets on the dropouts for racks and fenders. If a "hybrid" is to live up to its billing as a do-anything bike, it ought to be able to accept racks and fenders.

☛ The Bridgestone XO bicycles—particularly the XO-4 and up—are the most thought-out, sensibly designed, versatile "H" bikes you can stock, sell or ride. They look different because they are different. Sell those differences.

## XO-1

### WHO SHOULD BUY AN XO-1?

- An *athlete* who wants a do-everything bike and doesn't need granny gears.
- A *commuter* who wants a fast, high-quality bike, but who wants something more versatile than a road bike and something other than drop bars.

### THREE KEY FEATURES AND THEIR BENEFITS

MOUSTACHE HANDLEBARS	True all-terrain comfort, efficiency.
LIGHT FRAME, ROAD GEOMETRY	Quick, maneuverable, easy to ride.
26-INCH WHEELS	Lighter and stronger than 700C. Nice range of tires available, from one to two inches.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### THEM HANDLEBARS LOOK FUNNY!

Response: The shape makes sense. The bends and curves provide hand placements that you don't get with a flat bar and an upright braking position that you don't get with a drop bar. The sweep-back of the grip lets your wrist face inward—a very comfortable orientation for pulling up on the bars.

#### THE EXTRA GRIPS LOOK FUNKY!

Response: Take them off if you don't like them—but try them first, and you'll probably leave them on. They provide a useful fourth hand position. Once the handlebar clamps are in place on the handlebar, you can add or remove the handrests in a few seconds with a 2mm Allen key.

#### ONLY TWO CHAINRINGS??!!

Response: The 38 x 28 low goes farther than you think, thanks to the efficient combination of the frame tubing, geometry and handlebars. But if you really want a triple, just add a longer BB spindle and suitable derailleurs. The crank is tapped and ready to accept a third, small chainring.

### SUMMARY

We believe this is the most versatile bike you can own and the bike that you'll grab first on just about any ride short of on- or off-road competition. The easiest way to sell the bike is to spend a half-day on one—then you'll know what to say. And get your customers to test-ride this bike.

Stock a decent size assortment of the XO-1, so it doesn't stand out like a freak "attention-getter" on the floor.

## XO-2

### WHO SHOULD BUY AN XO-2?

- A *tourist*. The fat-tire capability gives it more versatility than any 700c touring bike, and the tubing and handling qualities make it better-suited for touring than a mountain bike.
- A *commuter* who would otherwise ride a road bike, but who wants more versatility and fewer flat tires.
- A *recreational road rider* who is too heavy for a skinny-tired road bike (or for some other reason is turned off by them), yet who doesn't want to be bogged-down by a mountain bike.

### THREE KEY FEATURES AND THEIR BENEFITS

ROAD GEOMETRY/TUBING	Maneuverable, pleasant to ride.
FITS A HUGE RANGE OF TIRES	Up to 1.9 inches. Offers versatility to suit any surface.
26-INCH WHEELS	Better strength:weight than 700c. Nice range of tires available.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### SHOULDN'T A TOURING BIKE HAVE 700C WHEELS?

Response: Well, 26-inch wheels are lighter and stronger, and they allow you to fit a wider range of tires. What's more, the smaller-diameter tire provides more clearance, which leaves plenty of room to add fenders.

#### WHY ARE THE HANDLEBARS FLARED?

Response: For more wrist clearance, and added comfort on downhills. If you prefer standard drop bars, no problem—just make sure the center-sleeve diameter on the bars you're switching to is 25.4mm (the same goes for flat bars). Moustache Handlebars are a great retrofit, too.

### SUMMARY

The XO-2 is a classic touring bike modernized and improved by 26-inch wheels. It is fast on the road, and—with the triple crank—plenty good for most off-road riding, too (with knobby tires, of course).

## XO-3

### WHO SHOULD BUY AN XO-3?

- A *recreational rider* who wants speed and durability. The XO-3 has the same frame and fork as the XO-2, but different handlebars. With "dummy" levers on the forward curves, the XO-3 is good on long, fast rides.
- A *commuter* who would otherwise ride a road bike, but who wants more versatility and fewer flat tires. (This is true of the XO-2 as well.)
- A *recreational road rider* who is too heavy for a skinny-tired road bike (or for some other reason is turned off by them), yet who doesn't want to be bogged down by a mountain bike.

### THREE KEY FEATURES AND THEIR BENEFITS

ROAD GEOMETRY/TUBING	Maneuverable, pleasant to ride.
FITS A HUGE RANGE OF TIRES	From 1 to 1.9 inches. Offers versatility to suit any surface.
26-INCH WHEELS	Better strength:weight than 700c. Nice range of tires available.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### I'VE NEVER SEEN A HANDLEBAR AND SHIFTER ARRANGEMENT LIKE THAT...

Response: It's a sensible, comfortable arrangement that allows at least three different hand positions. Grab the grips, rest your hands in the curves, or lean forward just a little more and rest your hands on the "dummy" levers. Try it.

#### IF I TRY THIS ARRANGEMENT AND DON'T LIKE IT...

Response: You aren't stuck! The stem, grips, shifters, and brake levers convert to flat bars, no problem. But please try this arrangement; it's more comfortable, powerful, and efficient—especially on longer rides and up hills.

### SUMMARY

The XO-3 is the most versatile bike you can get for the price. With minor changes, it changes personality drastically. Stock, it's perfect for recreational rides on all paved surfaces and easy trails, commuting, or touring. For just \$2 we will supply aluminum Arc bars (found on the XO-5). We see these as a downgrade, and we sincerely hope you put the bike on the floor with the Moustache bars with the dummy grips in place. It is hard to imagine anybody preferring flat (or even Arc) bars to this arrangement.



## XO-4

### WHO SHOULD BUY AN XO-4?

- A *recreational rider* whose typical ride is not too hilly and under 20 miles, and who wants a quick ride and a comfortable, upright position.
- A *short-distance commuter*.
- A *recreational road rider* who is too heavy for a skinny-tired road bike (or for some other reason is turned off by them), yet who doesn't want to be bogged down by a mountain bike.

### THREE KEY FEATURES AND THEIR BENEFITS

"PRIEST" HANDLEBARS	A multi-position bar that you can flip over for a more upright position.
FITS A HUGE RANGE OF TIRES	Up to 1.9 inches. Offers versatility to suit any surface.
26-INCH WHEELS	Better strength:weight than 700C. Nice range of tires available.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

I HAD HANDLEBARS LIKE THAT ON MY ENGLISH THREE-SPEED.

Response: But those weren't polished aluminum! The handlebar bend is tried and true, but Bridgestone has modified it ever-so-slightly to provide at least three different hand positions. This is a benefit on longer rides and up hills, where the wrist-in position makes it easy to pull up hard on the bars.

IF I TRY THIS ARRANGEMENT AND DON'T LIKE IT . . .

Response: You aren't stuck! The stem, grips, shifters, and brake levers convert to flat bars, no problem (and, as with the XO-3, we are supplying aluminum Arc bars for just \$2). But please try this arrangement; it's more comfortable, powerful and efficient—especially on longer rides and up hills.

### SUMMARY

The XO-4 is a light, versatile, comfortable multi-use bike for shorter rides and over flat-to-rolling terrain. With the bars flipped upright, it's perfect for riders who like to sit upright. As with our four other XO bikes, there are eyelets for racks and fenders.

## XO-5

### WHO SHOULD BUY AN XO-5?

- A *weekend-and short-distance rider* without a lot of hills to climb.
- A *5-mile commuter*.
- *Someone just getting into bike riding*, either for the first time or after many years off a bike.

### THREE KEY FEATURES AND THEIR BENEFITS

"ARC" HANDLEBARS	Bring the grips close. Tilt wrists inward for more comfort, power.
TOP-MOUNT SHIFTERS	Make it easy to tell what gear you're in by looking or feeling. Have friction and indexed options.
GREAT TIRE CLEARANCE	Provides room for 38C tires and fenders.
REPLACEABLE CHAINRINGS	Make it easy to upgrade to aluminum, or to customize gearing to any terrain. (The XO-5 is the only bike we know of in its price range with this feature.)

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

I WANT THOSE SHIFTERS THAT GO UNDER THE HANDLEBARS, LIKE MY FRIENDS HAVE.

Response: Top-mounts are still the lightest, simplest style, and they have advantages. Only top-mounts allow you to shift with the heel of your hand—a benefit when it's cold out or your thumbs are tired. Top-mounts allow you to tell which gear you're in simply by looking at the shift lever or by feeling it.

I WANT THE FRONT SHIFTER TO CLICK, TOO.

Response: Indexing is much less of a benefit on the front, since you have just three chainrings. A "friction front" is less likely to overshift, and it gives you control over this simple function. Also, if you ever need to get another front derailleur, you won't be limited to one that is "index-compatible."

### SUMMARY

The XO-5 is an entry-level bike for the intelligent customer who wants time-proven features, an upright riding position, and a comfortable saddle.

## SELLING THE MOUNTAIN BIKES

*The key to selling a Bridgestone mountain bike is to get the customer to ride one. Amazing though it sounds, even a parking-lot test ride will do. We could go into detail here about why our bikes ride better—something to do with the combination of long top tube, steep head-tube angle, and a front-center that works—but what matters is that they actually do ride better, not why that is the case. Get people on the bikes.*

### ALL MODELS HAVE TOP-MOUNT SHIFTERS.

Whether your personal bike has this style or not, please point out at least three of the following four advantages of top-mounts: (1) They can be positioned independently of the brake levers (which makes perfect sense, since shifting and braking are two totally different functions); (2) They are easier to use in cold weather, or when your thumbs get tired—because half of your shifts are with your index finger or the heel of your hand, anyway; (3) They have a friction option, which means you can shift even in a less-than perfect shifting environment (mixed drivetrain parts, stretched cables, bent derailleur hanger, or all three); (4) They offer quicker access from bar-ends.

### ALL MODELS HAVE SIZE-SPECIFIC GEOMETRY.

Most manufacturers build one geometry for all sizes (typically 73° seat, 71° head). We vary tube angles on all our models according to size, in order to accommodate the normal changes in leg length that generally accompany changes in rider height.

### LIGHT WEIGHT, NICE FEELING.

Bridgestones are built with the “original oversize” tube dimensions—roughly 12 percent larger than the standard road bike tube sizes. This adds enough strength and rigidity for off-road riding without going overboard and creating a heavy, rigid, non-compliant mountain bike. We are definitely of the opinion that a little flex is good, that flex is not wasted energy, and that the balance between light weight, flex and strength is best achieved by the “original oversize” tube dimensions.

### A HISTORY SIDEBAR

Bridgestone was the first production mountain bike manufacturer to introduce racing saddles, toe clips, “two-finger” brake levers, Presta valves, narrow handlebars, upright geometry, long top tubes, and sub-17-inch chainstays—and we led the way back to round chainrings, cantilever brakes, and top-mount shifters. Our “retro-grouch” reputation misses the point, and we’d rather be thought of as “radical practicalists.”

## MB-1

### WHO SHOULD BUY AN MB-1?

- A typical trail rider. This is the best all-around trail bike we can build.
- A racer? Only if they agree to ride with the beautiful stock fork.

### THREE KEY FEATURES AND THEIR BENEFITS

THE FORK	More shock-absorbing than fat forks. More tire clearance than a unicrown. Imparts balanced strength that better protects the frame in a front-end impact. Nice-looking.
THE FRAME TUBING	More vertical flex than most, which results in a more comfortable ride. Special-design Logic tubing for lugged construction. Long-butt down tube adds strength.
GOOD GEOMETRY	Seat tube angles vary with frame size. Steeper head tubes give bike a nice, light feel and more control.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### AT \$1500, I MUST HAVE SUSPENSION!

If the customer truly wants suspension, sell a suspension bike. However, point out that suspension is not always good for technical riding, climbing, or steep drop-offs, and that it changes the way you ride a bike. For many riders and many conditions, a good non-suspension frame and fork are better.

#### AREN'T THOSE THE OLD-STYLE SHIFTERS?!

Response: No. Top-mounts are still the lightest, simplest style, and they have advantages. Only top-mounts allow you to shift with the heel of your hand—a benefit when it's cold out or your thumbs are tired. Top-mounts allow you to tell what gear you're in simply by looking at the shift lever or by feeling it. Top-mounts have a friction option, which can bail you out if you crash and bend your derailleur hanger.

### SUMMARY

The MB-1 is a light, strong, great-handling trail bike with classic details.

## MB-2

### WHO SHOULD BUY AN MB-2?

- A typical trail rider. It's just slightly heavier than an MB-1.
- Someone who can't afford an MB-1 and who doesn't want clipless pedals.

### THREE KEY FEATURES AND THEIR BENEFITS

THE FORK	More shock-absorbing than fat forks. More tire clearance than a unicrown. Imparts balanced strength that protects the frame more in a front-end impact. Nice-looking. Way lighter than a suspension fork.
THE FRAME TUBING	More vertical flex than most, which makes for a more comfortable ride. Special-design Logic tubing for lugged construction. Long-butt downtube adds strength.
GOOD GEOMETRY	Seat tube angles vary with frame size. Steeper head tubes give bike a nice, light feel and more control.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### AT \$1200, I MUST HAVE SUSPENSION!

If the customer truly wants suspension, sell a suspension bike. However, point out that suspension is not good for slow technical riding, climbing, or steep drop-offs, and that it changes the way a bike rides as well as the way you ride a bike. For many riders, a non-suspension frame and fork are better.

#### AREN'T THOSE THE OLD-STYLE SHIFTERS?!

Response: No. Top-mounts are still the lightest, simplest style, and they have advantages. Only top-mounts allow you to shift with the heel of your hand—a benefit when it's cold out or your thumbs are tired. Top-mounts allow you to tell what gear you're in simply by looking at the shift lever or by feeling it. Top-mounts have a friction option, which can bail you out if you crash and bend your derailleur hanger.

#### SUMMARY

Like the MB-1, the MB-2 is a light, strong, great-handling trail bike. It is highly evolved already; it will not be made obsolete, no matter what comes along next year or the years after.

## MB-3

### WHO SHOULD BUY AN MB-3?

- Any trail rider. Most MB-3 buyers are on their second or third bike.
- Someone who can't afford an MB-1 or an MB-2.

### THREE KEY FEATURES AND THEIR BENEFITS

THE FRAME	Japanese-built, lugged, clean, conservative, proven, and responsive. For two years running, the MB-3 has won top honors in <i>Bicycle Guide's</i> review of like-priced bikes. The frame has a lot to do with that.
LOGIC FORK	Ritchey-designed, Tange-built quality. Very light, strong, and flexible enough to absorb shock.
GOOD GEOMETRY	Seat-tube angles vary with frame size. Steeper head tubes give bike a nice, light feel and more control.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

The price is low enough (\$800-plus) that it's hard to imagine what questions might come up. There are sure to be plenty of suspension bikes at this price, but none with the MB-3's high-quality frame and components. Remember, this is a Japanese-built bike equipped with good parts.

#### SUMMARY

The MB-3 is all the bike any non-competitive rider needs. It is a well-built, great-handling, all-around trail bike—and it is plenty raceable box-stock. It's hard to find a bike like this at this price, because of the suspension onslaught. If, however, the customer wants to stick a suspension fork on an MB-3—or on any of our mountain bikes—please note that the starting geometry is eminently “suspension-compatible,” meaning that retrofitting a longer suspension fork won't kick back the geometry into the dark ages of mountain bikes (a 49cm MB-3 with a Rock Shox will have a 70.5-degree head tube and 72-degree seat-tube angle).

## MB-4

### WHO SHOULD BUY AN MB-4?

- An *athletic first-time mountain bike buyer*. The MB-4 fits and handles like a much better bike. Other bikes in this price range are made for the rider who wants to sit up like a typist and coast along the trails. The MB-4's long top tube and longish stem are well-suited to aggressive riding.
- A *quality-conscious, "no bs" rider*. This is a well-built, lugged, Japanese mountain bike, equipped with simple, proven, durable components.

### FOUR KEY FEATURES AND THEIR BENEFITS

THE FRAME	Japanese-built, lugged, clean, conservative, proven, and responsive. The MB-4 is the only bike in its price range that has a Japanese frame.
THE FORK	It is also the only bike in its price range with a real Tange (Japanese) fork.
GOOD GEOMETRY	Seat-tube angles vary with frame size. Steeper head tubes give bike a nice, light feel and more control.
TOP-MOUNT SHIFTERS	Simple, reliable, with a friction option. Probably a price-point exclusive.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### I CAN GET A SUSPENSION BIKE FOR THIS PRICE. WHY SHOULD I GET AN OLD-FASHIONED RIGID BIKE?

Sell the rugged, reliability of the MB-4 frame, fork, and parts. Point out that in order to get suspension at the same price, other things have to be sacrificed.

### SUMMARY

The MB-4 is an ideal starter bike for someone who appreciates high quality. It weighs just 28 pounds and has the same ride as our more expensive bikes.

## MB-5

### WHO SHOULD BUY AN MB-5?

- Any *first-time mountain bike buyer*. The MB-5 is a great entry-level bike. It has the same design and ride as our more expensive bikes, and nothing needs to be upgraded.

### THREE KEY FEATURES AND THEIR BENEFITS

THE FRAME	Strong, lighter than most (at this price), and it has the same great geometry as all our MBs. Have the customer compare on a test ride.
TOP-MOUNT SHIFTERS	Deore DX top-mounts are totally reliable, light, high-quality shifters. As you know, the same shifters are often found on bikes that cost over \$1000—and no other bike at this price has them. Point this out!
ALUMINUM CHAINRINGS	Another rarity at this price. Saves almost half a pound over steel.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

The MB-5 is another bike that is untouchable in its price range. It has an all-chrome-moly frame, aluminum chainrings, Deore DX top-mount shifters and a great ride.

### SUMMARY

This is the best deal in our line. Nobody else's comparably priced mountain bike comes close to matching the ride of the MB-5. A wonderful value.



## MB-6

### WHO SHOULD BUY AN MB-6?

- A *first-time mountain bike buyer on a tight budget*. The MB-6 is a great entry-level bike. It has the same design and ride as our more expensive bikes.

### THREE KEY FEATURES AND THEIR BENEFITS

<b>THE FRAME</b>	It's strong, it's lighter than most (at this price), and it rides great. Have them compare on a test ride.
<b>TOP-MOUNT SHIFTERS</b>	Totally reliable, light, high-quality shifters. Sell the simplicity and versatility (friction option, compatible with mittens, better in cold weather, you can tell what gear you're in by "feel"). Can be upgraded to DX without changing the brake levers.
<b>REPLACEABLE CHAINRINGS</b>	A rarity at this price. True, steel rings will probably never wear out, but non-riveted chainrings let your customer upgrade to aluminum rings or custom gearing.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

Unless the person has been sold on Rapidfire-style shifters, there should be few or no problems with this bike. Now with Shimano shifters, the MB-6 should fly out the door. No bike in its price range can touch it—as you will see, if you compare it as closely as we did. Sell the ride, the shifters and the crank.

### SUMMARY

The MB-6 is a well-built, great-riding, inexpensive mountain bike. The only glaring omission is toe clips. If your customer is going to do a lot of off-road riding, encourage him or her to buy these, too.

## BUB

### WHO SHOULD BUY BUBBY?

- Someone who doesn't own a bike, and who wants a simple, inexpensive bike for short, flat, slow rides.
- Someone who needs an inexpensive bike for utility rides.
- Your parents or grandparents.

### THREE KEY FEATURES AND THEIR BENEFITS

<b>"PRIEST" HANDLEBARS</b>	A multi-position bar that you can flip over for a more upright position. Comfortable and light, they place the grips right close to you, so you don't have to reach for them.
<b>ONLY ONE SHIFTER</b>	Simple! Six speeds are plenty for flattish rides with the occasional hill.
<b>ALUMINUM RIMS</b>	They're light, and they won't rust. Most "clunkers" have steel rims.

### POSSIBLE CUSTOMER PROBLEMS AND HOW TO HANDLE THEM

#### WHY DON'T THE HUBS HAVE QUICK-RELEASE SKEWERS?

Response: Attaching the wheels with nuts means they can't be removed without a wrench. This makes them less attractive to thieves. These are good hubs—they're aluminum (not steel), and they're made in Japan.

#### WHY ISN'T THE KICKSTAND IN THE NORMAL PLACE?

Response: Having the kickstand mounted at the rear makes a lot of sense. It is three times more stable than standard kickstands, and it doesn't pinch the chainstays when it's clamped on.

### SUMMARY

The BUB is a simple bike for utility and casual rides. It's both easy and fun to ride, and it's the right bike for a lot of people.

## SIZING IT ALL UP

MB sizes: 38, 42, 46, 49, 52, 55, 58cm (center to top).



Inch equivalents	
38 - 15	52 - 20.5
42 - 16.5	55 - 21.6
46 - 18.1	58 - 22.8
49 - 19.3	

RB sizes: 50, 53, 54.5, 56, 57.5, 59, 62cm (center to top).



Inch equivalents	
50 - 19.75	7.5 - 22.6
53 - 20.9	59 - 23.2
54.5 - 21.5	62 - 24.4
56 - 22	

XO-1, XO-2, XO-3, XO-4 sizes: 42, 48, 52, 55, 59cm (center to top).



Inch equivalents	
42 - 16.5	55 - 21.7
48 - 18.9	59 - 23.2
52 - 20.5	

XO-5 sizes: 43, 46L, 48, 52, 57cm (center to top).



Inch equivalents	
43 - 16.9	52 - 20.5
46 - 18.1	57 - 22.5
48 - 18.9	

BUB sizes: 43L, 50cm (center to top).



Inch equivalents	
43 - 16.9	50 - 19.7