

Frisky

**ROCK
SHOX**

Issue #1
Volume 1,
1996
free

if yer lucky enough
to git yer paws on
one

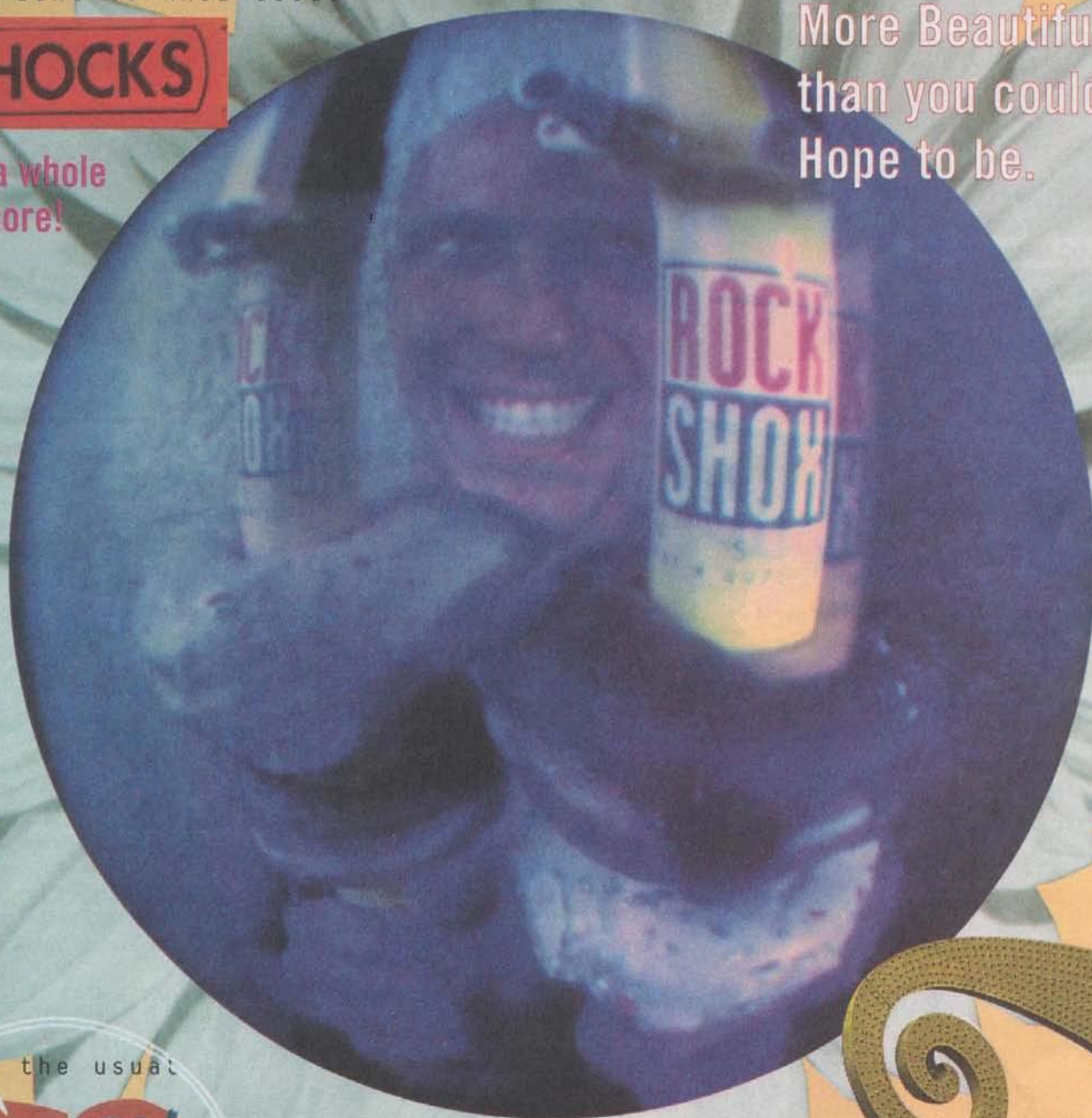
A Scratching Post for Your Mind

all you could
ever want to know about

SHOCKS

and a whole
lot more!

People Who are
More Beautiful
than you could ever
Hope to be.



all the usual

**ACTION
PIX**

and a whole
lot more!



*Intelligent Reporting...
Gossip...
Your future...
Skin...*

The items shown are now available to the general public.

Small Parts Catalog

Small Parts

ROCK SHOX socks

JUDY long sleeve jersey.

garb

A ROCK SHOX Garb Moment

Men's Sleeveless Jersey
Gold with Espresso Trim.
YKK Metal Zipper, Elasticized Rear Pocket.

You look so
typical on
the outside.



You are so
revealing on
the inside.

Frisky

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Frisky is published by RockShox, Inc. Editorial and Advertising offices: 401 Charcot Avenue, San Jose, CA 95131. For information regarding editorial content call (408) 435-7469. Content does reflect beliefs and attitudes of RockShox, Inc. and if you don't like it give this to someone who will. Copyright 1996. All rights reserved. Reproduction in whole or part without permission will result in papers served by RockShox, Inc. attorneys Dewey, Cheatem and Howe. Doesn't it suck that you finally grew your hair out long enough to wear a pony tail and everyone's sporting a shaved head? Doesn't it suck that there's so many riders sand bagging the beginners and sport races? Doesn't it suck when you finally get up your nerve to give that fine specimen hanging out at the finish line a big ol' smile and realize you have pappy seeds in your teeth? Doesn't it suck when you realize that you're not the only one who notices your charms whiff? Doesn't it suck when you get a pebble in your Texas? Doesn't it suck at the end of a long weekend when the Porta Johns are full and you get a back splash while you're taking a dump? Doesn't it suck when you're really hungry and they've stopped handing out free Power Bar samples at the tent? Doesn't it suck that there's so many riders sand bagging the beginners and sport races? Doesn't it suck when people use their tricked out bikes as an excuse for a personality?

letter from the editor

Remember why you started to ride? It was fun. The chances you took. How muddy could you get? What could you get over? Flying on the downhill and struggling on climbs. Then one day you went around all the water, watched out for the deadly evil slop that could slow you, your rig, and your valuable training time down. It became so serious. Riding. You could now flatten your friends on climbs, had to take it easy on descents—couldn't get hurt just training. Had to make new racer friends to ride with because everyone was getting pissy and you didn't want to wait up.

Well hey bub. . . take it down a thousand. Riding is fun. And it still should be. Ambition is great—it helps us be great. But remember what your old high school English teacher said 'moderation in all things'. It's still true. Just look at us. Rock Shox is a big huge gigantic corporation. But look again—we're still having fun with it. Not taking ourselves too seriously. Let that guy get all shaky finger mad in traffic, blow him off. It's his aneurism. You don't need the hassle.

So sit back and get Frisky. We have stuff to read and look at. Stuff to think about. It's all here for you. Riveting news. Vein popping sports. Passion. Even trivia. And answers to some of the most frequently asked questions about our suspension. Step back and look at the entire system. Check out the bikes that Tomac and Herbold are riding. Cheer on young riders getting a start. Show them its still fun. Putting back in what

you've gotten out of it. Ditch that cable subscription!, haven't we all watched enough *Dallas* re-runs? Use technology to be the lightest, fastest and smoothest—but don't forget what got you riding in the first place. Go outside and remember why...



If you should stop by the Tech Support Van don't be running your fingers under our tables unless you're looking for some chewing gum or other U.S.S. (unidentified sticky substance).

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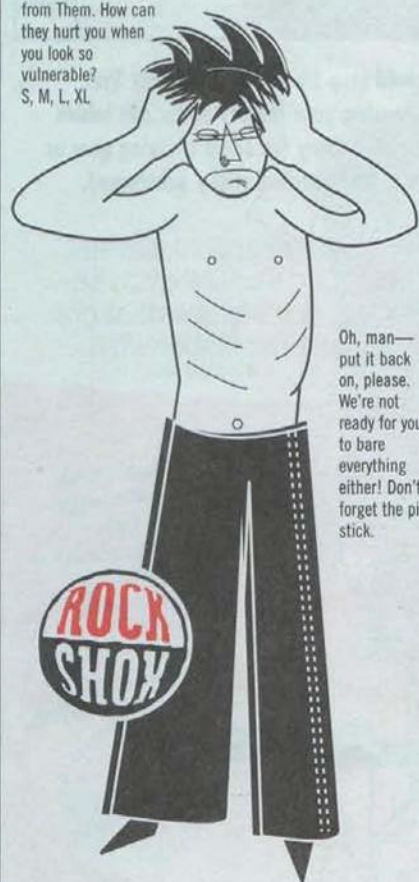


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A ROCK SHOX Garb Moment
The Uni-sex 100% Cotton Chenille Pullover



When you wish you could go back to bed but can't— get your nasty self covered and protected from Them. How can they hurt you when you look so vulnerable?
S, M, L, XL



Oh, man— put it back on, please. We're not ready for you to bare everything either! Don't forget the pit stick.



WHAT'S HOT
WHAT'S SNOT

HOT

mont st. anne downhill
chops
espresso
full suspension
threadless headsets
fat rims
peace
black socks
dressing like dad
town bikes
sushi
tatoos
operators
piercings
working out
one speeds
the tic
swobo
bald heads

SNOT

kamikaze
mustaches
double decaff skinnies
rigid
threaded headsets
cut down road rims
war
dockers
dressing like mom
sew ups
double chicken sandwiches
tatoos
voice mail
• press-on nails
raves
hybrids
power rangers
gap
pony tails

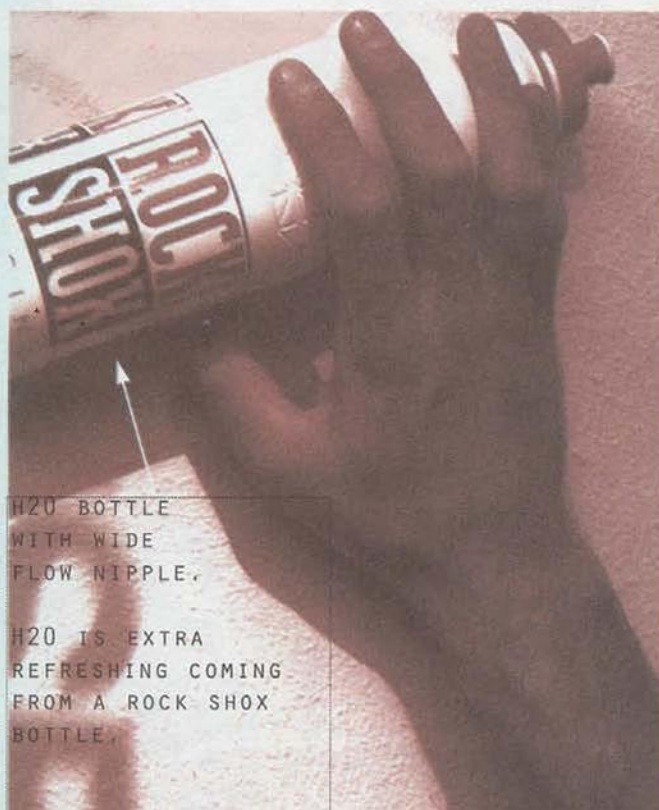


garb

A ROCK SHOX Garb Moment

**Men's 100% Cotton
Shortsleeved Jersey
in olive with black trim.**

If you don't say anything they'll think you're smarter than you are. Just give them a knowing look and pull out a book of Howard Nemerov from your elasticized back pocket. Give them a 3/4 profile so they can't but help notice how those fitted side panels flatter your physique.



H2O BOTTLE
WITH WIDE
FLOW NIPPLE.

H2O IS EXTRA
REFRESHING COMING
FROM A ROCK SHOX
BOTTLE.

WATER IS LUBE FOR YOUR MUSCLES—
SOAK IT UP. A PUBLIC SERVICE ANNOUNCEMENT FROM
ROCK SHOX. YOU MATTER TO US.

You Do Have Control of Your Destiny

CANCER June 22-July 22 • Predictability is comforting but it's time to shake up the house. Natural disasters are disheartening but they are your catalyst for change. As painful as it may be—disrupt your training. Ride a different loop, change your energy bar, eat something other than your usual low-fat pasta, throw out your lucky socks. Do something you wouldn't expect yourself to do.

LEO July 23-August 22 • Roar like a lion, but make sure there's some substance behind it. So far you've held up that facade of endless strength but take care of the weak spots before they see them. Even the king or queen of the jungle needs an occasional tune-up and you've been sorely lacking in the self-maintenance department. While you're tuning yourself up, and lubing parts that have been ignored, service your fork, too.

VIRGO August 23-September 22 • Feeling itchy? Need to cuddle? Been awhile? Hate that big feeling of guilt? Release those innercity feelings of repression and chart a course for white puffy clouds and big fun. Just because superman never made any money doesn't mean you have to put up with just getting by. Try a new move on the dance floor and maybe you will get a new riding partner.

LIBRA September 23-October 23 • They said read this, listen to that, try eating these, but you should begin to take the initiative on your own. So see what there is to be seen. Cognitive realization is the only solution. No sodas. Only triple shot mochas. Strap on that helmet. Lace on those boots. Blaze a trail and make your own secret loop. Chance meeting with a Pisces.

SCORPIO October 24-November 21 • The potential for you to fall into a self-martyrdom is tremendous. Indulge yourself, blow your own horn if just for a couple of minutes. People will take notice. Then slink back into the obscurity you prefer, that saintly glow you emanate will remind them that you are deserving.

SAGITTARIUS November 22-December 21 • Happy Happy Happy Day! Your normal incurable optimism is waning so take it easy and don't be too concerned with big picture politics. Someone you haven't been able to quite put in the category of friend or lover will suddenly become crystal. Just make sure you have enough graham crackers and applesauce for those late nights. And please—don't forget to put air in those tires before you ride again!

CAPRICORN December 22-January 19 • Born in the dead of winter you have developed survival skills that get you through the roughest part of any season. Your glowing successes hide the fact that you have traveled down a rocky road. Even you forget because it has become so easy. Slow down, look where you're going, you may have left something valuable by the wayside.

AQUARIUS January 20-February 18 • Everyone knows you've got the energy and doesn't it feel like everyone's trying to nab a piece of it? Be guarded, your generosity may be taken advantage of. At this point, riding into the sunset may be tempting but there's still too much to do and to not exercise your creative energy is to lose it.

PISCES February 19-March 20 • Fishy Fishy swim swim away. Pack your bags for the big road trip. Bring good beer, food and that special friend. You need to regroup and get those thoughts together again. Find that hidden spot, relax in the open night air, take it all off—you know what that full moon means. A big glass of orange juice every am will complete the circle of self-renewal and being. Freedom. Sip and taste it.

ARIES March 21-April 19 • You could ride as big as your big honkin ego if you'd just lighten up. Things are not as serious as you make them out to be. Maybe you are alone because you've locked all the doors. Open the curtains, let the breeze in, the curious will venture in. They'll be rewarded with the riches you have accumulated. You'll be rewarded with a different view.

TAURUS April 20-May 20 • Being grounded makes you a pillar of stability for those who need a touchstone. But an occasional flight of fancy is good for you. Stretch your wings go as high as you can go. Big air, big bumps, you'll feel refreshed and as though you're old branches have been pruned back. The fruit will come back bigger and juicier.

GEMINI May 21-June 21 • You have always had invisible training partners. Chatting away, debating the benefits of ginseng, whether chi can be manipulated and whether Howard Roark was a self-indulgent ass-hole or really a great architect. People view you as eccentric but then visionaries have always been ridiculed. The invisible will soon materialize and you'll have the support you've been waiting for.



"No, I really don't have my own 1-900 number."

A ROCK SHOX Garb Moment

The Women's No-sleeve, Snap Front, 100% Cotton, Fitted Panel Jersey. Elasticized rear pocket.

Saucy is as saucy does. Baring a little shoulder used to be considered risqué. The effect can still be staggering. Roll them back, stretch out like a cat and yawn, pretend you don't see them watching. Purrrrrrrrrr.

garb

Personals

Falling in love was never so easy.

Maybe it should be, but a great personality is not enough. Sometimes measurements, and other specifics like performance and weight are what it takes. And if you are going to judge a book by it's cover, then cool stickers are nice to have, too. Look over these specs. Choose your suspension. In this list, you will find happiness. We've had lots of success stories to prove it.

Deluxe Rear Shock• Coil Over Damper System Racing/High Performance Riding

Target Weight 318 grams
Finish/Color Hard Anodized with Nickelite Spring

Features/Benefits

Coil Spring with Preload Adjust
optional spring rates (softer or stiffer)

Hard Anodized Shock Body
keeps oil clean, significantly reduces wear.



Super Deluxe Rear Shock• Oil damped, Nitrogen Charged Cocentric Floating Piston Design Racing/High Performance Riding

Target Weight 342 grams
Finish/Color Hard Anodized with Nickelite Spring

Features/Benefits

Coil Spring with Preload Adjust
optional spring rates (softer or stiffer)

Hard Anodized Body
keeps oil clean and significantly reduces wear
Progressive Bottom-out Bumper
prevents hard metal to metal contact

External Rebound Adjuster
"on the fly" knob for fast tuning

Hard chrome plated 4130 shaft
a hard shaft is smoother and lasts longer

Shock Tuning Features highlighted with red anodized components
so you remember which parts you adjust



Super Ti-Deluxe Rear Shock• Oil damped, Nitrogen Charged Cocentric Floating Piston Design Racing/High Performance Riding

Target Weight 310 grams
Finish Hard Anodized with Ti Spring

Features/Benefits

Ti Coil Spring with Preload Adjust
optional spring rates (softer or stiffer)

Progressive Bottom-out Bumper
prevents hard metal to metal contact

Shock Tuning Features highlighted with red anodized components
so you remember which parts you adjust

Adjustable Rebound Damping
change rebound for any riding situation

Titanium Shock Shaft and Spring
light and fast



JUDY DH Fork• Hydraulic Cartridge / MCU Spring System Downhill Racing

Target Weight 3.5 lbs
Travel 80mm
STD Leg Color Red
Brace Finish Red
Crown Finish Tumbled (Bright)

Features/Benefits

Aluminum Pre-load Adjuster Knobs
so you can adjust on the fly

Special Stiff Crown with big bolts
precision steering

Mag Legs
light and strong

Ø28mm Easton Uppers

JUDY Jax / MCU Stack
lighter, less stiction, easy to adjust

4130 Steerer

Dual Cartridge System
for the rigors of downhill racing

Separate Compression & Rebound Damping Adjustment
extra tunable for every course

80 mm long travel



JUDY SL Fork• Hydraulic Cartridge / MCU Spring System Serious Cross-Country Riding/Racing

Target Weight 2.8 lbs
Travel 60mm
STD Leg Color Yellow
Brace Finish Yellow
Crown Finish Polished Aluminum

Features/Benefits

Aluminum Pre-load Adjuster Knobs
so you can adjust on the fly

Press-on Crown
lighter and sleeker

Internally Bored-out Mag Legs
very light

Ø28mm Easton Uppers
new taper profile makes 'em even lighter!

JUDY Jax
lighter, less stiction, easy to adjust

Titanium Fasteners
shaves weight, without compromising strength

Compression Damping Adjustment
new system offers wider, more usable adjustment range

Taperwall Aluminum Steerer
more expensive weight saving



JUDY XC Fork• Hydraulic Cartridge / MCU Spring System Cross-country Racing

Target Weight 3.25 lbs
Travel 60mm
STD Leg Color Nickelite
Brace Finish Nickelite
Crown Finish Tumbled (Bright)

Features/Benefits

Aluminum Pre-load Adjuster Knobs
so you can adjust on the fly

Bolt Crown
versatility

Mag Legs
Ø28mm Easton Uppers

JUDY Jax
lighter, less stiction, easy to adjust
4130 Steerer
light and stiff

Compression Damping Adjustment

Standard Mud Boots
keeps JUDY clean, longer life
60mm Travel



Paris-Roubaix Fork• Air/Oil System Road Bike

Target Weight 2.3 lbs
Travel 30mm
STD Leg Color Nickelite
Brace Finish Nickelite
Surface Finish Polished

Features/Benefits

External Damping Adjuster with Full Lockout
adjust to any condition while you ride

Easton Uppers
taper wall

Mag Brace
low-profile design for caliper brakes

Magnesium Legs
lighter than aluminum
Titanium Hardware



MAG 21 Fork • Air/Oil System
Racing, High-Performance Riding

Target Weight	3.2 lbs
Travel	48mm
STD Leg Color	Nickelite
Brace Finish	Nickelite
Crown Finish	Tumbled (Matte)

Features/Benefits

External Damping Adjuster Knobs
 adjust to any condition while you ride

Bolt Crown
 versatility

Hard Chrome Steel Upper Tubes

Magnesium Legs
 light and strong

Steel Steerer

RS 5 Weight Oil

Long Travel Convertible
 up to 60mm travel



QUADRA 21R Fork • MCU Spring System
Racing Elastomer

Target Weight	3.2 lbs
Travel	60mm
STD Leg Color	Yellow
Brace Finish	Yellow
Crown Finish	Tumbled (Matte)

Features/Benefits

External Pre-load Adjuster Knobs
 adjust on the fly, easy to dial in the ride

Mag Legs
 light and strong

Aluminum Brace
 stiffer, more precise steering

JUDY JAX / MCU Stack
 lighter, less stiction, easy to adjust

Mud Boots
 protection for longer fork life

Long Travel Design
 60mm of plushness

Bolt Crown
 versatility



QUADRA 5 Fork • Elastomer System
Performance Elastomer

Target Weight	3.2 lbs
Travel	46mm
STD Leg Color	Neon Gray
Brace Finish	Black
Crown Finish	Tumbled (Matte)

Features/Benefits

External Pre-load Adjuster Knobs
 adjust on the fly, easy to adjust in the ride

Mag Legs
 light and strong

Aluminum Brace
 stiffer, more precise steering

Mud Boots
 protection for longer fork life

Press Fit Crown



**Emotional projectiles are the choice
 weapon of modern war fare.**

A ROCK SHOX Garb Moment
Black Twill Vest and Maroon Twill Jacket
Big and Substantial 100% Cotton.

Protect yourself in garb that will deflect all negative energy. A jacket with pockets deep enough to shove your hands in, a collar to pull up and protect the artery zone. Throw it over yourself for instant attitude, a hat pulled over your brow and long sideways glances complete the armor. Living defensively is sometimes good advice.

The rear zipped pocket is big enough for stashing secrets but not so big that they become unwieldy. Adjustable side panels let you cozy it up when you feel like you need security, loosen the sides when you feel bold. A big metal zipper closes you up, and black gives you an aura of a mystery.



garb

Frisky

A publication of:



**Purveyor of Really Fine
 Suspension and Garb**

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