

## TOMAC WINS CACTUS CUP X-C WITH TIME TMT!

### **TIME INTRODUCES NEW MOUNTAIN BIKE SYSTEM**

**Nevers, France** -- After years of research and extensive testing, production has commenced on the new TMT mountain bike pedal and shoe system. TIME will deliver, on schedule, the new system to bicycle dealers on or about April 15th (consistent with TIME's committed delivery date). Several design and technical details have been refined and tested since the Fall of '92, and important cosmetic changes have been made to the system to further enhance consumer appeal. Call your TIME sales representative for a presentation of this new product.

### **TOMAC, ROLL, KAHLUA, AND TEAM WHEELER RIDE NEW TMT SYSTEM**

**Burlingame, CA (March 17)** -- TIME announced today, that after riding the new TMT system this past February, John Tomac and TIME concluded a sponsorship agreement for TMT pedals and shoes for the 1993 season. The wide, stable pedal platform, excellent foot support, energy transfer, ease of use in extreme conditions, and TMT's bio-mechanical advantages were said to be key factors in helping Tomac make the choice.

*Tomac has already raced (and won) on TMT this season. Tomac rode to victory in the cross country event at the Cactus Cup in Scottsdale, AZ on*

March 14th.

Bob Roll, Team Wheeler, and Team Kahlua will also ride TMT for 1993. As additional product becomes available, more sponsorships will be initiated.



For 1993, TIME is also sponsoring the following road teams and riders: GAN/France (Greg LeMond), Chazal/France, Telekom/Germany, WordPerfect/Netherlands, Banesto/Spain, Varta/Austria, IME, Team BodyWise, and selected members of the U.S. Team. Just as in 1988, when TIME announced the sponsorship of Greg LeMond and System U with Laurent Fignon, TIME expects 1993 to be a great year as the introductory season for the new MTB technology.

### **TIME APPAREL**

All Equipe, Classique, and Criterium Jerseys are now in stock. Our popular socks and gloves are readily available, as are a limited number of TMT 3/4 tights and TMT sweatshirts.

### **NEW IN-STORE SUPPORT: COLLATERAL MATERIAL, POSTERS, DEMO CENTER**

Jim Holleman, National Sales Manager for Time Sport USA, has revealed that '93 TMT dealer support will include a new consumer brochure featuring the new TMT technology and all existing TIME products. TIME will ship packs of 75 brochures to dealers in April.

A poster will be out soon in addition to a pro deal to get employees on TMT for Spring!

TIME's demo program will be promoted in April to get potential customers riding TMT. Demo programs like ours have proven to be very effective in closing sales.

TIME dealers who have already pre-seasoned TMT can also expect to receive a Point-Of-Purchase display this Spring, at no charge.

### **TIME HELMETS**

Helmet production is in full swing as of this writing and we have been shipping thousands to fulfill pre-season orders. Ventilation and fit are key features of the helmets - plus there is no trade-off in terms

SOUTH SALEM CYCLEWORKS  
4555 LIBERTY RD. STE. # 360  
SUNNYSLOPE CENTER  
SALEM, OR 97301

TIME SPORT USA  
890 Cowan Road  
Burlingame, CA 94010

BULK RATE  
U.S. POSTAGE  
PAID  
BURLINGAME, CA  
Permit No. 113

## **TIMING** from **TIME SPORT USA**

of ventilation between the \$60 Criterium, the \$75 Extreme, and the \$99 Equipe. Look for the new helmet ads now appearing. See below for special employee offer.

### **NEW PRO DEALS ANNOUNCED FOR 1993**

TIME will sell a limited number of new Equipe helmets to qualified shop employees for \$28.00! All other TIME products will continue to be offered at 20% off the regular wholesale price. Simply call customer service at 1-800-442-4533 to place your order. Confirmation from your sales representative and store manager is required.

### **THE NEW CARBON/KEVLAR FORK**

Our newest product is the TIME racing fork. This seven layer carbon fiber and kevlar racing fork offers greater lateral and frontal rigidity and is lighter and stronger than almost any other fork sold today. This is an excellent after-market upgrade for "precious metal" frames. This fork will significantly improve their performance and ride! Suggested retail price is targeted

below \$300. Retailers should receive first shipments in April.

### **INNOVATION**

TIME continues to spend substantial R&D dollars in order to fuel the evolution of its products. Since TIME was first introduced on 1988, there has never been a year with the introduction of so many new innovative products in such a short period of time. The new MTB system (TMT), the new line of helmets and the new Carbon Fiber Kevlar Fork. If '93 is an explosive year, wait until 1994! Coming soon we will be announcing a new.....?

### **NEW REAR CAM**

Last Spring we introduced a new rear cam with the new Sprint pedal, and as a running change on the rest of the road pedals. Still, many dealers are unaware of this. The new symmetric cam allows release to both the inside and outside and reduces the step-in force by 35%! The cam is retro fit to all TIME Racing shoes dating back to the 1990 model. Recommend this cam to any of your customers who have some difficulty stepping into the pedal.

All current pedals sold in the U.S. come with this new cam, thus eliminating any previous entry problems associated with lightweight riders.

### **1993 TIME ADVERTISING CAMPAIGN**

For 1993 TIME will substantially expand its exposure through national advertising. A new aggressive ad campaign highlights the helmet, mountain bike, and road products, plus an apparel ad. All product ads will be placed in several consumer publications including *Bicycling*, *Bicycle Guide*, *Winning*, *Velo News*, *Mountain Bike Action*, and *Mountain Bike*.

This exposure is sure to help support your loyalty to our products and to bring in consumers. Our campaign has already begun, so keep an eye out for our ads!

*Laurie Coles, TIME Telemarketer extraordinaire, continues to call each TIME account on a 4-6 week cycle to support our sales reps. We've offered this program for years and dealers are appreciative of the consistent contact that this provides with TIME. Customer service hours are 8-5 Pacific Time at 1-800-442-4533.*