



RACING

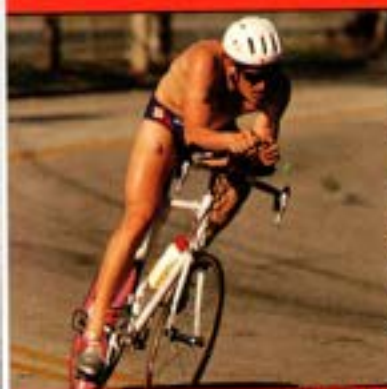
[®] **Time**

IF DEFI





Stephen ROCHE



Mike PIGG



Pedro DELGADO



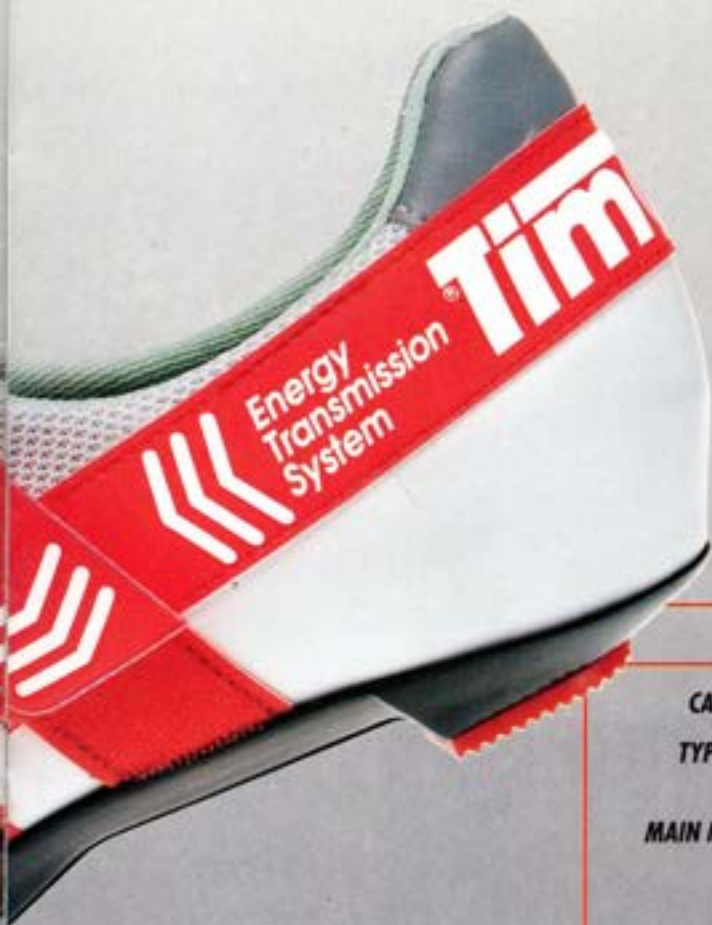
Greg LEMOND

Racers under contract for the 1990 season.

TIME



TIME IS VICTORY





TIME PERFORMS

Physical excellence and a commitment to constant self improvement are values TIME shares with all serious cyclists. With its commitment to technical improvement and its R & D capacity, TIME contributes everyday to the victories of the top champions, like Greg Lemond, Pedro Delgado, Stephen Roche, and many other road racers, track racers and triathletes. These athletes challenge themselves daily. TIME backs them up with continuously refined products that are proven each day in competition.

Racers and fitness enthusiasts love cycling in different ways. They are motivated by different purposes and their practices of the sport are different. TIME could have adapted its existing technology to satisfy the fitness enthusiast, but we chose instead to create a new technology perfectly adapted to fitness needs.

TIME CYCLING PROGRAMS

CATEGORY	Racer	Cyclist
TYPE OF USE	Competition	Fitness
MAIN MOTIVATION	Performance Against Others	Health & Performance Against Oneself
TIME PROGRAM	Racing Program	Fitness Program
TECHNOLOGY	T.B.T.	T.W.T.
PRINCIPLES	BIOPOSITION Multireflex Bioperformance	TRITECH Multireflex Bioperformance
		

BIOPosition : BETTER EFFICIENCY



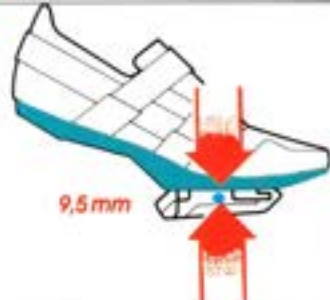
The Bioposition Principle maximizes the efficiency of the cyclist through a better transfer of energy.

The closer the foot is to the pedal axle, the better the energy transmission.

The system patented by TIME allows 9.5 mm between the

shoe sole and the pedal axle. For the same expense of energy, TIME gives you superior efficiency.

Biomechanical research confirms that for maximum efficiency, the ball of the foot should be over the pedal axle. To achieve this efficiency, TIME has designed and patented a tool called the "BioCalibrator" which instantly defines for every foot a proper position in which the ball of the foot is centered on the pedal axle.



MULTIREFLEX : ACTIVE SAFETY

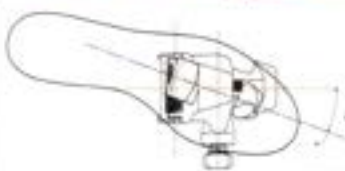
The Multireflex Principle is TIME's successful resolution of the apparent contradiction between release and retention.

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

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

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

With TIME pedals, the racer is more secure than with any other pedal system.

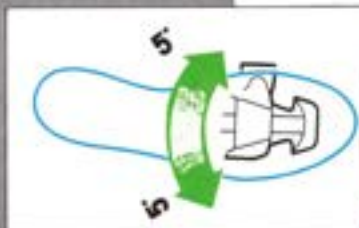


BIOPERFORMANCE : THE NATURAL SOLUTION

The knee is a complex and fragile joint that moves vertically 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 motion of the foot.

A lateral clearance of 7 mm allows adaptation to the morphology of each cyclist. An angular freedom of 10 degrees minimizes the risk of tendonitis.

The Bioperformance Principle is for the well being of the cyclist. With TIME, it's the pedal that conforms to the cyclist's leg; not the cyclist's leg conforming to the pedal.



TIME TECH

Time

LE DER

TIME: AN EFFICIENT TECHNOLOGY

TIME SHOES - EFFICIENT

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 attached to the sole.

TIME SHOES - COMFORTABLE

A heel notch eliminates all friction against the Achilles tendon. The lining is padded. A wide tongue eliminates pressure points on the forefront of the foot.



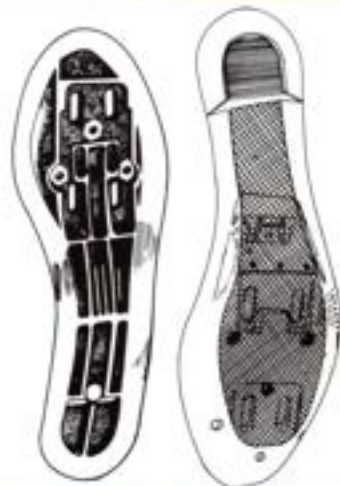
S O L E TBT

Time Biomechanical Technology

The use of short carbon fibers incorporated in polyamide, and the central beam structure, give exceptional lightness and maximum stiffness essential to pedaling efficiency.

The new rear cam is now 13 grams instead of 40 grams. This means a weight savings of 68%. The new rear cam and front cleat are easily recognizable by their black anodization treatment in accordance with the T.B.T. carbon sole.

Many years of research on pedaling technique and its biomechanical implications helped TIME to design a sole that synthesizes two key benefits: lightness and rigidity.



TIME : THE 1991 RACING

In the 91 Racing Line, each product is designed for a very specific usage.

The Chrono Carbon Kevlar shoe, and the Titan Magnesium pedal, ultra-light and aerodynamic, are best for triathlons and time trials.

The EQUIPE Carbon shoe and EQUIPE Magnesium pedal are best for professional and racing competition.

The Criterium Carbon shoe and Criterium pedal were designed for the cornering requirements of criterium racers.

The Sport Carbon shoe and Sport pedal bring you Bioperformance at a reasonable price.



TITAN MAGNESIUM

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



EQUIPE MAGNESIUM

The pedal used by the top professionals : Greg Lemond, Pedro Delgado and Stephen Roche. Steel axle, magnesium body. Weight 200 grams. Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 9.5 mm.

High performance shoes, specifically designed for time trial and triathlon. Aerodynamism is optimized by the total integration of the straps, and the special coating to reduce air friction. Energy System : belt and strap reinforced with sole reinforced with carbon. Double Cambrel insole with arch support. through lateral opening and the sole (optional).



CHRONO CARBON KEVLAR

The shoe designed for the professional racer. Energy Transmission System : non-stretch heel two front straps with maximum interface. TBT sole reinforced carbon. Mesh upper and arch support. Sizes 35-47.



EQUIPE CARBON



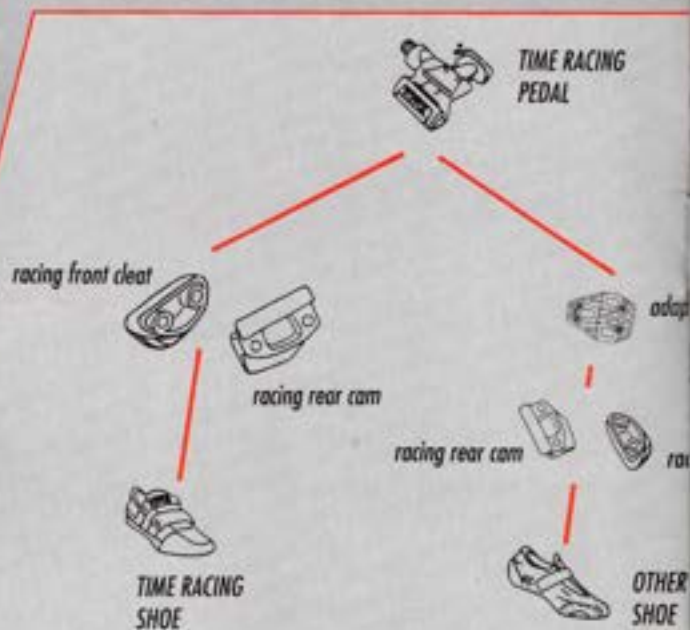
RACING

The same pedal as the Racing Magnesium with an aluminium body.



RACING CARBON

The shoe designed for the competitive racer. Energy Transmission System : non-stretch belt and two front straps with maximum velcro interface. TBT sole reinforced with carbon. Mesh upper and arch support. Sizes 35-47.



TIME : FULL COMPATIBILITY

G LINE



CRITERIUM CARBON

The best cornering angle of any pedal on the market. Specifically designed for the criterium racer for whom cornering is crucial. Cornering clearance 35 degrees. Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 13 mm.



CRITERIUM CARBON

The shoe designed for the criterium racer. 30 mm front strap integrated into the tongue. TBT sole reinforced with carbon. Arch support. Mesh upper with open molded plastic heel cup with adjustable heel lock strap. Sizes 35-47.



SPORT

The pedal designed for the cycling enthusiast. Bioperformance : lateral clearance 7 mm, angular freedom 10 degrees. Multireflex release. Bioposition 13 mm.



SPORT CARBON

The shoe designed for an affordable access to TIME Technology. 30 mm front strap and belt. TBT sole reinforced with carbon. Mesh and leather upper with arch support. Sizes 35-47.

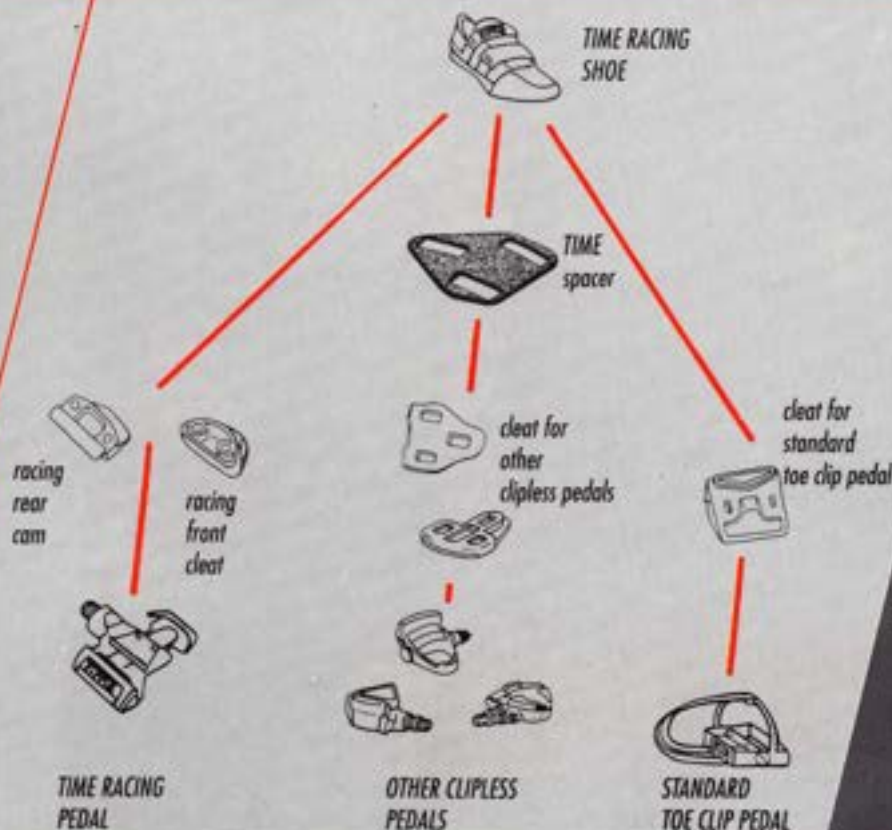


SPORT LIGHT CARBON

Colorful, light and affordable TIME shoe. 30 mm front strap. TBT sole reinforced with carbon. Mesh and leather upper. Sizes 35-47.

ator delrin plate

ing front cleat



TIME : FULL COMPATIBILITY

To meet the needs of your customer with a minimum inventory, TIME's answer is simple : TIME products are fully compatible with all other pedals and shoes. TIME pedals can be used with adaptors that make them compatible with all types of shoes. TIME shoes can be used with any pedal system with a cleat adaptor kit available through TIME.

