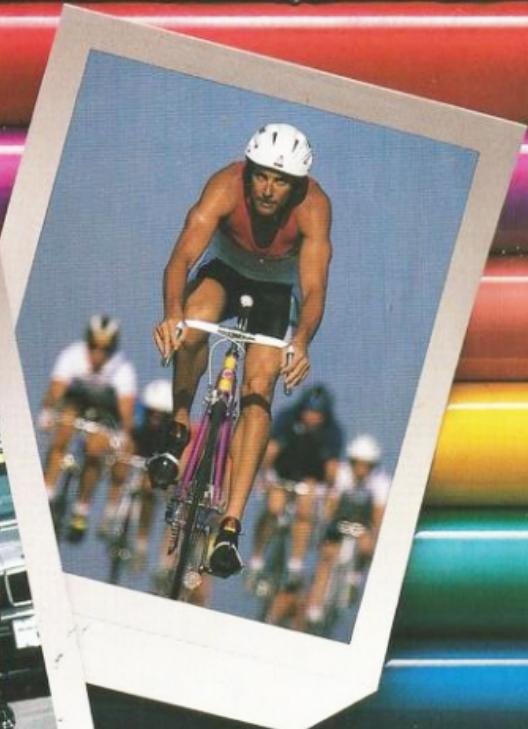
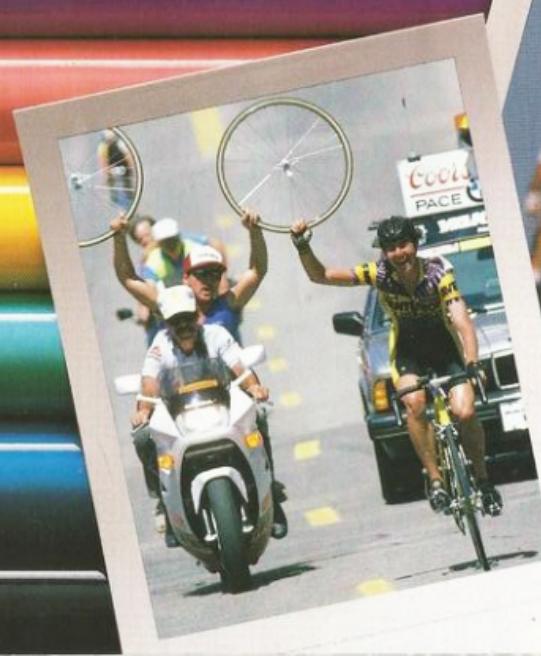


CENTURION



At Centurion, we believe that bicycles should do more than give you a little exercise while you get from here to there.

Bicycles should be fun. And we happen to believe that it takes the best bikes to have the most fun. Whether you're out to win a triathlon, tour the country or simply go to the store.

Our relentless desire to be number one is what keeps Centurion a lap ahead of our competition. It's why we never stop testing, refining and redesigning our entire line of bicycles.

BUILT TO BE FIRST. AND LAST.

Centurion bicycles are not designed and built by number loving engineers who spend their lives at a drafting board. They're built by bicyclists - people who really ride bikes and happen to know more than a little about engineering, too.

Most importantly, Centurion bikes aren't tested by riding them around the block a few times. They're cruelly tested and refined and retested by the best bicycle racers in the world.



Every time Ironman Dave Scott wins another triathlon, he's helping us make his Centurion bicycle faster and more durable.

Every time the Centurion/Shimano Avon Texas Metro's Women's Cycling team hits the road, they're helping us build lighter, more responsive bicycles.

The result is a bicycle built to come in first. And last a lifetime.

TEAMWORK GOES INTO EACH BIKE.

Led by 1989 World Champion Marianne Berglund and the rest of the 1995 Coors Classic winning Centurion/Texas Metro's Team, the women's cycling unit used a lot more than just victory cups to Centurion's line of bikes.



Centurion uses only the best components made, which means Shimano derailleurs, cranks, brakes and other critical systems. And the fast pedaling Team helped us figure out how to use them to the best advantage.

"Our top models feature Shimano Ultegra cranksets and the latest Ultegra Response braking systems. The New 105 Group combines all of Shimano's race-inspired technology into their best new group ever for improved shifting, braking and rolling performance."

While winning the toughest women's Coors Classic ever, by the largest time margin ever, the Centurion Team helped us determine some very important things like the best component groupings. And the perfect frame geometries for our new Ironman Event Women's models.

OUR FRAME DESIGN IS DOWN THE TUBES.

We're constantly trying to improve our already excellent frame designs, so we took some advice from someone who is constantly putting our frames to the ultimate test: legendary triathlete Dave Scott. Dave has helped us refine our overall line frame geometry model by model, making them more race-like.



Of course, superior frame geometry is just half the story. Cervélo's heatless, low-temperature brazing technique gives our frames a unique sensitivity, responsiveness and feel for the road that no other bike for the price offers.

We work closely with large, Italian as the most important manufacturer of high quality bicycle tubing in the world, to capture the amazing Cervélo style of unparalleled lightness and rigidity in a chassis many have.

True to our pioneering tradition we broke new ground last year with our own hand-made 7075 James aluminum alloy frame and fork set. For 1997 our new women's Expert Women's models, as Tenge Damron I/F, using 7075 meet the high performance demands that peak performing women have needed but could only get before in a custom-made frame.

WE SWEAT THE DETAILS...

A bicycle is no better than the sum of its parts. So we sweat every detail, from valve stems to tires.

Tires, for example, using aerodynamic body lines with hidden cables on almost every model. It's a state-of-the-art braking system that won't slow you down in the fight with wind drag.

And that's not the only way we're trying to cheat the wind. The new Paragon Monocoque rear on our frames, Master, Ironman Expert and Lampre RS give a smooth spring travel. It's not bumpy, nor treacherous, but frames like a high performance motorcycle roadster did. And they have narrower profile for superior performance.

Being able to protect and further an a Cervéloist wouldn't be any fun at all if you were uncomfortable. We equip most of our bikes with plush Selle Italia and Vital saddles.

Even our saddles have great seats. Super seat posts with a convenient graduated adjustment system, we proclaim.

And all of our bicycles have rolling on rugged tire or "O" ring sealed bearings.

FLYING COLORS.

Cervélo's unique five-stage painting process has long been the envy of bicycle makers around the world. Now, we've found a way to make our bikes even more beautiful.

Now, every Cervélo features a stunning two-tone paint job—something only custom frame painters could do up until now. Thanks to a process we pioneered in Japan, each Cervélo comes in a unique two-tone paint scheme, sealed beneath a tough, protective polymer coat.



So, no matter which Cervélo you choose, it will look as sleek and fast as it really is.

We are proud to present the 1997 Cervélo. Built with the most advanced bike technology available.

And built to be the most fun you can have on two wheels.



IRONMAN EXPERT

Designed for the triathlete or aspiring road racer the Expert is painstakingly detailed to outdoel the competition. With essentially the same frame as the Master, the Expert is light, quick and responsive, exactly what you'd expect from a bike designed in conjunction with The Ironman, Dave Scott.

Equipped with Shimano's New 105 component group the Expert has all the features of bike costing hundreds more: SIS shifting, 32 spoke hubs, Linear Response braking, Biopace chainrings, aero brake levers and Welber Alpine hard anodized rims.

32 instead of 36 spokes
(48 to 60cm sizes)
Lighter with less rotational air resistance.

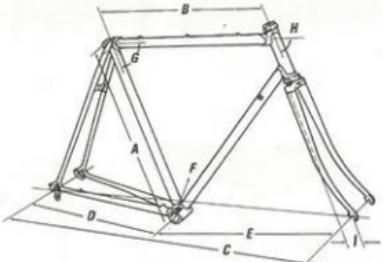
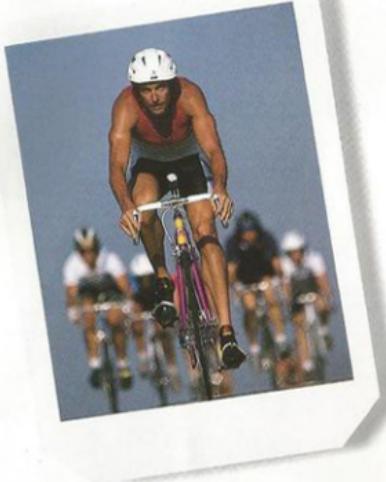
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Welber Alpine/TX aero hard anodized rims with New Pnairacer Tecno 115psi rated tires.

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Ironman is a registered service mark of the Hawaiian Triathlon Corporation.



	Hercules Master	Hercules Expert	Hercules Expert Women's	Lemond RS	Accord RS	Sport DLX	Spirer
A [mm]	59cm	58cm	45cm	48cm	55cm	22"	22"
B [mm]	560	560	480	500	570	570	560
C [mm]	1010	1010	954	965	1015	1015	1045
D [mm]	419	410	410	410	415	415	435
E [mm]	600	600	550	580	600	610	610
F [mm]	70	70	60	55	70	70	65
G	74	74	74	75	73	73	73
H	74	74	72	72	73	73	73
I	45	45	48	50	45	45	50
Weight [lbs]	22.7	23.7	21.9	22.2	25.0	26.6	28.2



IRONMAN MASTER

The most popular bike of its kind ever to hit the American market is still a perfect competition machine. Whether you're looking for professional-level performance or just enjoy a tough training ride, the Ironman Master is for you.

Built with Tange #1 double butted chrome moly tubing, the Master also features Shimano 600 EX SIS click-index shifting, Biopace chainrings, aero brake levers, new Panaracer Tecnova tires and 32 spoke Welber Alpine or TX Aero hard anodized rims.

M A S T E R
IRONMAN[®] Dave Scott



IRONMAN EXPERT WOMENS

Why should a woman buy an Ironman? Because we put the same painstaking research and race-bred performance into all of our Ironman models.

Shimano's New 105 group is the perfect high performance group to complement our high performance frames.

The Centurion Women's Team worked with us on the ideal frame geometry elite-class women cyclists need.

The 46cm frame size uses a 24" front wheel, which keeps the frame proportions correct with no compromises. The 46cm size is very similar to our men's 48cm frame but with a top tube length short enough to keep a rider from 5'3" to 5'6" in perfect riding position.

E X P E R T

IRONMAN

Dave Scott



LEMAN RS

Our longest running success story. Fast, competitive and racer than ever for 1987. With a racing frame geometry and a hot blend of Shimano's best mid-range components the Le Mans RS is the perfect entry level race bike. High performance S.I.S. shifting virtually cures your fears of missing a shift. Combined with Shimano's new SLR Linear Response braking with aero levers and high quality Tange #2 tubing this bike is a full race package.

LEMAN RS

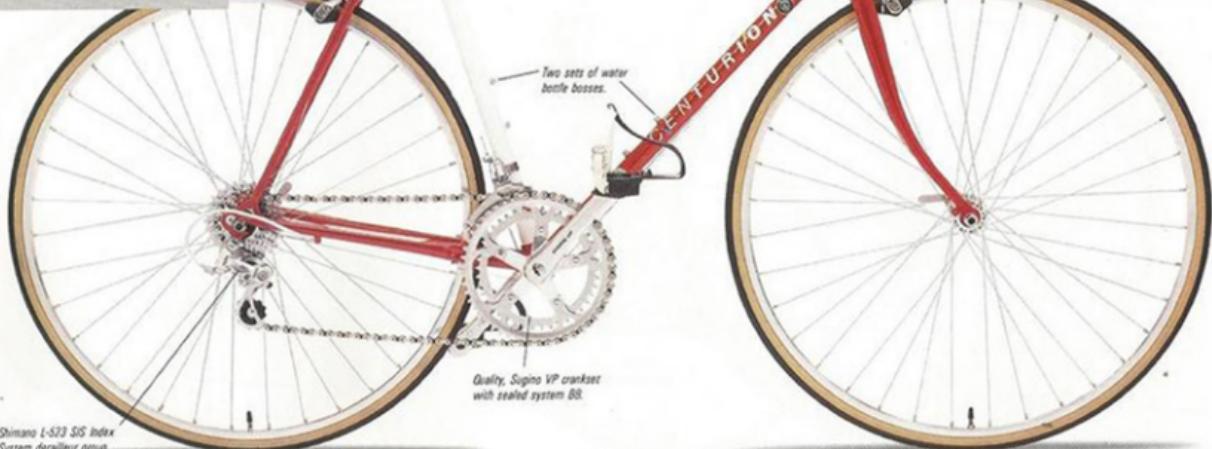


ACCORDORS

ACCORDO RS

Updated during the 1986 model year to race-worthy components and frame geometry, the RS for 1987 continues this winning style with improvements that make you look twice at the Accordo even next to an ironman.

New Shimano Linear Response L-490 brakes, SIS shifting and light, rigid Weinmann 913 700 x 20c rims make the Accordo RS a top performing package for any fast riding or training.



SPORT DLX

SPORT DLX

Better than ever for 1987 and the most fully loaded sport/recreational bike in its price range the Sport DLX fills the gap between a strictly entry-level ten speed and full-race models. All the features you expect and some you don't from a bike in this price range.

Three tubes of Tange's Infinity chrome moly tubing, Shimano Z brakes and handlebar stem mounted SIS click-indexed shifting make the DLX the bicycle equivalent of the fully loaded car.



SIGNET

The Centurion Signet invites you to enjoy the thrills of sport cycling without the heavy investment. Constructed from fully lugged high carbon steel tubing the Signet gives the quality but budget conscious rider the chance to experience the sport without worrying about maintenance and durability.

Available in mens and womens models and 24" wheel Junior boys and girls models. All are built to last a lifetime with a sturdy Shimano Skylark derailleuer and you'll appreciate the quality of Dia Compe's 500 N brakset.



CAVATELLO

It's easy for a bicycle company to say their bike has features found only on more expensive bikes but hard to prove.

The Cavaletto's proof is in the lightweight skinwall tires, Weinmann alloy rims, quick release front hub for easy storage and security, reliable Shimano derailleuer system and the famous high quality Centurion frame and finish. Available in lightweight, sturdy mixte frame sizes for those who prefer a step-through frame.

IRONMAN MASTER	IRONMAN EXPERT	IRONMAN EXPERT WOMENS	LEMANS RS	ACCORDO RS	SPORT DLX	CAVALLITO	SINET
Frame Construction	All Tange Champion #1 tubeset. Headset: Threaded seat post lug. Rearset: On pump peg and 2 sets of water bottle bosses.	All Tange Champion #1 tubeset. Headset: Threaded seat post lug and 2 sets of water bottle bosses.	All Tange Champion #1 tubeset. Headset: 2 sets of water bottle bosses.	Tange Champion #1. Aluminum butted chrome tube. Braided or pump peg and 2 sets of water bottle bosses.	Tange Infinito double butted chrome tube. 3 main tubes. Fork drops: Braided on pump peg and 2 sets of water bottle bosses.	Tange Infinito double butted chrome tube. 3 main tubes. 2 sets of braided on water bottle bosses.	Carbon fiber and T7M chrome noisy tubes. Fully lugged. Full cable guides, braided on water bottle bosses.
Fork	Tange Champion #1 chrome tube. Special Centurion crown. Integrated dropout design.	Special Tange #1 Ultralite. Integrated dropout crown design.	Special Tange #1 Ultralite. Integrated dropout crown design.	Tange Monopivot. Sizing dropouts.	High tension steel with German designed crown. Forged tips.	High tension steel with German designed crown. Forged tips.	High carbon steel.
Brake	Shimano 105 6700 integrated with 6000 EX wire brake levers. Guernet gray finish.	Diamond Renn 105 SLR Linear Response integrated with 6000 105 SLR wire brake levers. Special grey grip levers.	Diamond Renn 105 SLR Linear Response integrated with 6000 105 SLR wire brake levers.	Shimano 105 6700 SLR Linear Response integrated with SLR wire brake levers.	Diamond 105 SLR Linear Response integrated with wire brake levers.	Diamond 2.0 ZR integrated with wire brake levers.	Die Gimpel 500 N integrated with extension levers.
Chain	Shimano UD Bevelled plates. Silver and black finish.	Shimano UD Bevelled plates. Silver and black finish.	Shimano UD Bevelled plates. Silver and black finish.	Shimano UD Bevelled plates. Silver and black finish.	Shimano UD Bevelled plates. Silver and black finish.	Shimano UD Bevelled plates. Black finish.	Black
Crankset	Shimano 6700 39/53 with Bopace 53/42T. Ceramic grey finish. Sealed bottom bracket. Aerostatic song.	Diamond Renn 105 with Bopace 52/42T. Sealed BB assembly. 165mm crank length.	Shimano 6700 39/53 with Bopace 52/42T. Sealed BB assembly. 165mm crank length.	Sugino VTF-10. 52/40T. Sealed BB assembly. Aerostatic song.	Sugino VTF-10. 52/40T. Sealed BB assembly. Aerostatic song.	Sugino VTF-10. 52/40T. Ceramic 52/40T. Aerostatic song.	Sugino VTF-10. 52/40T. Aerostatic song.
Derailleurs	Shimano 6700 10/11 speed. Silver. rear: 52/36. front: 36/26. SRAM 105. front. With braided on 35 levers.	Diamond Renn 105 10/11 speed. 105. front. With braided on 35 levers.	Diamond Renn 105 10/11 speed. 105. front. With braided on 35 levers.	Diamond 105 10/11 speed. System: rear: 2-22, front: Braided on 35 levers.	Diamond 105 10/11 speed. System: rear: 2-22, front: Braided on 35 levers.	Diamond 105 10/11 speed. System: rear: 2-22, front: Stem mounted shift levers.	Diamond 105 10/11 speed. rear: 10/11. front: With SRM-Z 401 stem shift levers.
Frontwheel	Shimano 600 36x13-211. 6 speed. Silver mesh. Sealed system.	Diamond 13-24T. 6 speed. Silver mesh.	Diamond 13-24T. 6 speed. Silver mesh.	Shimano 13-24T. 6 speed. Silver mesh.	Shimano 13-24T. 6 speed. Silver mesh.	Shimano 13-24T. 6 speed. Black mesh.	Shimano 14-26T. 5 speed.
Handlebar	Nitto B-115 aluminum alloy. Padded tape. Aerostatic song.	Nitto B-115 aluminum alloy. Padded tape. Aerostatic song.	Nitto B-115 aluminum alloy. Padded tape. Aerostatic song.	Kondo WP-B. Reinforced aluminum alloy. Padded tape. Aerostatic song.	Gentian reinforced aluminum alloy. Padded tape. Aerostatic song.	Gentian alloy 4130 reinforced aluminum alloy. Carbon grips. Aerostatic song.	Steel. Ryan cushion grips. Aerostatic song.
Stem	Nitto Young. Aluminum alloy. Aerostatic song.	Nitto Young. Aluminum alloy. Aerostatic song.	Nitto Young. Aluminum alloy. Aerostatic song.	Kondo Win Sigma. Aluminum alloy. Aerostatic song.	Kondo Win Sigma. Aluminum alloy. Aerostatic song.	Kondo 56. Aluminum alloy. Aerostatic song.	Dura 56. Aluminum alloy. Aerostatic song.
Headset	Shimano 5000. Aluminum alloy. Sealed system.	Shimano 5000. Aluminum alloy. Sealed system.	Shimano 5000. Aluminum alloy. Sealed system.	Gentian steel. Sealed system.	Gentian steel. Sealed system.	Gentian steel.	Gentian steel.
Rims	Shimano 650 16. Sealed system. 32 hole. rear: 36. front: 36. 62 and 64mm.	Diamond Renn 105. Sealed system. 33 hole. 46 to 50mm. 36 hole. 62 and 64mm.	Diamond Renn 105. Sealed system. 28 hole front. 32 hole rear. 46mm. 32 hole front/rear. 46mm.	Gentian/Quasar small range alloy. alloy. Quick release. Sealed system.	Gentian small range alloy. DH front and rear. Sealed system.	Gentian small range alloy. DH front and rear. Quick release, front.	Gentian small range steel. front and rear.
Pedals	Shimano 600 16. Aero with integral toe clips. Sugino nylon straps.	Shimano 600 16. Aero with integral plastic toe clips. Sugino nylon straps.	Shimano 600 16. Aero with integral plastic toe clips. Sugino nylon straps.	New MRS AR-B. Aluminum alloy. With Ocar toe plastic clip and Sugino nylon strap.	Victor VP-281. Aero style with integrated plastic toe clips and nylon straps.	Victor VP-281. Double sided platform.	Victor VP-281. Double sided platform.
Rims	Walter Aperitif 16. Aero hard anodized. 700 x 21c. 22c. 26c. 32c. 33c. 36c. 38c. 40c. 42c. 44c. 46c. 48c. 50c. 52c. 54c. 56c. 58c. 60c. 62c. 64c.	Araya ZDA 16. Hard anodized. 700 x 24c. 26c. 28c. 30c. 32c. 34c. 36c. 38c. 40c. 42c. 44c. 46c. 48c. 50c. 52c. 54c. 56c. 58c. 60c. 62c. 64c.	Araya ZDA dark anodized. 700 x 26c. 28c. 30c. 32c. 34c. 36c. 38c. 40c. 42c. 44c. 46c. 48c. 50c. 52c. 54c. 56c. 58c. 60c. 62c. 64c.	Wenzman 110. 27 x 30c. Aluminum alloy. 56 hole.	Wenzman 110. 27 x 30c. Aluminum alloy.	Wenzman 110. 27 x 30c. Aluminum alloy.	27 x 30c. Steel cheater plate.
Seat	Seitz Italia. Turin. Ceramic saddle. saddle cushion.	Vetta Mundial Race. Ceramic saddle. leather with fabric topcover.	Vetta racing. With fabric topcover.	Vetta racing. With fabric topcover.	Vetta racing. With fabric topcover.	Gentian aerostatic.	Gentian aerostatic.
Suspension	Sugino SP-K42. 27.0mm. With graduated height scale.	Sugino SP-K42. 27.0mm. With graduated height scale.	Sugino SP-K42. 27.0mm. With graduated height scale.	Delta DP-S. 27.0mm. Aluminum alloy. micro adjust hole.	Delta DP-S. 27.0mm. Chrome plated steel. 27.0mm.	Delta DP-S. 27.0mm. Chrome plated steel. 27.0mm.	Chrome plated steel. 27.0mm.
Spokes	Stainless steel. Tige with black theme nipples.	Stainless steel. 14g.	Stainless steel. 14g.	Stainless steel. 14g.	Stainless steel. 14g.	High carbon steel. 14g.	High carbon steel. 14g.
Tires	New. Fiammetta Technics. 700 x 20c. Schwalbe Super sport spring road. rated 175 psi.	New. Fiammetta Technics. 700 x 20c. Schwalbe Super sport spring road. rated 175 psi.	New. Fiammetta Technics. 700 x 20c. Schwalbe Super sport spring road. rated 175 psi.	Dong Shin 700 x 25c. high pressure street. rated 100 psi.	Dong Shin 700 x 25c. high pressure street. rated 100 psi.	Dong Shin 27 x 1%". Sealed. rated 85 psi.	Dong Shin 27 x 1%". Sealed. rated 85 psi.
Frame Sizes	48, 50, 52, 54, 56, 58, 60, 62, 64cm.	48, 50, 52, 54, 56, 58, 60, 62, 64cm.	48, 50, 52, 54, 56, 58, 60, 64cm.	50%, 21, 23, 25 inch.	19%, 21, 23, 25 inch.	More 183/202.5 in. 193/212.5 in. 204/223.5 in. 214/232.5 in. 224/241.5 in. 234/251.5 in.	More 183/202.5 in. 193/212.5 in. 204/223.5 in. 214/232.5 in. 224/241.5 in. 234/251.5 in.
Colors	Simon Yellow with White dulcine. Bright Marine Green. with White dulcine. Clear coated.	Magenta with Yellow dulcine. Scarlet Red with White dulcine. Clear coated.	Scarlet Red with White dulcine. Black with Yellow dulcine. Clear coated.	Bright Marine Green with White dulcine. Black with Yellow dulcine. Clear coated.	Bright Marine Green with Silver dulcine. Black with Silver dulcine. Peach with Silver dulcine. Mint. Clear coated.	Gloris Red with Silver dulcine. Blue with Silver dulcine. Peach with Silver dulcine. Clear coated.	Gloris Red with Silver dulcine. Blue with Silver dulcine. Clear coated.

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