Here it is. Everything you need to know about the '97 Haro product line. This is more than just another pretty catalog. It's also an important sales tool that tells you what Haro is all about. Why we're different. Who every bike we make is designed for and how to sell it.

**THE PAST**

Haro was founded in 1978 in Carlsbad, CA— the state where BMX Freestyle and ATBs were born. We were there when BMX took off and we literally invented BMX. And believe it or not, we've been making mountain bikes since '79.

We've built a reputation for producing innovative and radical products. We've more than doubled in size over the past three years. You can find Haro world-wide in over 50 countries and on every continent except Antarctica. We're reaching an international market and we continue to strengthen the strong foundation on which this company was built.

**THE PRESENT**

Population statistics show that we're entering a time when more and more younger consumers will enter the marketplace than at any time in the recent past. And we're promoting them— specifically. Generation X, the MTV generation; active, affluent, and intent on finding something other than the usual trendy to buy conventional bikes.

Face it, from ten feet you can't tell one brand of bike from another. For the right price, they all perform the same. But at Haro, we're making bikes that are visibly different from our competitors' frame designs that can't be confused with other brands. Frames like the Mega Tube and our new high-tech Monocoque BMX frame. As 'Bicycling' magazine put it, “You can pick out a Haro in a crowded bike show or race pack faster than a faceplant.”

**THE FUTURE**

We're talking in-your-face blatantly obvious. We're talking about our patented V-Bar design that's copied with very few exceptions. Sure, there are some coming out with superior tubing and oversized tubing that supposedly solves the problem. But for our untrained eye, one is as boring as the next.

**THE SOLUTION**

To stand out in a market saturated with products, you've got to stand out in a way that's different from the rest. If it's bikes for the masses, make them stand out from the norm and attract attention when compared to the mass-produced bikes offered by our competition. We want to make waves, rock the boat and create excitement when they see a Haro...which they will.

**THE CONCLUSION**
The V-Bar toptube design is featured on every ATB and BMX frame we produce. The trademark toptube band creates a frame with an obvious and striking visual difference from "normal" bikes. 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 store 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 toptube band, 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. With the V-Bar band, 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 a 23.25" toptube length (23.75" on Escape and Extreme) that would be typical of a 21" 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 toptube length. It's simple. And best of all, it means less of an inventory investment to satisfy the majority of your customers.
Even though we've been making mountain bikes since 1986, our experience with ATBs goes back even further. It's called BMX. It's funny how those mountain bike companies who used to look down on BMX are now scrambling to offer BMX bikes. And have you noticed how BMX racers are kickin' butt on the NORBA circuit? We're proud of an off-road tradition that goes way back, even though there's certainly nothing traditional about our V-Bar bikes.
Full-Suspension doesn't have to be a complex mathematical formula of rising rates and linkages. The Haro Extreme series turns a complex formula into a simple equation: 2+2. 2 parts to the pivot: a bushing and a 1" pivot. To make the function foolproof, a RockShox rear coil-over shock is standard. The new TRAC swingarm is 2 lbs lighter and super stiff.

Two models are available with retail prices between $1000 and $1700.
The ultralight Escape series has been completely revamped for '97. All Escape frames feature forged replaceable derailleur hangers. The A2, A3, and A4 have custom mounts for a Haro anti-chainsuck plate. Taller riders will find that our 19.5" fits better due to the proportionally sized headtubes that are now standard on all frame sizes. Retail prices start at $550 for the A0 and top out with the $3000 XTR equipped A4.
The Vector series features a refined V-Frame for '97. Slimline rear dropouts on the Vector frames help reduce weight. CRM0 1.5" downtubes increase strength without adding weight. Complete 21-speed Shimano shifting systems are found on the V0 through the V3, which has the addition of front suspension. Vector retail prices range from $240 to $400.
VECTOR V1

Micro Oversize CRM Seat Tube V-Brake Frame "Araya" VPDD 36h Alloy Rims "Alloy" Hubs w/Quick Release Shimano Alloy Centilever Brakes Shimano Easyfire 7-Speed Shifters Shimano Acera Rear Derailleur 7-Speed Hyperglide Freewheel

5K 1/2 Crank

VECTOR V20

Micro Oversize CRM Seat Tube V-Brake Frame "Araya" VPDD 36h Alloy Rims "Alloy" Hubs w/Quick Release Front Shimano Alloy Centilever Brakes Shimano Easyfire 7-Speed Shifters Shimano Altus CD Rear Derailleur 7-Speed Hyperglide Freewheel

5K 1/2 Crank

VECTOR V24

Micro CRM V-Brake Frame "Araya" VPDD 36h Alloy Rims "Alloy" Hubs w/Quick Release GripShift MX670 1-Speed Shifter Shimano TY30 Rear Derailleur Rear Derailleur Guard

VECTOR VO

Micro Oversize CRM Seat Tube V-Brake Frame "Araya" VPDD 36h Alloy Rims "Alloy" Hubs w/Quick Release Front Shimano Alloy Centilever Brakes Shimano Easyfire 7-Speed Shifters Shimano Altus CD Rear Derailleur 7-Speed Hyperglide Freewheel

5K 1/2 Crank

OPTION

OPTION
only a handful of bike companies have been around since the beginning of BMX. Here is one of them. We got started in the BMX business back in 1976, and 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 and this is now. We still take BMX seriously and it shows in our products as well as the powerhouse amateur team and UCI World Champion pro we've assembled to promote and test those products.
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 here. No compromises were made. We simply made the best BMX bikes possible in terms of looks, features, and quality, regardless of price. These are the same bikes currently raced by the Factory Haro BMX team.
ELITE FRAMES

Series 7000 Custom Drawn Tubing w/Susset AS
Headtube Produces A Combination Of Strength And
Lightweight

Series 1700 + Light Weight + Square/oval Seat Post + Chainstays +
Resist Torque-Induced Flex + Integrated Dropout Saver/Adjuster + Sate Frame AS +
Raced By Factory Haro BMX Team

ELITE PRO XL

Series 7005 Aluminum V-Bar Frame ¥2900
Threadless Tapered Fork >Shimano DX
V-Brakes >Shimano DX Lever >Shimano DX
Clipsess Pedal >Fusion RaceLite 4444
Aluminum Bars >Fusion CRM 180mm 3pc
Crankset >Araya KB-17 CP Mlms
Suzue Sealed
Hubs/SS Spokes

ELITE 24

Series 7005 Aluminum V-Bar Frame ¥2900
Threadless Tapered Fork >Shimano DX
V-Brakes >Shimano DX Lever >Shimano DX
Clipsess Pedal >Fusion RaceLite 4444
Aluminum Bars >Fusion CRM 180mm 3pc
Crankset >Araya KB-17 CP Mlms
Suzue Sealed
Hubs/SS Spokes

ELITE JR-TARDY

Series 7005 Aluminum V-Bar Frame ¥2900
>CRM 2 threadless Tapered Fork >Designed
For And Raced By Factory Haro Rider
Dwight Tardy >Mic-Cooper Rear Brake
>Fusion RaceLite 4444 Aluminum Bars
>Fusion Forged Alloy 3pc
Crankset >Kai
20 X 1-1/8" CP Mlms
Suzue Sealed
Hubs/SS Spokes
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 and the same attention to detail. See for yourself...
When it comes to freestyle, no one else even comes close. Haro developed and sold the very first freestyle bike ever and we've never let up. We've been there from the first AFA contests to the "X" games broadcast on ESPN. And we're still winning. We do it because freestyle is part of the heart and soul of Haro, not because it's popular again. It's in our blood and our commitment shows in the most comprehensive line of freestyle bikes we've ever offered.
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. We continue to innovate the sport with products like our extremely popular Super Blammo and for this year our totally redesigned Ultra. Our heritage is rock solid and so are the bikes we produce to withstand cycling's most radical mutation. Go.
**ULTRA FRAME**

- 24" Down tube 100% CRMO megatube frame
- Oversize 1-1/8" Steerer 20° Offset
- MegaFork & Bosses For ABS (Aerial braking System)
- Accepts Ground Round Alloy Axle Extenders
- Designed for Flatland Use
- Rear Dropout Accepts Free-Coaster
- Hub: Rear 9mm U-Braze Monts
- SST Gray Cable
- Brakes: Fusion
- CRMO Seatpost
- Seat clamps

**SHREDDER S. DELUX FRAME**

- CRMO Maintubes Megatube Frame/100% CRMO Threadless MegaFork
- Designed For All-Around Street, Dirt Or Ramp Use
- 9mm U-Braze Bosses On Chainstays
- 1-1/8"-Compe Headset

**ULTRA DELUX**

- CRMO Dual Top Tube Frame
- CRMO Megatube & Zero Offset
- Dropouts: Fusion ABS (Aerial braking System)
- Ground Round Alloy Axle Extenders
- 1-1/8"-Compe 9mm U-Braze Rear
- SST Gray Cable
- Brakes: Fusion
- 3-Piece 170mm CRMO Crankset
- 9mm Fat Hubs
- Sealed Bearings

**SHREDDER S. DELUX**

- CRMO Maintubes Megatube Frame/100% CRMO MegaFork
- CRMO CRMO Axle Extenders
- 1-1/8"-Compe Crank 49t/53t 170mm 9mm Fat Hubs
- Sealed Bearings
- 9mm Fat Hubs
- Sealed Bearings

**S. DELUX**

- CRMO Maintubes Megatube Frame/100% CRMO Threadless MegaFork
- Designed For All-Around Street, Dirt Or Ramp Use
- 9mm U-Braze Bosses On Chainstays
- 1-1/8"-Compe Headset

**FREESTYLE**

- Ultra • Shredder • Super Delux
- CRMO Maintubes Megatube Frame/100% CRMO Threadless MegaFork
- Designed For All-Around Street, Dirt Or Ramp Use
- 9mm U-Braze Bosses On Chainstays
- 1-1/8"-Compe Headset

- CRMO Maintubes Megatube Frame/100% CRMO Threadless MegaFork
- Designed For All-Around Street, Dirt Or Ramp Use
- 9mm U-Braze Bosses On Chainstays
- 1-1/8"-Compe Headset
Even little kids can appreciate the quality and looks of a Haro. And now they can choose between four models created just for them: the YZF, the FZR, the Blaster, and for really little kids, the 16” Mini Blaster. The quality, rugged construction, and leading edge graphics that separate Haro from the pack are all there, and at a price even Mom and Dad can handle.