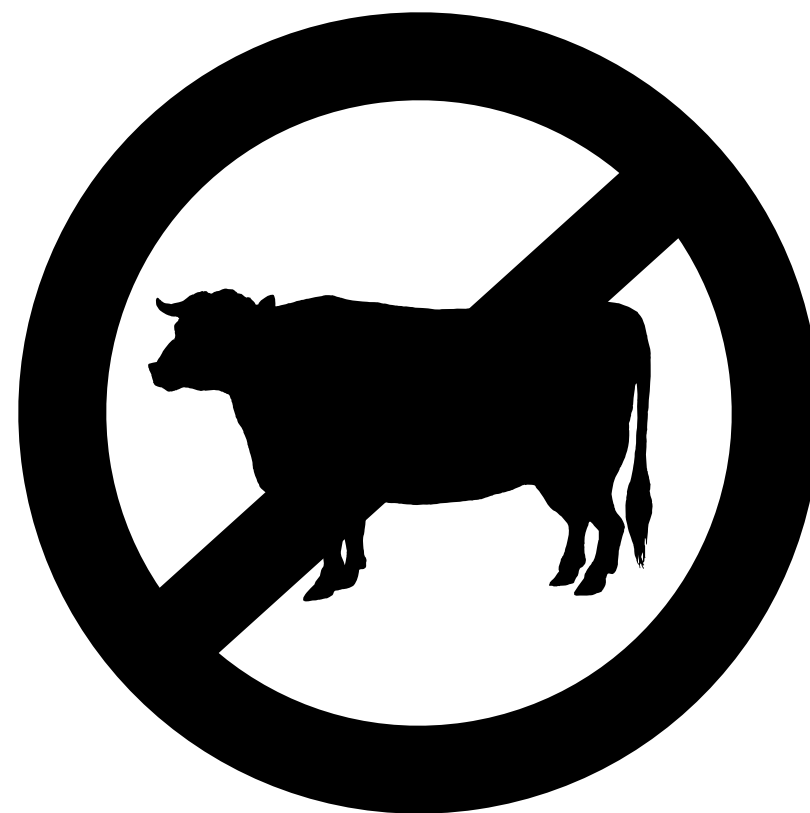






C A R B O N P A R T S

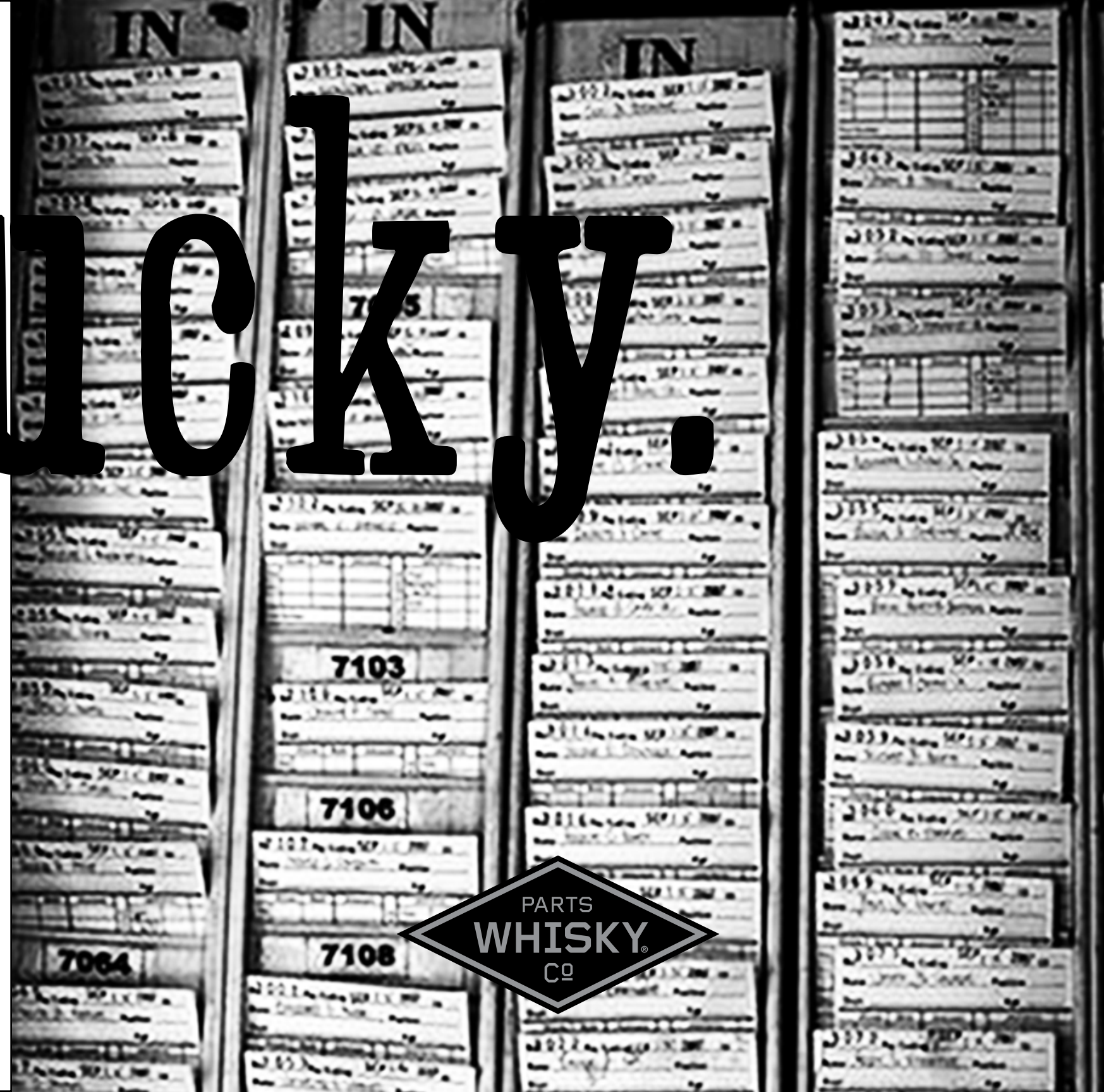
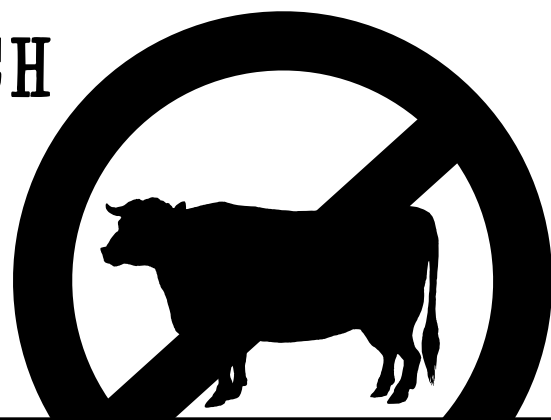
NO BULL



We're lucky.



We're people who live to ride, whose job it is to make riding even more enjoyable. How cool is that? That's one reason why we make the hardest working carbon parts on the planet. BUT OUR WORK ETHIC GOES MUCH DEEPER THAN THAT.



Not too long ago, things mattered.

WE TOOK PRIDE IN OURSELVES AND
A HARD DAY'S WORK. We didn't settle
on the first idea we had. We sweated over
the details. We tweaked and tinkered
until we got it right. And then we asked
ourselves "How do we make it better?"
BACK THEN, a handshake was worth
more than a 30-page contract finagled
over by a team of lawyers.



[illegible]

We're not sure exactly when it happened, but somewhere along the way, society grew complacent with superficiality over substance. Hundreds of social networking friends have replaced a few real friends. Virtual gaming has replaced actual sports. Today's celebrities become famous for their *lack* of talent. Meaningless techno-jargon masks disposable products that are slapped together and mass marketed. WE THINK IT'S HIGH TIME SOMEBODY CALLED, "BULL".

The antidote to all the Bull.

We're a high-performance carbon bicycle part manufacturer, yet we believe in values like integrity, honesty, and passion, and the kind of work ethic that made this country great. Yeah, we know, hearing talk like this sets off the skepticism meter.

That's because these words have been watered down like a sunset cocktail on a discount package cruise ship. But in order to put this runaway train of bull that our society's on back on the tracks, WE NEED TO RECLAIM THESE WORDS AND MAKE THEM STAND FOR SOMETHING AGAIN.



Allow us to start by standing behind our product.

We built the Whisky Carbon No. 9 Fork to give cyclocross and road riders a whole new level of control, handling and confidence than they've ever had before. YES, OUR FORKS ARE CARBON AND CARBON IS LIGHT. But if you're looking for weight-weenie, delicate carbon parts to win a who's-lightest contest, that's not us.



CARBON PARTS. SOLID STEEL WORK ETHIC.

This ain't froofy, posing carbon.

THIS IS ROLL-YOUR-SLEEVES UP,
STEEL-TOE BOOT WEARING CARBON
built to take the kind of abuse that only
real riders know how to inflict: getting
blasted by gravel road shrapnel. Or being
tossed in the back of a rusty pickup
truck bed next to a metal tub filled
with the post-ride beer packed on ice.



One tight corner

is all it takes to feel just how our Thru-Axle Technology yields a more secure connection for a stiffer, more responsive ride. Add to that consistently true wheel alignment, disc brake compatibility for stop-on-a-dime (*SCREW THAT* - STOP ON FDR'S EYEBROW ON A DIME) power even in the mud or rain, and the peace of mind that your Quick Release isn't going to pop off when you're bombing down a gravel descent and you've got the kind of power, control and confidence usually reserved for rock stars and dictators of small countries.



100% REAL 0% BULL

The Whisky No. 9 Fork. Stripped down to its rugged DNA, with a sleek, stealthy feel with subdued graphics. BECAUSE THE RIDERS WE RESPECT THE MOST LET THEIR LUNGS, QUADS AND CALVES DO MOST OF THEIR TALKING, NOT FLASHY LOGOS. However, a Whisky fork does send another message. It says, that although there are a lot of people out there content on living in a world of superficial bull, you, friend, are not one of them.

No. 9



MTN

CROSS



ROAD