

Ten
unbelievable
years

1986-1996



Products for 1996/97
and prospects
for the future

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The family-run ROHLOFF company is an enterprise which has repeatedly shown its innovative power by developing new products in the field of motive power engineering for bicycles. Top athletes in particular, have for years appreciated the company's products. Not only for their incredible high performance and efficiency but also for their reliability and durability.

1986

Bernhard and Barbara Rohloff founded the company with a vision of producing their own high performance bicycle chain, the ROHLOFF S-LT 99. They developed their own production tools, testing devices and machines. Their assembly machine, the „Green Monster“ has since been the heart of their high quality production.



1988 **S-L-T 99**

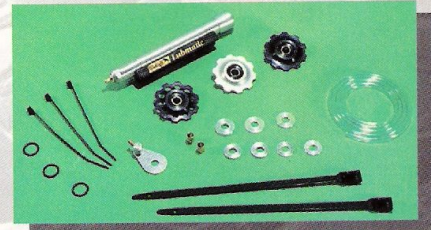
The production of ROHLOFF chains begins. The patented chain link construction has set standards ever since and a steady development has always guaranteed the latest technology. Currently the following chains are available.



- S-L-T 99 road, 8-speed, 114 l., 7.1 mm wide (article no. 1000)
- S-L-T 99 ATB-SH, for MTB and Trekking, 116 l., 7.1 mm wide (article no. 1400)
- S-L-T 99 Trial, for Trial, extremely well-riveted, 110 l., 7.1 mm wide (article no. 1500)
- S-L-T 99 road, for 9-speed road components, 114 l., 6.8 mm wide (article no. 1600)

Furthermore, Rohloff offers a range of special product designed for use in a presentation ceremony or simply as a collector's item.

- S-L-T 99, 24 carat, 114 links, plates gilded with solid gold, 6.8 mm wide for 9-speed (article no. 7000)
- S-L-T 99 114 links, plates gilded with solid gold, 7.1 mm wide for 8-speed (article no. 7001)
- Key-ring chain with 12 links, plates gilded with solid gold (article no. 7100)
- Golden earring, with 2 pin plates, gilded with solid gold (article no. 7200)



1990

While having achieved popularity in and around Germany, Rohloff chains receive acclaim at international level when they are used by both the winners of the Tour de France and the World Championship road races. Ever since, ROHLOFF's S-LT 99 chains have won respect in top-class events all over the world. The 1996 TEAM FESTINA and mountain bike racers Regina Marunde and Ralph Berner exclusively use Rohloff chains both on the road and in the dirt.

Be it road races, Cross Country, Down Hill, Trials, Triathlon, expeditions through Greenland's ice and desert sand or even extreme tours such as „Around the world in 80 days“ - world class sportsmen have trusted the reliability of ROHLOFF quality products. ROHLOFF would like to thank all those unnamed athletes. Without whose help the relentless improvement of ROHLOFF products would have been impossible.



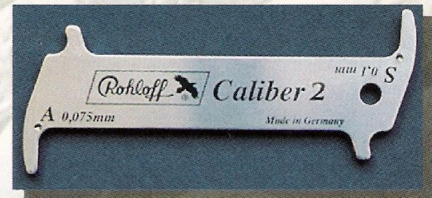
Revolver 2

ROHLOFF's experience with professional racing and comprehensive research and development shows that the common, simply-joined connection pin is particularly prone to defects with many chains. To minimize this they developed the universal chain riveting tool, the ROHLOFF REVOLVER. Currently, the ROHLOFF REVOLVER is the only tool which actually rivets the connecting pin with 1,5 tons spindle force, thereby securing that connection. Since 1994 people who attach importance to a swift and secure chain assembly have used the newly developed ROHLOFF REVOLVER 2.(article no. 2001)



1991 **Caliber 2**

ROHLOFF develops an easy-to-handle chain wear indicator giving the user a clear signal when the chain's wear limit has been reached. Two years later the caliber is adapted to the improved wear rate of major brand bicycle chains. Now available as the ROHLOFF CALIBER 2. (article no. 3000)



1992 **HG-IG-Check**

It became obvious that, with the advent of the mountain biking, rear sprockets were being subjected to extremely high chain forces (dirt, debris, shifting under load, etc.) and needed replacement more frequently. ROHLOFF develops the HG-CHECK as the best tool for gauging sprocket wear and later, in 1995, introduced the ROHLOFF HG-IG CHECK (article no. 3100) for use with both HG and IG cassettes.

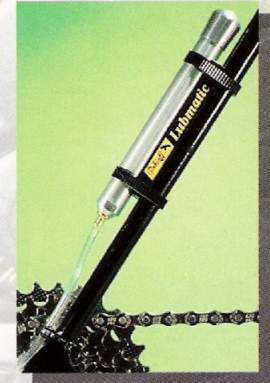
In the same year ROHLOFF introduces the freewheel rotor, CASH-8, which makes it possible to combine Campagnolo road hubs with Shimano sprockets. This item was produced until 1995. With the CASH 8/2 version it is also compatible with the '96 Campagnolo hub.



1993 **Lubmatic**

In order to increase the life span of your drivetrain it is of paramount importance that lubricant is applied to the chain whenever necessary. The ROHLOFF LUBMATIC (article nos. 4000, 4010, 4020, 4030, 4040 and 4050; colours: silver and dark blue) takes care of this quickly, easily and with the exact amount of lube necessary. The ROHLOFF LUBMATIC may be affixed to any bike with a derailleur system making lubrication a snap while riding.

The light alloy pulleys with sealed cartridge bearings, exclusively designed for this purpose, may also be bought separately (article nos. 4100 and 4110).



1994 **Oil of Rohloff**

To continue with the ROHLOFF philosophy that only products of the highest quality should be introduced to the market, ROHLOFF develops a new lubricant. This lubricant can withstand the highest stress (caused by pressure, dirt and moisture) and is still bio-degradable. Used sparingly on the chain, even better with the help of a ROHLOFF LUBMATIC, OIL OF ROHLOFF always offers the best in chain care. Your dealer will refill the 50 ml bottle when necessary (50 ml bottle, article no. 4200). Liter containers (article no. 4201) with decanting pumps (article no. 4300) and 1 liter cans (article no. 4202) are also available.



1995 **No slogans - just facts** **- the company logo actually comes to life**

The ROHLOFF symbol is a flying raven. In 1995 the logo took on a whole new meaning when a raven that had fallen from its nest was adopted and named, appropriately enough, Rohloff. The new family member became known in the area as 'the flying workmate' and also was a bit of a performer, playing tricks for anyone and everyone. Ever since the nursing of ravens has been an integral part of the company's work. As a matter of fact, six ravens were raised by them in 1996.

Get in touch with ROHLOFF to find out the latest news, gags and gossip or to hear about the sense and nonsense of life in general, contact them on the Internet. From December 1996 onwards, the „Doc Rohloff Raventeam“ may be contacted at:

Online under <http://www.rohloff.de> and by e-mail: service@rohloff.de



1996 A new decade begins

ROHLOFF has been monitoring the development in technology of modern derailleur systems and has understood that further advancements will be minor changes. So they started giving thought to other drivetrain possibilities and to the development of an entirely new drivetrain system. The new system will combine the advantages of a derailleur system (low weight, high efficiency, wide range of gears) on one hand and eliminate the disadvantages (high maintenance, the effects of dirt buildup, fast wear) on the other hand.

The pending result of a lengthy research and development process will be presented at the IFMA '96. Just in time for ROHLOFF's tenth anniversary. After final testing during the 1997 race season, the ROHLOFF SPEEDHUB 500/14 will go into series production for 1998.

1997 SPEEDHUB 500/14

High performance gear hub

- Use: mountain biking as well as touring biking
- Speeds: 14 speeds
- Individual speed ratio: smooth between 13-14%
- Range of gear: 500%
- Weight: about 1.65 kg
- Efficiency: 96-98%
- Axle width: 135 mm
- Assembly: quick release
- Shifting: Shifting under load is possible,
all gears can be chosen while coasting,
a quick sweep over the whole range of speeds is possible.

Range with a primary drive of 46/16 and 26" MTB wheel: 1,71 m - 8,58 m



1998 ...

1999 ...

2000 ...

According to insiders, a gathering of ravens is observed in a secret meeting at Rohloff. Reportedly, discussions take place as to whether or not the integration of the „cybernautic Doppler effect“ in the SPEEDHUB - 500/14 could help to turn the mountain bike into a flying object by the year 2006. Stay tuned...

Rohloff products are available at your local dealer

Technical specification subject to change.