Within this catalog you'll find just about everything you'll need to know about the 1994 Haro product line and how to sell it. What you won't find is a collection of bikes spec'd to cover every possible price point and designed to appeal to every tom, dick and harry on the planet. Think of it as a sales tool that will give you a clear picture of what Haro is all about, why we're different and who every bike we make is designed for.

<WHAT WE DO TO BE DIFFERENT>
Every bike we produce has a frame that is visibly different from our competition. We're not talking about special paint, secret geometries, sloping toptubes or oversize tubing. We're talking in your face, blatantly obvious frame designs that cannot be confused with other brands. Frames like the V-Bar design used on both ATBs and BMX bikes and the Megatube design found on our street/freestyle models.

In addition, we've separated our line into distinct categories or series to make it easier for you to steer customers to the type of bike best suited to their individual style or level of riding. Once that's been established, you can zero in on the right model by determining their specific needs or budget. It's a simple yet effective way to make selling Haro as easy as possible.

<WHERE WE COME FROM>
Carlsbad, California to be exact. Haro has been in the bike business since 1978. And we've been making mountain bikes or ATBs since 1986. But we built our reputation producing radical and expensive BMX and freestyle products. As a result, there's a whole generation of kids who grew up on Haros that are now prime candidates to purchase a mountain bike. And we're still laying the groundwork for future generations by keeping our finger on the pulse of the BMX market.

<WHO WE'RE TARGETING>
In general, we're after young, athletic, male consumers. For ATBs they're between the ages of 18 and 35. For BMX and Freestyle they're between 7 and 17. Generation X, the MTV generation, active, affluent and willing, if not intent, on finding an alternative to "ho-hum" conventional bikes. Consumers who are very much like the management team here at Haro responsible for creating the bikes featured in this catalog.
Take it to Extremes
<Extreme Series> (Full Suspension)

The Extreme Series features two models (a third will be introduced in spring of 1995), one priced at $1000 and the other at $1400. The Extremes. Functional suspension without the hassle, expense and complexity of multiple pivots. We're not trying to dazzle you with rocket science you can't understand much less afford or maintain. We're not claiming you'll go 10 mph faster or win the Kamikaze. We are offering user friendly, basic engineering that actually works.

The Extremes are built around an aluminum front triangle matched to a CRMO rear swingarm that has been triangulated this year and strengthened. The result is reliable and affordable performance for severe terrain or riders who just want to go fast and smooth.

EXTREME EX2

>Aluminum V-Bar Frame/CRMO
>Cantilever Swingarm>RockShox
>Deore XT 21" Suspension Fork
>Ritchey Rock 425 Rims with DT Stainless Spokes>XShimano Deore LX
>Hubs>Shimano Tektro Speed Master Brakes>XShimano
>Deore XT 24-Speed Parallelogram>GripShift
>GS-400 Shifters>Sugino Impel 100
>Crankset>Ritchey OmegaBite/Z-Max Tires

EXTREME EX1

>Aluminum V-Bar Frame/CRMO
>Cantilever Swingarm>REX 361L
>Suspension Fork>Vuelta Double
>Wall Rims with Stainless Spokes
>XShimano Alivio Hubs>XShimano
>Alivio Brakes>XShimano STX RC
>21-Speed Parallelogram>GripShift GS-400
>Shifters>Sugino Impel 300 Crankset
>Ritchey OmegaBite/Z-Max Tires>Vetta TT Racing Saddle
<Escape Series> (Aluminum Construction)
The Ultralight Series features aluminum frames and prices starting at $500. The Ultralight Series focuses on weight reduction (don't we all) and picks up where the Vector Series leaves off both in price and rider skill level. The Escape A0 is our "entry level" aluminum bike and four other models through the XTR equipped A4 round out the series.

> Easton Aluminum Oversize V-Bar Frame > RockShox Judy XC Suspension Fork > Ritchey Rock 315/315 Rims with DT Spokes > Shimano XTR Brakes > Shimano XTR 24-Speed Derailleur > Shimano XTR Rapid Fire Plus Shifters > Shimano XTR Cranks > Ritchey Comp Clipless Pedals

> Easton Aluminum Oversize V-Bar Frame > RockShox Judy X悬挂 > Shimano Deore XT Disc Brake > Shimano Deore XT Rapid Fire Plus Shifters > Sugino 700 Crankset > Ritchey Comp Clipless Pedals > Vetta TT Racing Saddle
The V-Bar top tube design is featured on every ATB and BMX frame we produce. The trademark top tube bend creates a frame with an obvious and striking visual difference. What you may not see are the benefits that come from increased standover height, a lower center of gravity and the feel of a smaller bike. As a Haro dealer, what you'll really appreciate is the ease in sizing your customers and the reduced inventory that fewer frame sizes provide.

Aside from the visual distinction offered by the V-bar top tube bend, the design also facilitates proper bike fit. Unlike conventional frames that require up to five frame sizes to fit most customers, the V-Bar accomplishes the same thing with a 15.5", 17.5", 19.5" and on two models a 21.5" frame to accommodate especially tall riders. By using a small 4.25" head tube on each size in conjunction with the V-Bar bend a 15.5" frame fits the same consumer who would need a conventional 14" frame. Conversely, a 19.5" V-bar frame has the equivalent standover height of a 17" conventional frame yet has 23-25" top tube length that would be typical of a 23" or larger frame. The bottom line is that standover height is usually not a factor in sizing a V-Bar frame so you can concentrate solely on proper top tube length. It's simple. And best of all it means less of an inventory investment to satisfy the majority of your customers.
Believe it or not, Haro has been producing mountain bikes since 1986. And although our efforts were usually overshadowed by our reputation as a BMX and freestyle powerhouse, we’ve never stopped producing ATBs that defy tradition and make a statement.

Our first bikes incorporated a triple triangle design in which the seat tube pierced an oversized monostay seatstay. Even that first design featured the V-Bar toptube we still use on every "96 model today. Later we pioneered the infamous elevated chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept that has evolved into the full suspension chainstay concept.

Along the way we bolted aluminum front triangles to steel rear and in general pushed the envelope a lot further than our more conservative competitors. And we're not about to change now.
<Vector Series> (Steel Construction)

The Vector Series features steel frames that start with inexpensive 1021 hi-tensile construction and finish with lightweight butted chromoly tubing. Retail prices range from about $250 retail to just under $600. The Vector Series progresses from a basic 18-speed alloy wheeled V01 to the front suspension V4s. In between you'll find competitively priced models that cover key price points.

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**VECTOR V4s**

>CMO Oversize V-Bar Frame
>CMO 100 Radius Bigfork
>Alloy Rims with Stainless Spokes
>Alloy Hubs with Front & Rear Quick Release
>Shimano Acera X Brakes
>Shimano STX Derailleur
>Shimano Acera X Shifters >Pro/N
Cranks with Bolt-On Chainring

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**VECTOR V35**

>CMO V-Bar Midtubes >RST170B Suspension Fork >Alloy Rims with Stainless Spokes >Alloy Hubs with Front & Rear Quick Release
>Shimano Acera X Brakes >GripShift
>Shimano MX700 Shifters >Pro/N Crankset with Bolt-On Chainring
>Off Road Tires >Vetita Comfort Saddle
> CRMO Oversize V-Bar Maintaines
> CRMO Oversize 800 Radius Bigfork
> Aluminum Rims with Stainless Spokes
> Alloy Hubs with Front & Rear Quick Release
> Alloy 49 Easy Adjust Cantilever Brakes
> Shimano Alivio Derailleur >GripShift
> MX100 Shifters >Pro/4 Crankset with
> Bolt-On Chainrings >Off Road Tires >Vetta Comfort Saddle

> CRMO V-Bar Toptube >Hi Tensile Steel 800 Radius Bigfork
> Alloy Rims with UCP Spokes
> Alloy Hubs with Front & Rear Quick Release
> Alloy Cantilever Brakes >Shimano
> Altus (MD 23-Speed Derailleur) >Shimano
> Easy Fire Shifters >SR Crankset
> On/Off Road Center Ridge Tires
> Vetta Comfort Saddle
Having started in the BMX business back in 1978 we could go on and on about our illustrious history. It's tempting since we've won nearly every title you can win and sponsored in one form or another nearly every Hall of Fame rider there is. But we won't bore you with the details. Because that was then, this is now. And unlike some of the big names back in the early days of BMX—Haro hasn't lost its edge. In fact, we're still pushing the limits of product innovation.

While others may be satisfied to offer the status quo and make a quick buck on the resurgence of BMX, we refuse to kick back or rest on our laurels. We're in it because BMX and Freestyle are part of the heart and soul of Haro. It's in our blood and our commitment shows in the products you see featured in this catalog. 
Start your engines
Haro is a brand from which you expect innovation and quality. The Elite Series of BMX racing bikes however will surpass even your wildest expectations. No corners were cut. No compromises were made. We simply made the best BMX bikes possible regardless of price. See if you don't agree...

**GROUP 1 Elite Series**

- Aluminum V-Bar Monostay
- Frame: CRMO Tapered
- Racing Fork: Chromo
- Plated Araya RB-17 Alloy Rims
- Suntour Alloy Hubs
- Stainless Steel Spokes
- Cantilever Rear Brake
- Fusion Alloy Racerlite Handlebar
- Fusion CRMO 3-Piece Cranks
- Comp III Type 2.75 Tires

**GROUP 1 Elite Jr**

- Aluminum V-Bar Monostay Frame
- Tapered Racing Fork: Chromo
- Plated Ukal Alloy Rims
- Suntour Alloy Hubs with Stainless Steel Spokes
- Ila-Cope Rear Brake
- Fusion Alloy Racerlite Handlebar
- Pro/4 Forged
- Aluminum Cranks
- Superlight 1 1/8" Tires
Go faster than a speeding bullet
<Group 1 Series>
From BMX’s first numberplate to its only Triple Crown title holder, Haro holds a special place in the history of BMX. And every BMX bike we produce incorporates the knowledge we’ve gained from that experience. You won’t find other bikes with the same frames or the same attention to detail. See for yourself...

**GROUP 1**

- Aluminium V-Bar Monostay
- Frame >CRMO Tapered Racing Fork >Alloy Risers
- >ACS Alloy Hubs
- Cantilever Rear Brake
- Fusion Alloy RaceLite Handlebar >Fusion CRMO Crank
- Haro Holoshot 1-75 Tires

**GROUP 1 Si**

- CRMO V-Bar Monostay
- Frame >CRMO Tapered Racing Fork >Alloy Risers
- >ACS Alloy Hubs
- Cantilever Rear Brake
- Fusion Alloy RaceLite Handlebar >Fusion CRMO Crank
- Haro Holoshot 1-75 Tires
<Freestyle Series>

Nobody does freestyle better than Haro. We created the first freestyle bike ever and we continue to produce the most respected and diverse product line available. Our heritage is rock solid and so are the bikes we produce to withstand cycling's most radical mutation. Check 'em out...

**Ultra**
- CRMO Twin TopTube Megatube Frame
- CRMO Megafork, Gyro Cable Detangler
- Chrome Plated Alloy 48s
- Stainless Spokes
- >Sussie 48 Hole Alloy Hubs
- >Bla-Cope F/Bulldog, R/MDO U Brakes
- CRMO Megabar Handlebar, Fusion
- 3-piece Tubular CRMO Cranks
- Fusion Grindisk Sprocket Protector
- Haro Multisurface 2.1 Tires

**Blammo Super**
- CRMO Super Oversized Megatube Frame
- CRMO Megafork, Gyro Cable Detangler
- Chrome Plated Alloy 48s
- Stainless Spokes
- Haro Fat 48 Hole Alloy Hubs
- >Dia Compe F/Bulldog, R/MDO U Brakes
- CRMO Megabar Handlebar
- Fusion 3-piece CRMO Cranks
- Fusion Grindisk Sprocket Protector
- Haro Multisurface 2.1 Tires

**Basher**
- Bashguard 2 into 1 TopTube Frame
- CRMO Megafork, Gyro Cable Detangler
- Alloy 48 Hole Hubs
- >48 Hole Alloy Hubs
- >Bla-Cope Bulldog Brakes
- Haro Freestyle Handlebar
- Fusion CRMO Crank
- Haro Multisurface 2.1 Tires
Leap tall buildings
**SHREDDER Deluxe**

- CMM Seatube Megatube
- Frame CMG Tapered Fork
- 4x4 Gyro Cable Betangler
- 4x4 Hole Rims
- 4x4 Axe-Alloy Hubs
- 2x2 Bulldog, K999 U-Brakes
- Haro CMG Handlebar
- Fusion CMG One Piece Crank
- Haro Multisurface 2.1 Tires

**SHREDDER Mag**

- CMM Seatube Megatube
- Frame CMG Tapered Fork
- 4x4 Gyro Cable Betangler
- 4x4 ACS Mag Wheels
- 4x4 Axe-Alloy Bulldog Brakes
- Haro Freestyle Handlebar
- Haro Multisurface 2.1 Tires

**BLASTER**

- Low Profile Top Tube Frame
- Hi Tensile TIG Welded Steel
- Construction 185mm Cranks
- Coaster Brake 4x4 Axe-Alloy Bulldog Rear Brake
- Haro Medium Rise Handlebar
- Haro Holeshot 3.75 Tires