

APPAREL  
AND ACCESSORIES

<sup>®</sup>**Time**

LE DEFI



**KURT STOCKTON, 1990 AMERICAN PRO CHAMPION**  
WEARS *Time* HELMET, SHOES & PEDALS

1991

# Equipe

Physical excellence and a commitment to constant self-improvement are values TIME shares with all serious cyclists. Committed to continual research and development, TIME takes pride in contributing to the victories of champions like Greg LeMond, Pedro Deigado, Stephen Roche, Mike Pigg and many other racers, track racers and triathletes.

TIME's Equipe line of pedals and shoes, designed for the professional cyclist are, quite simply, the best in the world. TIME is offering Equipe apparel and accessories to help promote this line. Distinctively styled and attractively priced, TIME's Equipe apparel and accessories perfectly augment your sales of the Equipe hard goods line.



Equipe  
**T-Shirt**  
100% Cotton  
Sizes S-XL  
#501



Equipe  
**Sweat Suit Top**  
50% Cotton/50% Polyester  
Sizes S-XL  
#520



Equipe  
**Long Sleeve T-Shirt**  
100% Cotton  
Sizes S-XL  
#508



Equipe  
**Sweat Suit Bottom**  
50% Cotton/50% Polyester  
Sizes S-XL  
#521



**Carbon Glasses**  
#413



Equipe  
**Socks**  
100% Coolmax, Sizes S-L  
#420



**Winter Booties**  
Sizes S-L  
#405



**Sandals**  
Sizes 35-47  
#406



# Racing

Many years of research on pedaling technique and its biomechanical implications have helped TIME to design the Racing line. TIME pioneered the three principles that comprise the revolutionary T.B.T. system: Bioposition, Multireflex and Bioperformance.

TIME's Racing line is the mainstay of TIME's sales in America. The Racing line of apparel and accessories will augment sales of this line.

Racing  
**T-Shirt**  
100% Cotton  
Sizes S-XL  
#500



Racing  
**Cap**  
#550



Winter Gloves  
Sizes S-XL  
#404



Summer Gloves  
Sizes S-XL  
#403



Racing  
**Socks**  
100% Tactel  
Sizes S-L  
#400



Racing  
**Short**  
8 Panel  
Sizes S-XL  
#530



Racing  
**Head Band**  
#553



Time  
**Deluxe Duffie Bag**  
#407



# Century

Racers and fitness enthusiasts love cycling in different ways, motivated by different purposes and practices. TIME could have adapted its existing technology for racing gear to satisfy the fitness enthusiast, but chose instead to create a whole new technology perfectly adapted for fitness needs.

TIME's Century line is designed for the long-distance fitness rider who wants all of the benefits of TIME Bioperformance without sacrificing the ability to walk comfortably. The Century line of apparel and accessories promotes this line by offering products that are both comfortable and durable.



Century  
**Grey T-Shirt**  
100% Cotton  
Sizes S-XL  
#503



Century  
**Purple T-Shirt**  
100% Cotton  
Sizes S-XL  
#502



Century  
**Sweat Suit Top**  
50% Cotton/50% Polyester  
Sizes S-XL  
#522



Century  
**Sweat Suit Bottom**  
50% Cotton/50% Polyester  
Sizes S-XL  
#523



Time  
**Visor**  
#552



Time  
**Small Water Bottle**  
#401

Time  
**Large Water Bottle**  
#402



Time  
**Seat Bag**  
#406



# Action

Recreational cyclists want the three basics: walking comfortably, stepping-in under all conditions and efficient pedaling. In response, TIME introduces a unique principle: TRITECH. TIME's new T.W.T. system. (Time Walking Technology), solves the problems of cyclists involved in fitness, discovery rides and touring.

The Action line includes apparel and accessory items that offer the cyclist technical fabrics with a discreet flair.



Action  
**Black T-Shirt**  
100% Cotton  
Sizes S-XL  
#505



Time  
**Baseball Cap**  
#551



Action  
**Short**  
100% Supplex Nylon  
with Seat Pad  
Sizes S-XL  
Red #531  
Black #532  
Gray #533

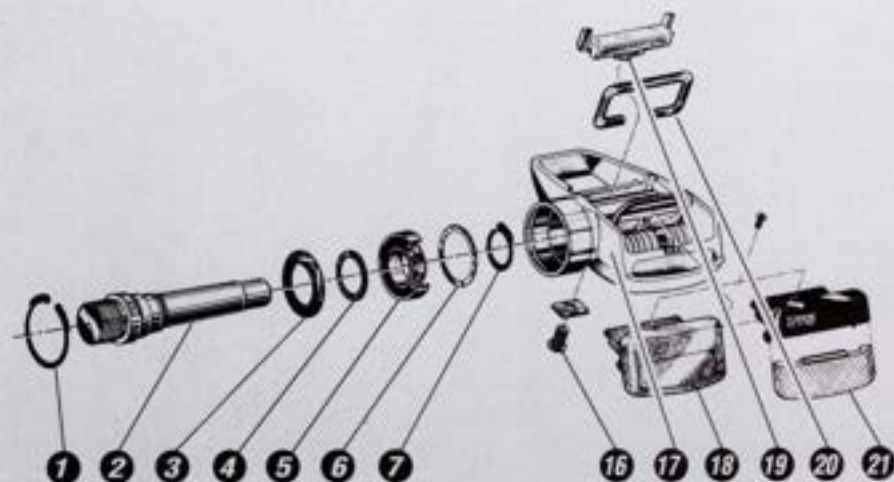
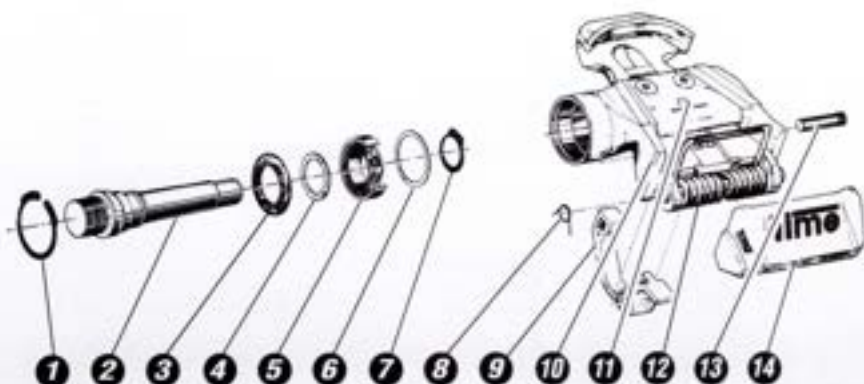
Action  
**Yellow T-Shirt**  
100% Cotton  
Sizes S-XL  
#504



**Cycling Socks**  
100% Coolmax  
Sizes S-L  
Green #421  
Yellow #422  
Purple #423



# Parts



Part	No.	Part	No.
1 Outside circlip diam. 24mm	#311	11 Stainless steel plate	#348
2 Steel axle 9 x 16 right	#307R	racing body	#349
2 Steel axle 9 x 16 left	#307L	sport body	#346
2 Titan axle 9 x 16 right	#308R	12 Large 0.3 mm spring	#346
2 Titan axle 9 x 16 left	#308L	13 Racing clip axle for all RACING type pedals	#317
3 Waterproofing washer	#333	14 Cap with return spring for TITAN MAGNESIUM pedal	#312
4 Waterproofing seal	#334	14 Cap with return spring for EQUIPE MAGNESIUM pedal	#313
5 Sealed bearing	#309	14 Cap with return spring for RACING pedal	#314
6 Adjustment shim 0.05 mm	#335	15 SPORT body	#342
6 Adjustment shim 0.10 mm	#336	16 Screw and washer for retention bar cover	#374
7 Inside circlip diam. 12 mm	#310	17 Century body	#372
8 Return spring for all RACING type pedals	#347	Action body	#373
9 Racing clip for all RACING type pedals	#318	18 Action rear cap	#375
10 MAGNESIUM body	#340	19 Retention bar cover	#370
10 RACING body	#341	20 Retention bar	#371
		21 Century rear cap	#376



## ADAPTOR SET

(pair front cleats, pair rear cams, pair adaptor plates, screws & washers)  
#300(TBT system), #300W (TWT system, not pictured)



## RETRO KIT

(pair front cleats, pair rear cams, screws & washers)  
#301R



## 13mm ANODIZED CAM

(each) includes screws & washers  
#304B L, #304B R



## COMPENSATION SHIMS

(pack of 5) includes screws  
#315



**ADAPTOR PLATE**  
(pair)  
#301



**TOOL KIT** \$30  
(2 clip extractors, 1 bearing press, 1 axle press)  
#319



**ALUMINUM REAR CAM**  
(each) includes screws & washers  
#304 L, #304 R



**ALUMINUM FRONT CLEAT**  
(each) includes screws & washers  
#303A, #303W (TWT CLEAT, not pictured)



**CLEAT ADAPTOR FOR TOE CLIP SYSTEM**  
(pair)  
#302



**REPLACEMENT INSOLES**  
(pair)  
#350 thin, #351 thick



**SPACERS FOR OTHER AUTOMATIC SYSTEMS**  
(pair)  
#316



**CLEAT COVERS**  
(pair)  
#408



# Display

TIME supports its dealer network with extensive national advertising, team sponsorships, and in-store merchandising. TIME products are nationally advertised in such magazines as *Bicycling*, *Bicycle Guide*, *Winning*, *Triathlete*, *Velo News* and other publications targeted at up-scale bicycle consumers. All TIME advertising directs the reader to the Certified Time Dealers.

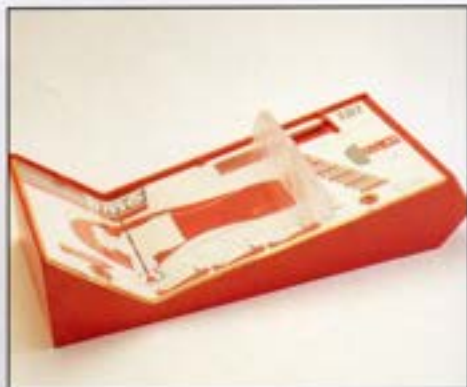
In-store, TIME supports their dealers with point-of-purchase displays, video tapes, banners, stickers, easel-backed ad displays, and other merchandising material.

With TIME you can't lose. You get the best products, generous margins, aggressive advertising, top sponsorships, and in-store merchandising.



**POINT-OF-PURCHASE DISPLAY**

#324 (TBT POP) \$50  
#325 (TWT POP) \$50



**BIOCALIBRATOR**

#323 \$45



**POINT-OF-PURCHASE FLOOR DISPLAY**

(mobile display includes 6 shelves, holds up to 48 pairs of shoes)  
#330



**BANNER** \$15  
(2-1/2' x 5')  
#321



**EDUCATIONAL VIDEO**

#322



**STICKERS**

#326 Small, #327 Medium, #328 Large

Spec. 3 1/2 x 2



**SHOE TREE** \$6  
(size 41 only)  
#332



**SHOE SHELF** \$6  
(slotwall & screw-in)  
#331

## Time

LE DEFI

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