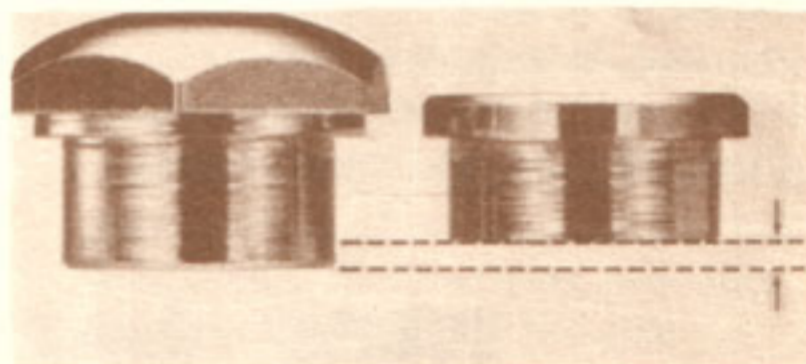
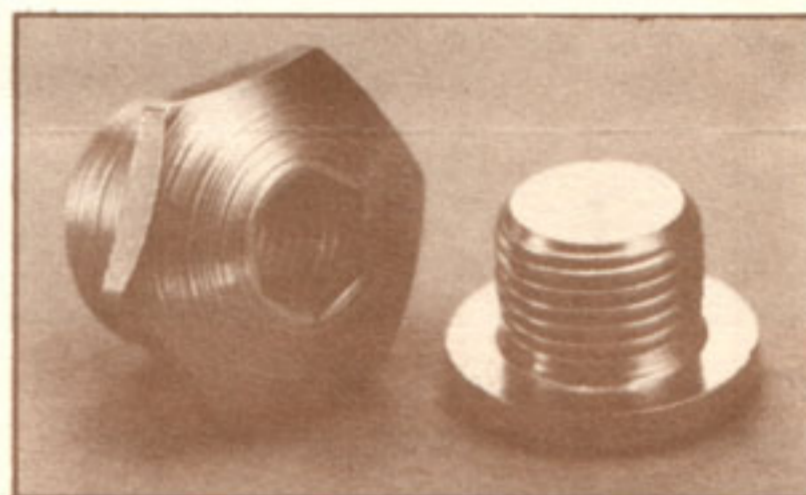
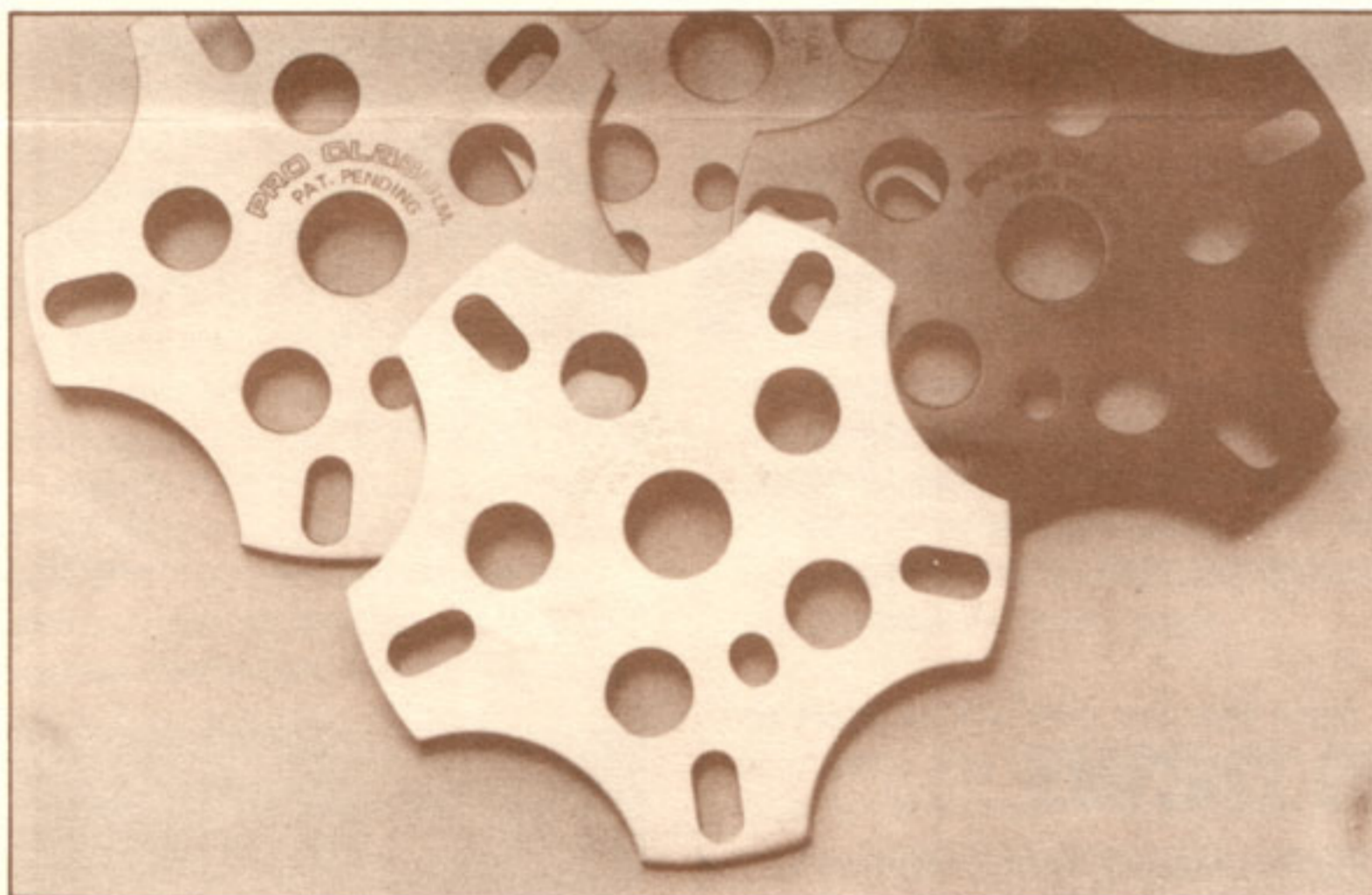




PUBLISHED BY B.M.X. PRODUCTS, INC., 9621 IRONDALE, CHATSWORTH, CALIFORNIA 91311
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pro class power plate^{T.M.} and power bolts^{T.M.}



B.M.X.® Products, Inc. is proud to introduce the new Pro Class Power Plates™ and Power Bolts™. The new sprocket mounting system will be used as original equipment on Californians™, Supergoose®, Pro Class™ bicycles and will soon be used on the 1-3/8" Minigoose™ model.

The new Power Plate™, like most other universal mounting discs, is made of light anodized alloy. The patent pending design bolt pattern fulfills two major design functions. First, its universal nature allows all popular chainwheels to be used, interchangeably, on the same side. This eliminates the plate reversal operation common to other, so called, universal quick change discs.

Second, the plate pattern allows for large lightening holes and the

scalloped profile which removes 25% of the plate mass. This brings the Pro Class Power Plate™ to an incredible 3.3 ounces, at least 29% lighter than our previous chromoly spider.

The new Power Plate™ is being introduced with the Pro Class Power Bolts™. These unique sprocket fixing bolts are designed and manufactured especially for heavy duty BMX use.

As any racer or mechanic knows, at least half of all fixing bolts are in some way seized or stripped. They either won't tighten or won't loosen. The other half of them, the ones that will work, are usually on someone else's bike.

Pro Class Power Bolts™ to the rescue. These specially designed bolts provide several advantages

over ordinary fixing bolt sets. The hex head design virtually eliminates seizing by providing either a 5mm allen or 13mm hex for secure tightening or loosening. The fixing nuts have been engineered with a longer sleeve which provides 25% greater thread engagement. This also dramatically increases sprocket/plate penetration, provides greater sheer strength and greater resistance to stripping.

Because of the unique profile, Power Bolts™ are designed to be used only in sets. If mixed with other bolts or nuts, they may not tighten sufficiently.

Pro Class Power Plates™ and Power Bolts™ are poly bagged and header carded for aftermarket sales. These new products, will be featured in promotional ads breaking early in April.

pro class^{T.M.} wheel^{*} promotion



Pro ClassTM Wheels* will become the object of a major national promotion in the next few weeks. A special "Pro Class #1 Rider American Bicycle Association" sticker will be presented to each of the 330 ABA #1 District Riders.

These stickers may be displayed proudly on their favorite racing jersey or on their helmet giving them the recognition they deserve for their determination and effort during the 1983 racing year.

In addition each rider will be given the opportunity to obtain a set of Pro ClassTM Wheels* or Rims*. Because, these riders represent a highly visible and active racing group, the program should yield a great deal of exposure and promotion for Pro ClassTM Wheels* and Rims.

This program will be supported by a full color Pro ClassTM Accessory ad featuring Pro ClassTM Wheels* and Rims*. A new, "Pro ClassTM High Performance Components" sticker will be made part of the mail back package for readers who respond to the sticker solicitation in the advertisement. These stickers will also be available to dealers for aftermarket sales.

*Patent Pending



race team news

The 1984 Racing Season has started off with a bang and a dramatic impact on the racing circuit.

The 29 race 1984 NBL War of the Stars Series was opened by Eric Rupe winning 1st in Pro Open, 2nd in Pro Money; Ken Aman 1st in 18-24 Cruiser; Todd Henry 2nd 14-15 Cruiser; and Matt McCulloch 1st in 7 open and 1st and 2nd in 7, Expert in Pompano and Miami, respectively.

The ABA National Circuit was opened equally well with Darwin Griffin doubling in 14 Expert and Open; Brett Allen 2nd in 23-30 Cruiser, Karin Richardson 3rd 13 Expert and Missy Fred 2nd in 9-10 Powder Puff.

Most recently at the Los Angeles ABA Supernational held January 27, again demonstrated the new winning mode of the Mongoose[®] team. Eric Rupe doubled, taking 1st in Open Pro

and Pro Money; Darwin Griffin 1st and 4th in 13-14 Cruiser and Jason Kick 3rd in 12 under Cruiser.

We hope that Mongoose[®] distributors and dealers around the world will share in our pride at the new winning Racing Team and bicycle line for 1984.

Nine year old Ryan Longmeyer of Spokane, WA. is awarded a new Mongoose[®] CalifornianTM by Tim Arnold of Garland Cyclery, Spokane, WA.

Ryan submitted his entry as part of the Super BMX Super Survey Giveaway last October. His patience was rewarded with a new CalifornianTM.



Ryan anticipates getting started racing as soon as the season gets rolling in spring. Tim, actively involved in the racing programs in the Spokane area, has promised Ryan some special coaching to help get him started.

Garland Cyclery is serviced by Mongoose[®] Distributor R.H. Brown of Seattle, WA.

mongoose® advertising

Two new ads will be appearing in April and May BMX publications to help generate and support dealer sales. In keeping with the new promotional thrust for 1984, Mongoose® Factory Rider Ken Aman and Trick rider Pat Romano are featured in these ads.

The first ad, promotes the Mongoose® Californian™ using Ken Aman. This is the first ad completely dedicated to this highly successful model. The ad plays off the concept of California being the core and energy of bicycle motocross, as well as the home of B.M.X® Products, Inc.

The incredible demand and market potential of the \$150 to \$200 bicycle made the suggested retail price an important element in the effectiveness of the ad. Statistically, 70% of all bicycles fall into the under \$200 category making this the biggest and most profitable market category for all dealers. As always a price disclaimer was included to allow for variations in freight prices.

The second ad, features Pat Romano and our expanding line of precision BMX components. The ad includes the new line of Pro Class™ Handlebars, Pro Class™ Wheels*,

WHY WOULD SOMEONE FROM NEW YORK WANT A CALIFORNIAN™?

Because . . . it's a great bike that's under \$200*.



Ken Aman, Mongoose® Factory Rider from New York... The Californian™ is a real bike... it comes with features like the "Pro Class™" wheels, rear fender, chain guard, and a kickstand... and more... with a suggested retail price of \$150.

See the Californian™... it's a real bike... it comes with features like the "Pro Class™" wheels, rear fender, chain guard, and a kickstand... and more... with a suggested retail price of \$150.

Price \$150.00
Suggested Retail Price
\$150.00

B.M.X. PRODUCTS, INC.

PRO CLASS™ HIGH SPEED PERFORMANCE

When Pat Romano MOVES, he MOVES! And the specially built Pro Class™ equipped on his Supergoose® helps him move, fast! Whether he's doing an incredible bicycle trick or stunts for a motion picture, Pat knows he can rely on his equipment to perform.

Now you can get the same performance and reliability to a line of precision components called Pro Class™.

PRO CLASS™ POWER PLATE™

The Pro Class™ Power Plate™ is a real bike... it comes with features like the "Pro Class™" wheels, rear fender, chain guard, and a kickstand... and more... with a suggested retail price of \$150.

PRO CLASS™ WHEELS™

The Pro Class™ Wheels™ are a real bike... it comes with features like the "Pro Class™" wheels, rear fender, chain guard, and a kickstand... and more... with a suggested retail price of \$150.

PRO CLASS™ HANDLEBARS

The Pro Class™ Handlebars™ are a real bike... it comes with features like the "Pro Class™" wheels, rear fender, chain guard, and a kickstand... and more... with a suggested retail price of \$150.

B.M.X. PRODUCTS, INC.

and the revolutionary new Pro Class Power Plate™ and Power Bolts™. It was conceived and created in response to many dealers requests to support growing aftermarket parts sales.

To back up the two ads, self mailing flyers, one for Californian™, and one for Pro Class™ Accessories, were created to respond to reader information requests. The flyer will provide more detailed information and include technical and equipment specifications when appropriate.

A new "Pro Class™ High Performance Component" sticker will be given to those who respond to the brochure/sticker offering on each ad. These new stickers will be seen on the jerseys and helmets of all the nations' top BMX riders. They will be available, packaged to dealers for aftermarket sales.



mongoose®	BMX ACTION	BMX PLUS!	Super BMX
April (coverdate) on newsstands early March	Californian™ Pro Class™ Bicycle		Californian™
May (coverdate) on newsstands early April	Pro Class™ Accessories	Supergoose® two page w/Rupe	Californian™
June (coverdate) on newsstands early May	Californian™ Pro Class™ Accessories		Pro Class™ Accessories

 **B.M.X.[®] PRODUCTS, INC.**

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