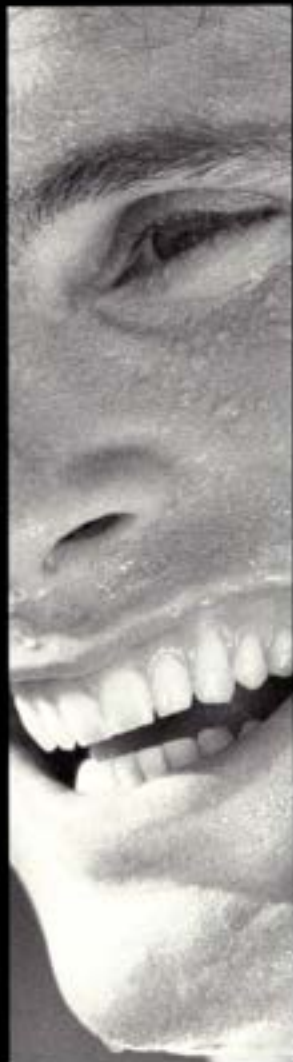




*THE PLEASURE
OF EFFORT*





RACING, FITNESS

THE CYCLING PROGRAMS

MARKET SECTOR	COMPETITION	LEISURE
CATEGORY OF CYCLIST	RACING	FITNESS
MOTIVATION	PERFORMANCE AGAINST OTHERS	HEALTH & PERFORMANCE AGAINST ONESELF
TIME PROGRAM	RACING PROGRAM	FITNESS PROGRAM
TECHNOLOGY	T.B.T. TIME BIOPOSITION TECHNOLOGY	T.W.T. TIME WALKING TECHNOLOGY
PRINCIPLES	BIOPOSITION MULTIREFLEX BIOPERFORMANCE	TRITECH MULTIREFLEX BIOPERFORMANCE
		

Although all serious cyclists have the same love of cycling and share the same pleasure from effort, there are many different ways of practicing this sport.

The racing enthusiast and the fitness cyclist have very different interests and special requirements. Racing and fitness cycling are two very distinct markets. The first group includes all competition cyclists-those seeking performance and records. Their main requirement is in the total transmission of effort and the elimination of inefficient movements to maximize output.

TIME has always worked closely with the top-level professionals and has

CYCLING, TIME'S MOMENTUM IN ALL MARKETS.

been able to translate the needs of racing cyclists into innovative and reliable high-performance products.

The Racing range has been strengthened in 1992 by models meeting the needs of each type of competition cyclist.

The second market, that of fitness cycling, has greatly increased in most countries. This expansion is related to the constant increase in the practice of cycling, which like other modern sports, has seen a great increase in popularity as a leisure sport. It is a means of discovery and of personal fulfillment, in which the cyclist is pitted against himself.

For these serious sports- men safety, comfort and freedom are most important.

TIME was the first to provide these fitness cyclists with the ideal technical answer to their needs: a shoe pedal system that allow the cyclist to walk comfortably, step-in under all conditions and pedal effi-



JIM HOLLEMAN - ALLISON JONES - ROLAND CATTIN - JEAN-PASCAL PAPIN

ciently.



***TIME, ON TARGET
FOR ALL
CHALLENGES!***





RACING

Time-trials, triathlons, stage races, criteriums racing and training all demand specially adapted equipment and technology. This is the aim of TIME's Racing range.

All models have been designed and developed with the same technological thoroughness and the same desire to be innovative. Created for winning, they use the latest concepts, high-tech materials and designs incorporating our experience of biomechanics, and the styles favored by today's cyclists.

They are tested under real competition conditions by the world's leading professionals such as G. LEMOND, P. DELGADO, S. ROCHE, L. HERRERA and M. PIGG, by the 16 profes-



M. PIGG.



Time

LE DEFI

sional teams equipped by TIME in 1991 and by thousands of amateur racing enthusiasts.



Stephen ROCHE
(Tonton Trips)



Gilles BERNARD (Hobby)



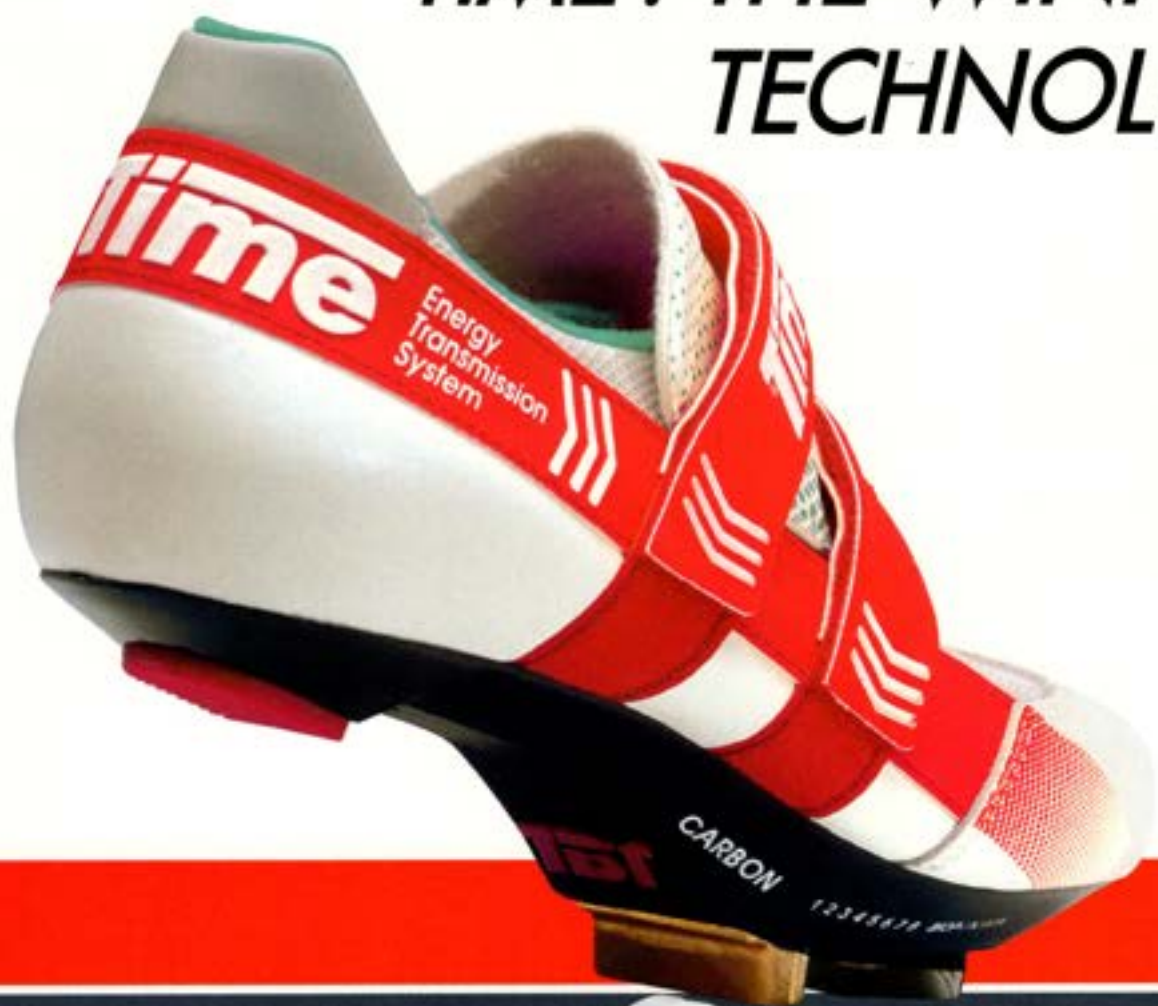
Pedro DELGADO (Bianchi)



Greg LEMOND (Z)
on TIME pedals.



TIME: THE WINNING TECHNOLOGY

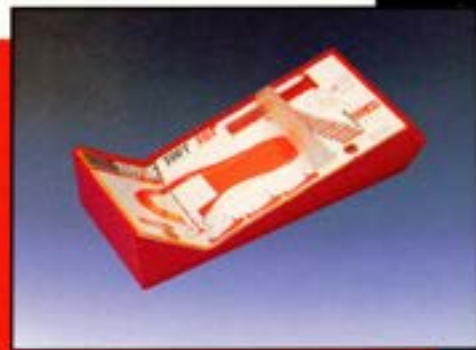


THE ALL-IMPORTANT AXIS

The Bioposition Principle maximizes the efficiency of the cyclist through a better transmission of energy.

BIOPOSITION

The closer the foot is to the pedal axle the better the energy transmission. The system patented by TIME allows a minimum distance of 9.5 mm between the sole and the pedal axle. For the same energy expenditure, TIME gives you superior efficiency. Biomechanical research confirms that for maximum efficiency the ball of the foot should be situated over the pedal axle. TIME has designed and patented a tool called the "BIOCALIBRATOR" which instantly defines the ideal position for the cleats under the shoe, for every foot.

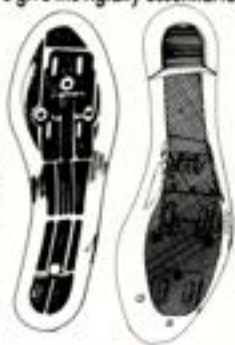


S O L E TBI

Time Bioposition Technology

Many years of research on pedaling technique and its biomechanical implications helped TIME to design a sole that combines two properties never before united in one product: lightness and rigidity. The use of carbon fibers and the choice of the ideal thickness has produced an extremely light sole. The use of short carbon fibers incorporated in polyamide and the central beam structure give the rigidity essential to pedaling efficiency.

A SHOE FULLY COMPATIBLE WITH ALL TYPES OF PEDALS THE ENERGY TRANSMISSION SYSTEM.



EFFECTIVE SUPPORT

The patented heel strap made of non-stretch material guarantees lateral support during the traction phase of pedaling. The heel strap is combined for maximum efficiency with one or two closing straps in non-stretch material attached to the sole.

A COMFORTABLE SHOE

A cutaway heel eliminates all friction against the Achilles tendon. An interior lining and padded tongue provide excellent comfort and eliminate pressure points particularly on the instep.



Time

LE DEFI

MULTIREFLEX

ACTIVE SAFETY

The Multireflex Principle is TIME's successful resolution of the apparent contradiction in cycling safety between release and retention.

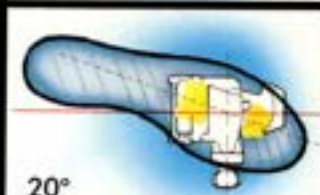
The release is multidirectional. The foot releases automatically with a natural motion.

The retention withstands stresses.

To prevent unwanted release due to excessive torque, TIME has determined an optimum 20 degree release angle.

To avoid premature backward release, TIME has developed the Racing Clip preventing any unwanted rearward release.

With TIME pedals, the cyclist can be confident in attack, and need not hold back. Foot retention is completely independent of the spring tension.

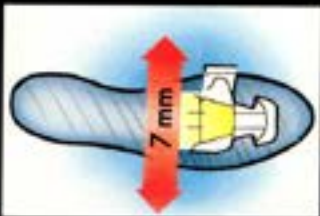


BIOPERFORMANCE

THE NATURAL SOLUTION

The knee is a complex and fragile joint that moves both vertically (flexion and extension) and laterally (limited by the rotation between the tibia and femur). Only TIME pedals respect the natural motion of the leg by allowing lateral and angular motions of the foot. A lateral clearance of 7 mm allows the shoe to be adapted to the morphology of each cyclist. An angular freedom of 10 degrees minimizes the risk of tendonitis.

The Bioperformance Principle is designed for the cyclist's well-being. With TIME it's the pedal that is adapted to the cyclist's leg and not the cyclist adapting to the pedal.



CHRONO

TITAN MAGNESIUM

Ultra light pedal specially designed for time-trials and triathlons. Titanium axle, magnesium body. Weight 168 grams. Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 9.5 mm.

CHRONO CARBON KEVLAR

High performance shoe, specially designed for time-trials and triathlon. Aerodynamism is optimized by the total integration of the belt and straps and by the use a special coating on the leather to reduce air friction. Energy Transmission System : belt and strap reinforced with Kevlar. TBT sole reinforced with carbon. Double padded tongue. Lined with brushed velvet, with integrated arch support. Sizes : 35 - 48.



EQUIPE

EQUIPE MAGNESIUM Pedal designed for competitions and used by the top professionals. Magnesium body for lightness (weight 200 grams). Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 9,5 mm.

EQUIPE CARBON

The shoe designed for the professional racer. Energy Transmission System : Non-stretch heel strap and two front straps with maximum velcro interface. TBT sole reinforced with carbon. Upper of ventilated mesh. Sizes : 35 - 48.



CLASSIQUE

CLASSIQUE

A top class pedal combining performance with a "classical" style. Aluminium body. Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 9.5 mm.

CLASSIQUE CARBON A high-tech shoe, especially designed for the demanding cyclist wanting classic styling. Energy Transmission System : Non-stretch heel strap and two front strap with maximum velcro interface. TBT sole reinforced with carbon. Uppers of ventilated mesh. Sizes : 35 - 48.



RACING: THE COMPLETE COMPETITION LINE

TIME's Racing line meets all competition requirements and has a model for every type of event. The line is characterized by its modular conception and the complete compatibility between items. The Equipe Carbon shoes and the Equipe Magnesium pedals have been designed to cope with the great variations in speed in road racing. For time trials and triathlon, TIME recommends the light and aerodynamic Chrono Kevlar shoes and Titan Magnesium pedals which provide

maximum power and excellent air penetration. Racing pedals and Racing Carbon shoes are suitable for all conditions of use. Because of their responsiveness and ability to negotiate the angles on cornering, the Criterium shoes and pedals are particularly suitable for criterium racers. As for the Sport and Sprint combinations, with their TBT technology, they represent excellent value for money.

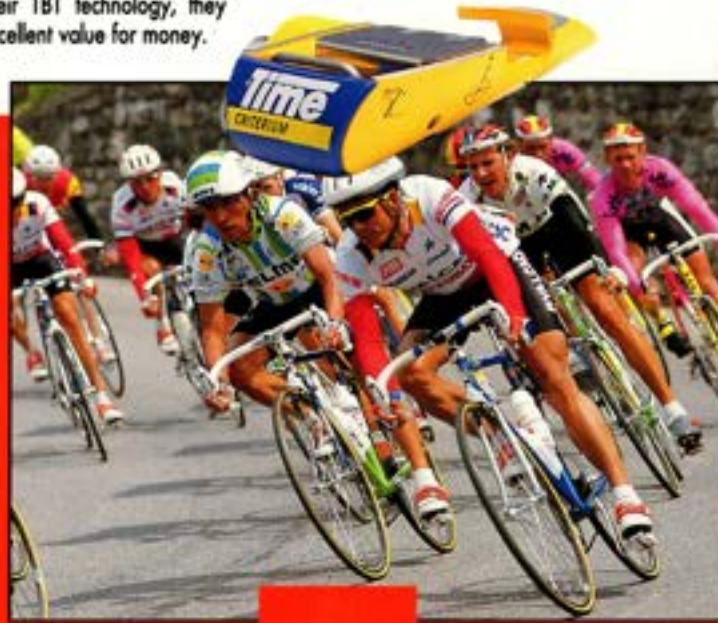


SPORT



SPORT
Pedal for the cyclist looking for the best performance for money. Bioperformance: lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 13 mm.

SPORT CARBON
Shoe designed for cyclists looking for the best performance for money. 30 mm front strap integrated into the tongue. Heel belt. TBT Sole reinforced with carbon. Uppers of ventilated mesh. Sizes: 35-47.



CRITERIUM

CRITERIUM
Specifically designed for the criterium racer for whom the cornering angle is crucial. Cornering clearance 35 degrees. Bioperformance: lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 13 mm.

CRITERIUM CARBON
Shoe designed for the criterium racer and cycling enthusiast. Energy Transmission System: non-stretch heel strap and two front straps. TBT sole reinforced with carbon. Uppers of ventilated mesh. Sizes: 35-48.

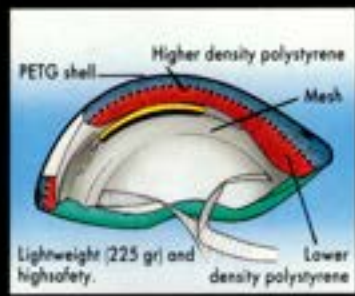
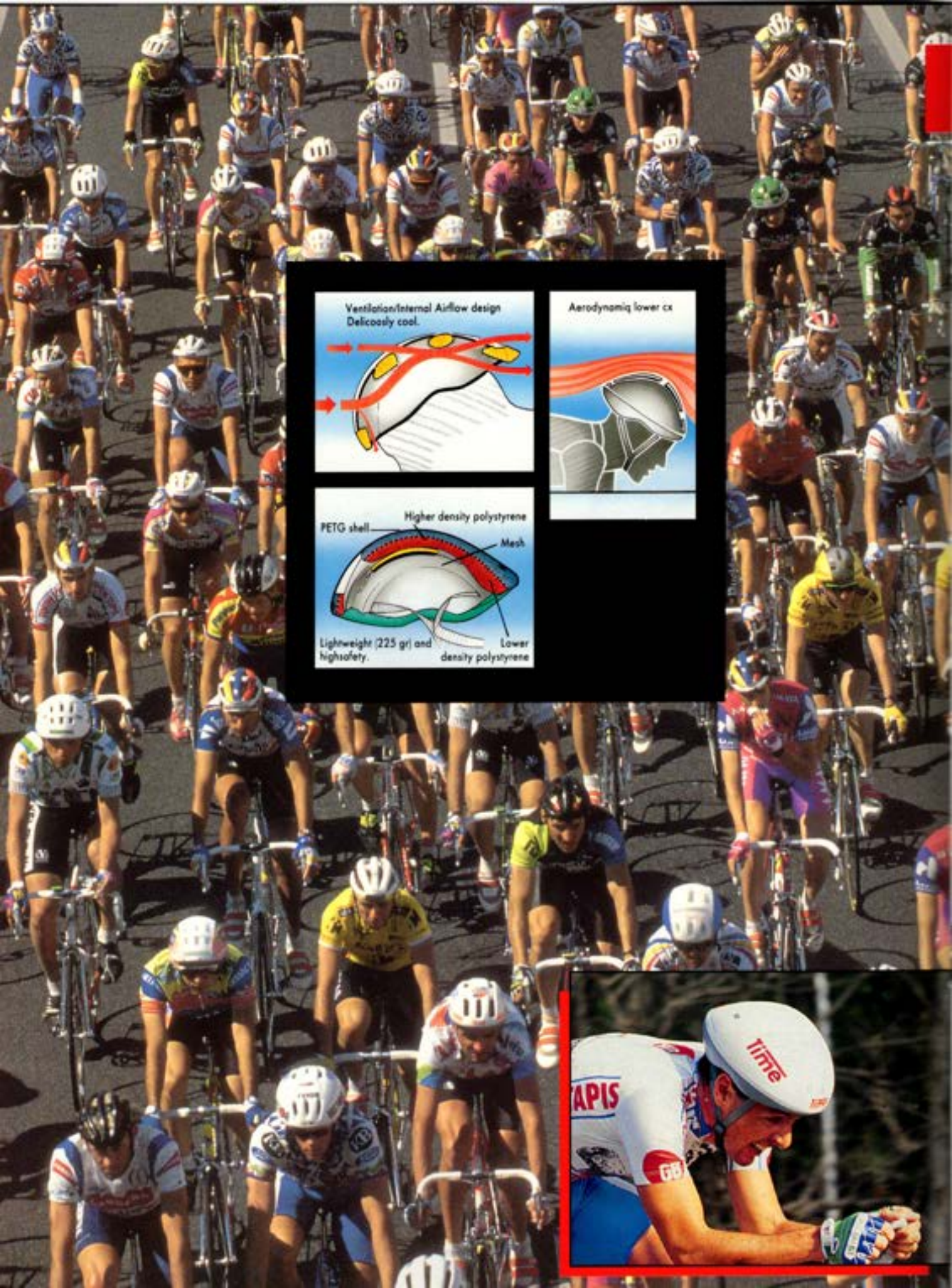


SPRINT

SPRINT
Pedal for the enthusiast convinced of the Bioperformance Principle: lateral clearance 5 mm, angular freedom 10 degrees. Multireflex release. Bioposition 15 mm.

SPRINT
Shoe for the cycling enthusiast. 30 mm front strap integrated into the tongue. TBT sole. Sizes: 35-48.





TIME HELMETS: VENTILATION, LIGHTNESS AND AERO- DYNAMICS...

These were three principles that guided TIME's R & D department in designing their helmet range.

The 92 range has been enlarged with the innovative EQUIPE model. In addition to its 9 huge aeration vents, its lightness and its aerodynamic shape, it now has a "bumper". This distinctive sign gives it a real personality, fitting the world of competition where it belongs.

TIME is also making available the technological performance demanded in competition racing to the amateur cyclist, who wants to combine classical styling with performance. For such cyclists, TIME proposes the CLASSIQUE helmet.



CHRONO

... AND INNOVATION !

The CHRONO helmet, which revolutionizes the world of cycling, has been designed exclusively for TIME by aeronautics engineers. Made of high-tech materials, its design hugs the contours of the skull to offer the least aerodynamic drag.

So as not to spoil aerodynamics and yet provide good ventilation for the head a NACA intake has been fitted to the front.

The results are exceptional aerodynamic performance, efficient ventilation and a comfortable fit for the racing cyclist.

EQUIPE



CLASSIQUE





***TIME, FREEDOM
OF THE ROADS!***





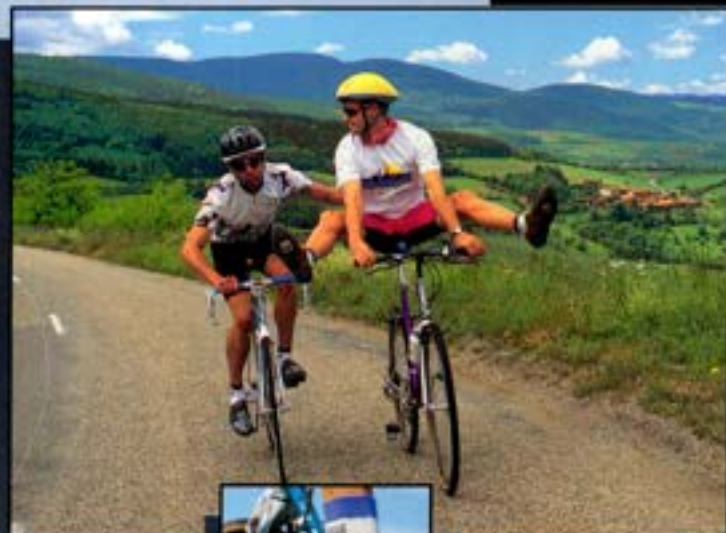
FITNESS CYCLING

The fitness cyclist is above all an enthusiast. More than just simply overtaking the others, he wants to improve his own performance by regular practice of the sport. If he's interested in long-distance rides, he wants to be free to walk, because part of the fun of fitness is to discover the countryside, either in the company of friends or on his own. Using all the experience it has acquired in top-class competition, TIME has optimized the performance and comfort of fitness cycling by meeting the three basic requirements: walking comfortably, immediate stepping-in under all conditions. With the TWT system (Time Walking Technology), TIME is the first company to offer decisive technological progress to the world of fitness cycling. By

Time

LE DÉFI

inevitable changes in ways of thinking, TIME has been able to gain a significant share of a market that is expanding rapidly in all countries.



TIME: THE LEISURE TECHNOLOGY



TRITECH

WALKING, STEPPING-IN, PEDALING

A revolutionary concept developed by TIME for the fitness market: TRITECH delivers the three necessary requirements for optimum performance and comfort.

The cleat is recessed in an outer sole made of a non-skid material and featuring the TWT short radius design for easy and comfortable walking. The shoe is secured by two metal bars to a self-cleaning pedal, which vents any dirt, mud or other material. Step-in is easy and quick in all conditions. The inner sole is made of a rigid material for an efficient transfer of pedaling energy.

The "BIOCALIBRATOR" allows you to define the ideal position of the cleat under the shoe.

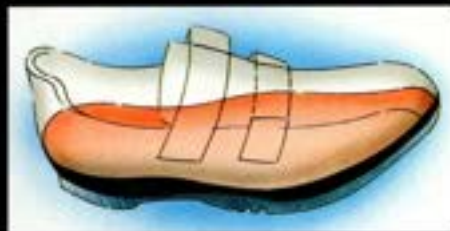
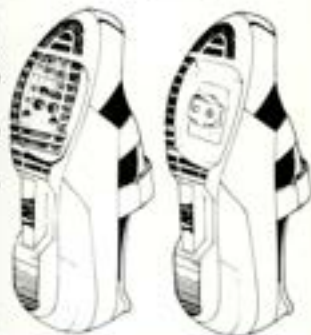


SOLE TWT®

Time Walking Technology

TIME is the first company to launch a truly innovative system for the fitness market. The cleat on TIME's new TWT shoe is recessed into the sole to allow easy walking. The sole has been made extremely comfortable by adopting a short radius curve on the outer sole which is made of a non-skid material.

The TWT sole is supplied with a cap which allows them to be used efficiently with traditional toe clip pedals or other automatic pedals. For those customers who want to move progressively to an automatic step-in system, the sole can later be adapted to work automatic fitness pedals.



EFFICIENCY

The patented heel strap made of non-stretch material combined with two straps connected to the sole guarantee perfect foot support.

The rigid inner sole provides total transmission of power with the maximum of comfort.

Time

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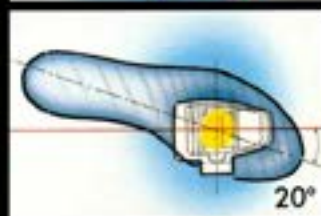
MULTIREFLEX

ACTIVE SAFETY

With Multireflex, the fitness rider can apply maximum effort during pedaling with total confidence.

To prevent premature release, TIME's TWT System has a very large angle of release, but in case of a fall, safety is assured. The TIME TWT pedal releases to the inside or outside. The foot will free itself automatically and naturally.

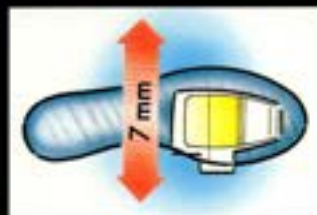
Using this innovative design, foot retention is completely independent of the spring tension, which is low to provide maximum safety.



BIOPERFORMANCE

THE NATURAL SOLUTION

A lateral clearance of 7 mm and 10 degrees angular freedom are two technical features exclusive to TIME. For the fitness rider this reduces the risk of tendonitis. A heat-formed inner sole offers maximum comfort and ensures the optimum distribution of force by the foot over the shoe.





FITNESS

TWT

TIME



CENTURY

CENTURY CARBON

Designed for the long-distance rider. Body reinforced with carbon fiber, specially treated to withstand rugged use. Two retention bars allow easy step-in under all conditions. Wide angle rear reflector for safety. Bioperformance: lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release.

CENTURY

The Century shoe is made for the long-distance cyclist. Foot retention with a non-stretch heel strap and two front straps. TWT sole. Upper in leather and ventilated mesh. Heat-formed inner sole with arch support. Sizes: 35 - 48.



ACTION

ACTION

Pedal designed for the fitness enthusiast. Two retention bars for easy step-in under all conditions. Rear reflectors for safety. Bioperformance: lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release.

ACTION

The shoe for the fitness enthusiast. 30 mm front strap. TWT sole. Grey ventilated mesh upper. Sizes: 35 - 48.



FITNESS CYCLING: A RANGE FOR TODAY'S WORLD

Research on the behavior of cyclists in the major countries of the world has provided TIME's marketing department with an understanding of the directions this sport is taking and has given it a special interest in a modern and enjoyable sport: cyclo-fitness.

Whether it's a long distance ride such as Paris-Brest-Paris, the ascent of a mountain pass or simply a ride with friends, the technical requirements are similar: comfort, safety and performance.

The Century and Action shoes and pedals meet these requirements, each being suited to a particular type of activity: Century for long-distance and uphill rides and Action for leisure outings.



ACTION

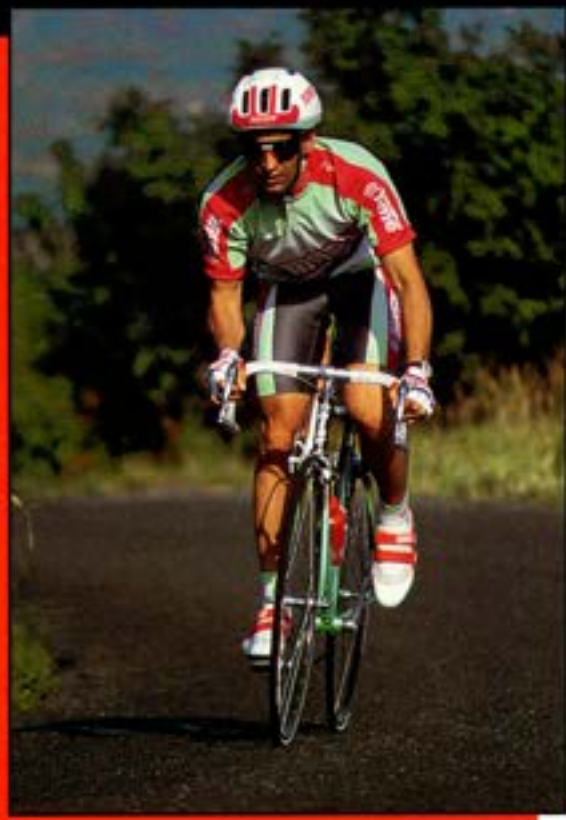
ACTION

Pedal designed for the fitness enthusiast. Two retention bars for easy step-in under all conditions. Rear reflector for safety. Bioperformance: lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release.

ACTION

The shoe for the fitness enthusiast. 30 mm front strap. TWT sole. White ventilated mesh upper. Sizes: 35 - 48.

THE EQUIPE RANGE



Equipe Embroidered T-Shirt

- 100% Cotton
- White, Black and Grey Heather
- Sizes: S, M, L, XL



Equipe Bib Short



Equipe Racing Socks

- 100% Coolmax
- Two tone color (Green and White) with Red TIME logo knit in
- Sizes: S, L



Equipe Racing Short

- 17% Lycra / 83% Nylon (Nylon / Coolmax panel)



- 17% Lycra / 83% Nylon (Nylon / Coolmax panel)
- Black or Grey base with merge graphic down the side in Green, Red and White
- Sizes: S, M, L, XL

Equipe Racing Gloves

- TIME logo sublimated Lycra
- Sizes: S, M, L, XL



Time sandal



Racing Cap

- 100% Cotton



Equipe Pro Touring Bag



Equipe Graphic Racer T-Shirt - 100% Cotton - White, Black and Grey Heather - Sizes: S, M, L, XL



Equipe Long Sleeve Mock T-Shirt - 100% Cotton - White, Black and Grey Heather - Sizes: S, M, L, XL



Equipe Racing Jersey - 100% Coolmax (DuPont's fastest drying also is colorfast, non-shrink, and will not retain odors) - Sizes: S, M, L, XL



Time bottle

Time

LE DEFI



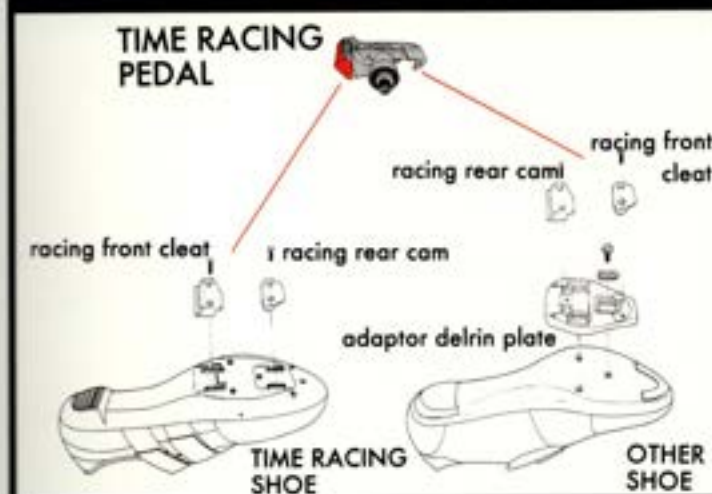
Equipe Embroidered Sweat-Shirt - 100% Cotton - Black with front loop in either Black, White, Red, Grey - Sizes: S, M, L, XL

TIME: COMPLETE COMPATIBILITY

RACING

The development of TIME's lines was conceived to allow step-by-step acquisition of equipment.

TIME pedals are compatible with all TIME Fitness and Racing shoes and with other shoes on the market with the three hole system.

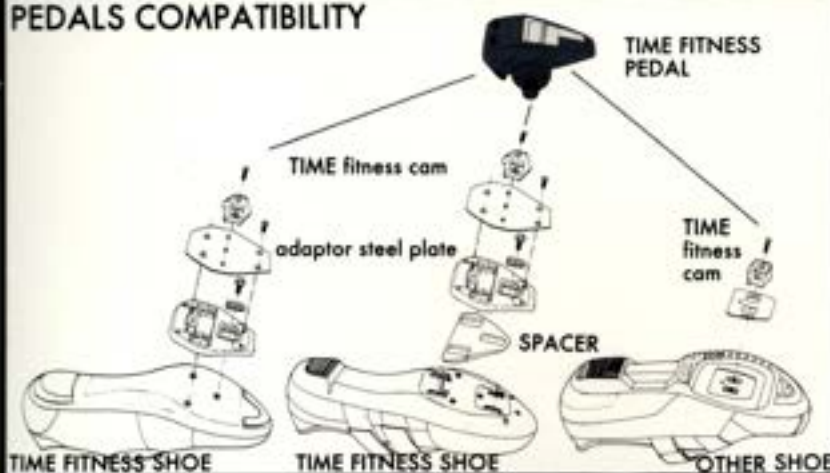


TIME shoes are also compatible with all types of clipless pedals as well as all traditional toe-clip pedals.

This complete compatibility allows dealers to reduce stock while answering the needs of the largest number of customers.

FITNESS






PEDALS COMPATIBILITY




SHOE COMPATIBILITY



PEDALS

	TITANIUM AXLE	STEEL AXLE	MAGNESIUM BODY	CARBON-REINFORCED BODY	ALUMINUM BODY	COMPOSITE BODY	BIOSPON	ANGULAR FREEDOM	LATERAL CLEARANCE	OUTER RELEASE ANGLE	INNER RELEASE ANGLE	CORNERING ANGLE
 TITAN MAGNESIUM	•		•				9.5 mm	10°	7 mm	20°		31°
 EQUIPE MAGNESIUM		•	•				9.5 mm	10°	7 mm	20°		31°
 CLASSIQUE		•			•		9.5 mm	10°	7 mm	20°		31°
 CRITERIUM		•			•		13 mm	10°	7 mm	20°		35°
 SPORT		•			•		13 mm	10°	7 mm	20°		33°
 SPRINT		•				•	15 mm	10°	5 mm	20°		33°
 CENTURY CARBON		•		•			20 mm	10°	7 mm	20°	25	34°
 ACTION		•				•	20 mm	10°	7 mm	20°	25	34°

SHOES

	CARBON-REINFORCED TPE SOLE	TPE SOLE	TWIT SOLE	ENERGY TRANSMISSION SYSTEM	ARCH SUPPORT	REMOVABLE INNER SOLE	CUTTERY HEEL	SIZES 36-47
 CHRONO CARBON KEVLAR	•			•	•	•	•	•
 EQUIPE CARBON	•			•	•	•	•	•
 CLASSIQUE CARBON	•			•	•	•	•	•
 CRITERIUM CARBON	•			•		•	•	•
 SPORT CARBON	•					•	•	•
 SPRINT		•				•	•	•
 CENTURY			•	•	•	•	•	•
 ACTION			•			•	•	•

NEW TIME BAR BIOPERFORMANCE YOU CAN EAT!

Time's new "Bioperformance" energy bar, sets new standards for the food industry. After more than 2 years of extensive research and development, Time is pleased to announce a "second generation" energy bar which incorporates the latest advances in sports nutrition and food technology.

TASTE: Available in two flavors (peanut malt and chocolate), Time's new Bioperformance bar has a taste and texture that athletes have judged to be superior to that of the leading nutritional bar.

INGREDIENTS: Time's Bioperformance bar has the same nutritional value of the leading energy bar, plus a higher amount of essential vitamins A and D. All ingredients are natural - no synthetic flavors or coloring. Protein source is lactose free calcium caseinate milk protein, supplemented by amino acids (leucine, valine, and isoleucine). The Bioperformance bar is also extremely low in overall fat content.

Weight: 65 gm - **Calories:** 235 - **Protein:** 8 gm - **Carbohydrates:** 40 gm - **Dietary Fiber:** 3 gm - **Fat:** 2 gm or less - **Sodium:** 10 gm or less - **Cholesterol:** none

STABLE CONSISTENCY: Time's Bioperformance bar has a stable consistency over a wide range of temperatures - it doesn't get soft and sticky when it's hot nor brittle when cold.

PACKAGING: Compared to other energy bars, the packaging used for Time's Bioperformance bar makes it easier to open consume while cycling.

For additional information contact: Time Sport USA
415.692.0272



THE CENTURY LINE



Century 8 Panel Short

- 17% Lycra / 83% Nylon
- Grey with light Grey side panels
- Sizes: S, M, L, XL



Century Socks

- 100% Coolmax
- Two tone Purple and White with Grey
- TIME logo
- Sizes: S, L



Century Jersey

- 100% Coolmax
- Grey only with color logos
- Sizes: S, M, L, XL



Century Gloves

- Sublimated Grey and Violet Lycra
- Sizes: S, M, L, XL



Century T-Shirt

- 100% Cotton
- Colors are White and Grey heather
- Sizes: S, M, L, XL

Century Duffel

- Grey with Violet



Women's Century Short

- 90% Cotton / 10% Lycra
- TIME logo embroidered in Grey on left leg
- Sizes: S, M, L, XL



Women's Century Crop Top

- 90% Cotton / 10% Lycra
- Black base with Black trim Violet base with Violet trim
- Sizes: S, M, L, XL



Century Double Short

- 100% Supplex nylon full cut short with nylon lycra bike short attached
- Black with Grey lycra Grey with Violet lycra
- Sizes: S, M, L, XL

Time

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