

SEROTTA

“Greater Than the Sum of Its Parts”

Campagnolo



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 SHIMANO



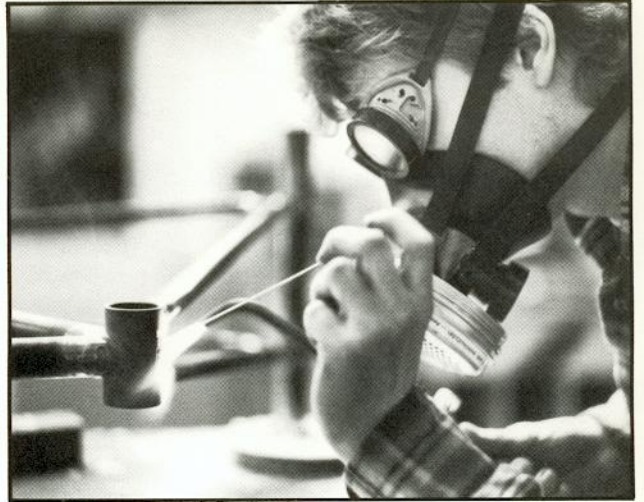
 cinelli



BO  AMA

Serotta Cycles

For more than a decade, SEROTTA CYCLES has been manufacturing hand-crafted bicycle frames, making us one of today's most experienced custom builders. While times have changed since Ben Serotta and Marcie Nover began supplying their unique made-to-order framesets in the early 1970's, their dedication to quality remains. The SEROTTA family of workers is comprised of master craftsmen and skilled technicians who function together as a precision team. All SEROTTA frames, regardless of style, are built with state-of-the-art materials to unsurpassed standards. Hours of hand finishing make SEROTTA framesets as beautiful to look at as they are a pleasure to ride. Finally, to insure proper fit for optimum performance, we offer more stock sizes and designs than any other manufacturer, large or small. We invite you to examine the features of each model and to contact your authorized SEROTTA CYCLES dealer for a personal demonstration.



Nova

Offering hand-built American quality at a competitive price, the SEROTTA NOVA model is available in three styles: SPECIAL, TRACK, and SERIES.



Special

The NOVA SPECIAL is a road racing frame designed to give a world class ride for any cyclist from neophyte to champion and is an excellent choice for all types of racing.

Track

The NOVA TRACK is to the track what the SPECIAL is to the road . . . responsive, light, and in tune with all styles of racing.

Series

The NOVA SERIES is a different breed of bicycle. Relaxed, yet responsive, it is the first choice of triathlon competitors, ideal for touring or training . . . or just plain fun.

SPECIAL style framesets have braized-on fittings which include: top tube cable guides, bottom bracket cable guides, chain stay stop, chain hanger, dual water bottle mounts, and shift-lever bosses. SERIES fittings are identical to SPECIAL except for (1) a stop on the down tube in place of the lever bosses to allow the use of any style derailleur control and (2) eyelets on the dropouts for mounting fenders or racks.

All SPECIAL, TRACK, and SERIES frames feature Columbus double-buttend tubing (type SL with helical seat tube on all sizes through 58 cm; type SP on larger frames). Components by Cinelli, Campagnolo, and Bocama make NOVA the unsurpassed leader in quality and value.

Hand-rubbed colors include: Candy Apple finishes in Red, Blue, Burgundy, Green, and Violet; Metallic finishes in Rose, Blue, and Raspberry; plus Lavender Pearl, Silver Pearl, and Black. Of all American makes, only SEROTTA framesets are coated with Enacold Polyurethane colors, Europe's premier bicycle finish.

All NOVA styles are available in nine even sizes from 48 through 64 cm.

Club

This model is also available in three styles: SPECIAL, TRACK, and SERIES. For the cycling aficionado, the CLUB frame gives custom detailing in a stock bicycle. Lugs, crown, and bottom bracket shell are skillfully shaped before assembly; all stay ends are deeply slotted and the tips are scalloped for extra strength and beauty. The fork crown, seat stays, and brake bridge all have the SEROTTA logo engraved. All CLUB frames are available in twelve stock sizes and eleven colors (please refer to NOVA for the complete selection).



Limited Edition

The CAMPAGNOLO 50th ANNIVERSARY LIMITED EDITION is a SEROTTA exclusive. It features the Campagnolo Commemorative Logo engraved on the frame plus fully chromed forks and rear stays. In addition, the bottom bracket shell is engraved with the number of the corresponding Campagnolo Groupo, making this a true collector's item. Available in the same sizes and colors as the CLUB frame; SPECIAL style only.



Special X

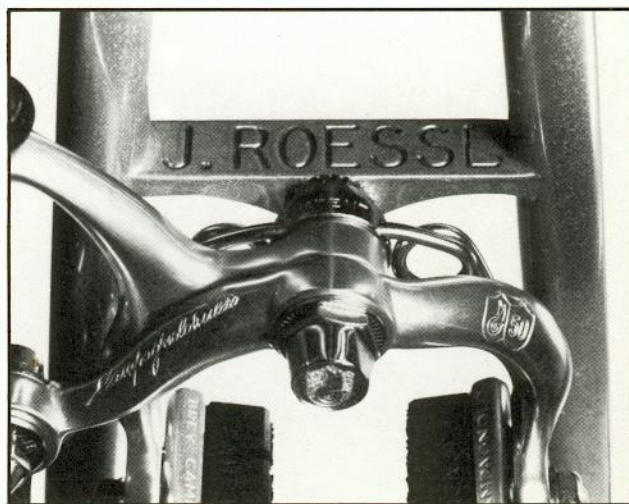
These frames are constructed with Columbus SLX tubing, the most advanced in the world. Chromed dropouts and right chain stay are standard. Available in the same sizes and colors as the CLUB frame; SPECIAL style only.

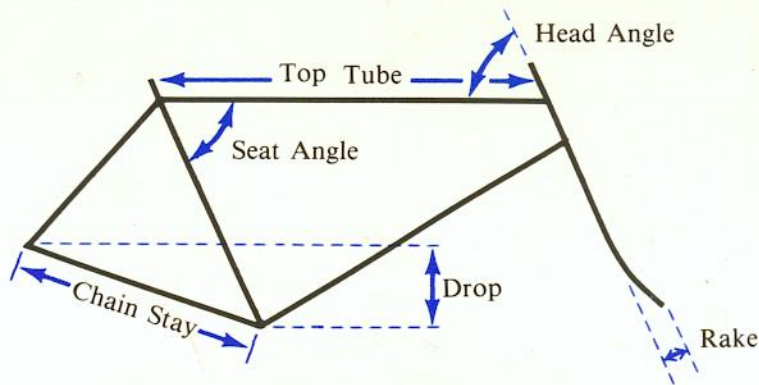
Other Models

These range from the SPRINT with its massive 22mm seat stays to the incredibly light AERO PURSUIT. TANDEM S of unequalled design complement MOUNTAIN and COMMUTER frames for special needs. And, for cyclists who cannot find a frame to meet their individual requirements, SEROTTA still offers its very first model . . . the CUSTOM.

Options

On request (at slight additional cost), SEROTTA CYCLES will fabricate stock frames in sizes 47 and 65. Also, we offer personalized engraving on the handlebar stem and brake bridge, chroming and multiple color finishes on all framesets as well as complete bicycles assembled around the frame of your choice. Your authorized dealer will be pleased to explain the full array of special options and features which make the SEROTTA name synonymous with world class bicycling.





Specifications

All measurements = center to center.

Size	Style	Head Angle	Seat Angle	Top Tube	Chain Stay	Rake	Drop
cm		Degrees	Degrees	mm	mm	mm	mm
48	Special	73	75	510	415	51	70
	Track	73.5	75	510	395	30	60
	Series	72	75	510	420	55	75
50	Special	73	73	530	415	45	70
	Track	74	74.5	530	395	28	60
	Series	72	75	520	420	52	75
52	Special	73	73	530	415	45	70
	Track	74	74.5	530	395	28	60
	Series	72	74.5	530	420	52	75
54	Special	73	73	540	415	45	70
	Track	74	74.5	540	395	28	60
	Series	72	74	540	420	52	75
55	Special	73.5	73	545	415	45	70
56	Special	73.5	73	550	415	45	70
	Track	74	74	550	400	28	60
	Series	73	73	550	430	50	70
57	Special	73.5	73	560	415	45	70
58	Special	73.5	73	570	415	45	70
	Track	74	74	570	400	28	60
	Series	73	73	570	430	50	70
59	Special	73.5	73	575	415	45	70
60	Special	73.5	73	580	420	45	70
	Track	74	74	580	400	28	60
	Series	73	73	580	430	50	70
62	Special	73.5	73	590	420	45	70
	Track	74	74	590	400	28	60
	Series	73	73	590	430	50	70
64	Special	73.5	73	610	420	45	70
	Track	74	74	610	400	28	60
	Series	73	73	610	430	50	70

SEROTTA CYCLES
 RD 1-Box 43/Grange Road
 Greenfield Center, NY 12833
 518/587-9085

Serotta Cycles

Grange Road, Greenfield Center, New York 12833 • (518) 587-9085

Dear Customer -

Enclosed you will find a price list and information pack for 1985. Please take time to review this carefully. 1984 was a record breaking year for us in production, sales and good PR, culminating in a two page feature story in the November 84 issue of Winning Magazine. 1985 promises to continue the trend.

You will notice that we now offer a full range of bicycles. This represents a new direction for us as Serotta Cycles develops from framebuilder to bicycle company. In reviewing the prices we feel that you will find them competitively priced, even with the lower grade "high production" companies of Europe.

Each bicycle is shipped in kit form via UPS. The headset and bottom bracket are installed and the wheels are built. Also available for your current frame inventories are Retrofit Kits, which supply all the necessary components, other than the frame, to complete a bicycle.

We welcome all inquiries between the hours of 9:00 to 5:00, Monday through Friday. Kevin Smith, Sales Manager or Janet Verdon, Business Manager, will be happy to help you with any question or orders you may have.

Thank you

serotta Cycles

Grange Road, Greenfield Center, New York 12833 • (518) 587-9085

Dear Bicycle Shop Owners;

Serotta Cycles was founded 12 years ago as a manufacturer of custom made bicycle frames. During these twelve years our production line has evolved from strictly custom work to a full line of high quality production bicycles and framesets. The demand for our product has continuously exceeded our ability to supply customers, and as a result we have limited our market area to the northern East coast and northern California. This year, however, we are expanding our production facility and we now feel that Serotta Cycles is ready to expand its market into the Midwest and South.

Our reputation is based not only on the quality of our product but on the professionalism of our dealers. We plan, therefore, to be very selective in our choice of dealers as we expand into new areas. In opening a new dealer, Serotta Cycles commits its reputation and in return we ask for a commitment from our dealers. Specifically a dealer must carry enough inventory to properly display the full range of our product line.

If you are interested in becoming a Serotta dealer, please mail back the enclosed card. When we receive your reply our Sales Manager, Kevin Smith, will be in contact with you.

Sincerely,

Kevin Smith

Ben Serotta

Janet Verdon

DEALER BICYCLES

<u>TITAN BICYCLE</u>	<u>1-4 Units</u>	<u>5-14 Units</u>	<u>15+ Units</u>
600 EX	\$ 550.00	\$ 540.00	\$ 520.00
Victory Group	610.00	600.00	580.00
Nuovo Record	795.00	785.00	770.00
Titan "Flyer"	775.00	760.00	750.00

NOVA*

600 EX	\$ 640.00	\$ 630.00	\$ 610.00
Victory Group	700.00	690.00	670.00
Nuovo Record	885.00	875.00	860.00
Super Record**	989.00	979.00	965.00

*add \$25.00 for SPX model or Series
** includes better saddle

CLUB

Nuovo Record	\$ 1075.00	\$ 1030.00	\$ 1015.00
Super Record**	1179.00	1169.00	1159.00
New Record**	1250.00	1235.00	1220.00

** includes better saddle and CX 18 Rims
Chrome Fork and Rear Stays add \$150.00

OPTIONS:

- 1) All frames are available in NON-STANDARD colors for an extra charge of \$25.00.
- 2) Chroming is available on ANY frame. Full chrome fork and 3/4 rear triangle is \$150.00
- 3) ANY CHANGE IN BRAZE-ONS (additions-deletions or change) is \$10.00 per braze-on or \$25.00 whichever is greater.
- 4) TITAN bicycles are available in four sizes 49cm, 53cm, 56cm, and 59cm. NOVA frames are available in sizes 48cm-64cm in 2 centimeter increments. CLUB frames are available in sizes 48cm-64cm in 2 centimeter increments and also in sizes 55cm, 57cm, and 59cm. Both NOVA and CLUB frames are available in sizes 47cm and 65cm for an extra charge of \$70.00.
- 5) Please feel free to inquire about having special production runs of 3 or more frames to your specifications.

DEALER FRAMES

	<u>1-9 Units</u>	<u>10+ Units</u>
NOVA SPECIAL (Road)	\$ 370.00	\$ 340.00
NOVA SPECIAL X (Road or Track)	395.00	365.00
NOVA SERIES	395.00	365.00
CLUB SPECIAL X (Road or Track)	525.00	495.00
CLUB SERIES	525.00	495.00
MOUNTAIN	650.00	
CAMPAGNOLO LTD. EDITION	650.00	
TANDEM	1,650.00	
CUSTOM-	750.00	

Custom frames are available in any size, shape, tubing, color and with any braze-ons desired. Chroming is available at the standard extra charge.

RETROFIT KITS

Each kit includes everything you need to complete a bicycle except the frame. Price includes wheel assembly.

	<u>1</u>	<u>3</u>	<u>5</u>
SHIMANO 600 EX	\$ 320.00	\$ 310.00	\$ 300.00
CAMPAGNOLO VICTORY	380.00	365.00	355.00
CAMPAGNOLO NUOVO RECORD	545.00	525.00	507.00
CAMPAGNOLO SUPER RECORD*	620.00	595.00	575.00
CAMPAGNOLO NEW RECORD*	690.00	665.00	645.00

* includes better saddle and tires

CX-18 Rims add \$50.00 Better saddle add \$10.00

STANDARD COLORS:

TITAN BICYCLES are available in Candy Blue, and Silver/Pearl

NOVA SPECIAL: Blue, Red, Silver/Pearl

NOVA SPECIAL X: Violet, Burgundy, Blue

CLUB: Lavender/Pearl, Blue, Red, Burgundy

OTHER MODELS: Any Color

SEROTTA Cycles

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Titan specifications

Size	Head Ang.	Seat Ang.	Top Tube	Chain Stay	Rake	Drop
cm.	Degrees	Degrees	mm.	mm.	mm.	mm.
49	72	75	520	415	50	75
53	72	74	530	415	50	75
56	73.5	73	550	415	45	70
59	73.5	73	575	415	45	70

In addition to our line of professional quality bicycles and framesets, we now have readily available the new SEROTTA TITAN. These are the same bicycles that were used in the new Warner Brothers movie "American Flyer"

The SEROTTA TITAN frameset is built to the same exacting standards as our NOVA and CLUB models. It is built with road racing geometry in the same configuration as the NOVA ROAD and CLUB SPECIAL. It is available in four sizes, 49cm, 53cm, 56cm and 59cm. We use Cinelli bottom brackets, Bocama lugs, Tange investment cast fork crown, dropouts, and Champion #2 chrome moly tubing. The finish is similar to that on our NOVA frames and includes a full set of braze-on fittings. Because we are producing the TITAN frameset in bulk only we are able to include chromed fork as a standard feature. The SEROTTA TITAN frameset is available only in conjunction with the following complete bicycle kits in a choice of two colors: Silver/Pearl and Candy Apple Blue.

- 1) TITAN 600EX - This bicycle package consists of a SEROTTA TITAN frameset, full new style Shimano 600 EX gruppo, Cinelli bar & stem, Cinelli Valare or Concor America Saddle, and wheels built with a choice of Mavic G-40 or Mavic GP-4 rims mounted with appropriate tires.
- 2) TITAN VICTORY - This bicycle package consists of a SEROTTA TITAN frameset, full Campagnolo Victory gruppo, Cinelli bar & stem, Cinelli Valare or Concor America saddle, and wheels built with a choice of Mavic G-40 or Mavic GP-4 rims mounted with appropriate tires. Also included as a standard feature are chromed rear drop-outs and chromed right chain stay with the TITAN VICTORY.

All complete bicycle kits are shipped with bottom bracket and headset installed and wheels built up.