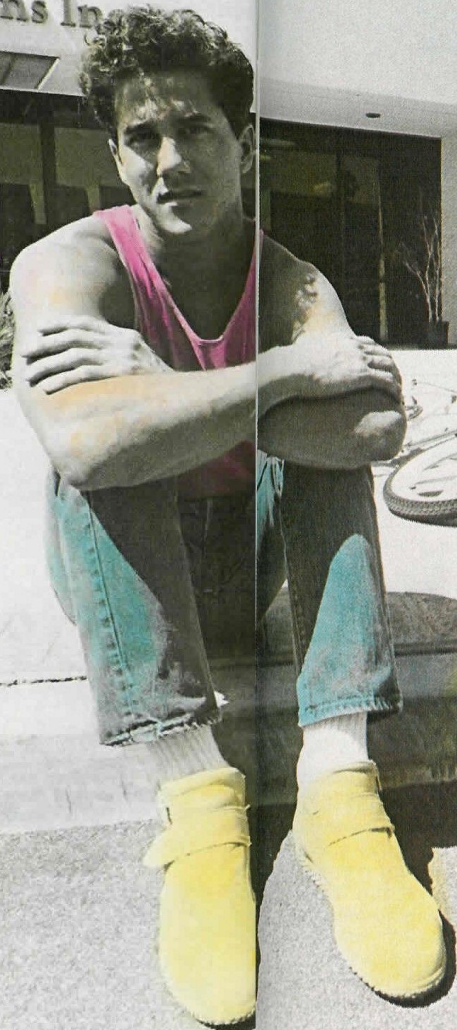


HARO Designs Inc.

# HARO

*All The Right Moves*



**"I just want the kids to remember me for my riding."**

**Bob Haro  
June, 1984**

If you weren't around during the stone age of BMX, or if you have spent the last seven or so years working the salt mines in Siberia, you might think that Haro Designs, Inc. is owned by some Wilshire Boulevard financier and controlled by a board of directors.

No way, Jose.

Twenty six year old freestyle pioneer, cartoonist, designer, one time BMX'er, and, of course, businessman and all around stylish, urbane guy, Bob Haro, owns it AND runs it (with the help of a lot of people, Haro is quick to add).

Bob Haro is what you might consider a legend in his own time. Haro and R.L. Osborn, and an old friend of Bob's, John Swanguen, started BMX freestyle. No arguments.

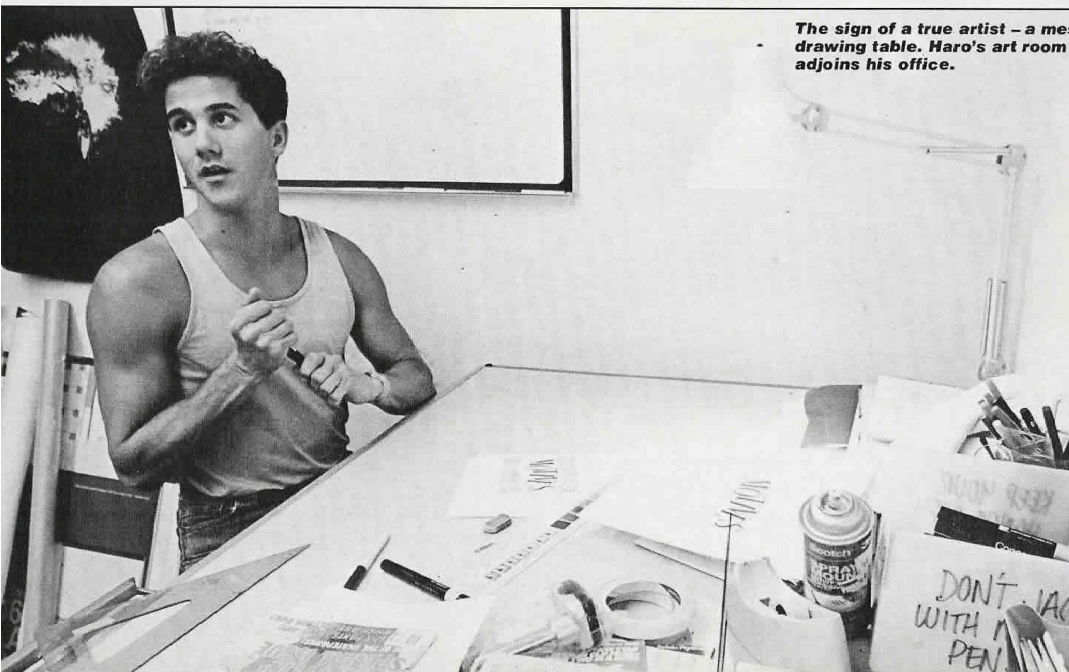
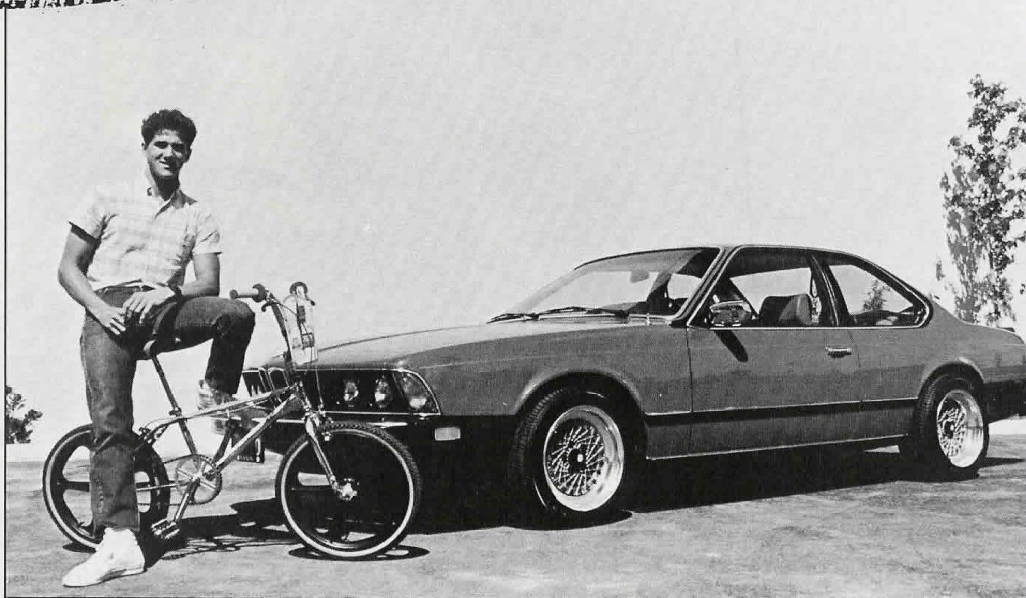
Now, after seven years of being at the leading edge of freestyle as a

PHOTO BY BOB OSBORN

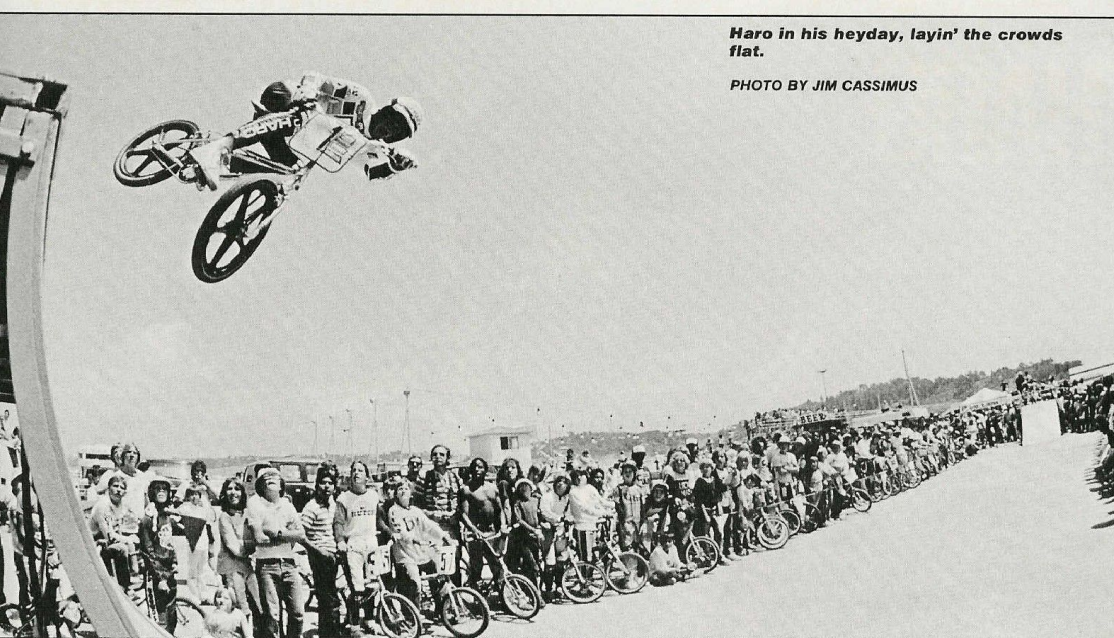
**"You've got to believe in yourself. You've got to have good ideas . . ."**

# HARO

"I try not to flaunt it. That's kind of hard with my car though." Ah yes, the infamous BMW.



The sign of a true artist — a message drawing table. Haro's art room adjoins his office.



Haro in his heyday, layin' the crowds flat.

PHOTO BY JIM CASSIMUS

rider, Bob Haro is hangin' up his pedals and readjusting his sights. He's decided to sit out the Haro Trick Team shows to put his full concentration into running his company, Haro Designs, Inc.

We arrived in Carlsbad, where Haro's offices are located, for this interview in the early afternoon. After taking a quick look at his BITCHEN

**"It's headaches. But if I had it to do again, I'd do it the same way."**

BMW 633 CSI in the parking lot outside the building, we proceeded inside. Almost immediately, Haro greeted us with his iron handshake and that look of total confidence.

A nickel tour of Haro headquarters assured us that Bob is serious. The place is HUGE. With a warehouse full of goodies and prototypes of new stuff sittin' around — yeah, we were droolin'.

After Haro popped a Depeche Mode tape into his cassette deck, we sat down to do business. With cameras clickin' and tape recorder rollin', the dialog began . . .

**FREESTYLIN':** "You're retiring from riding???"

**HARO:** "It's a HARD decision. The hardest thing about retiring is admitting it. I went from last year in March, when I hurt my knee the first time, to like two months ago, and that was the first time I finally admitted it was time to retire."

"How I found out was, I got hurt once, and I came back. I practiced and I got back into it. The tour went good. Then I hurt it AGAIN, and got back into it AGAIN. Then when I was gettin' ready to go to Australia this last spring, I was practicing with Ronnie Wilton. We had this killer doubles routine worked out. Then I knicked his tire and it stopped me in the air. It would have been a minor fall. I mean, I've fallen a million times, but I stuck my leg out to catch myself and my knee buckled AGAIN. I swear to God I just laid there on the ground and I just cried."

"I was so bummed out cause I'd been trying to practice, I was feeling good again, I was riding good, and I hurt myself. I've torn a ligament once in my knee, tore some cartilage another time, then I tore it more later. I was bummed. I'm just not as hungry as I was when I was a little bit younger."

"Before, when I used to go out on a photo session with Oz or whoever, man, I would be pumped. I would go

for it because he was taking my picture. And to show up in a magazine was just the ultimate thing. After a while it's cool, but it just doesn't mean as much. Now there is just a whole

**"The hardest thing about retiring is admitting it."**

heap of new guys that are just GOING for it, and they ARE hungry."

"I know it's time to retire, because riding isn't as much fun as it used to be. Now it's work. I can't go out there and go for it, practicing only half an hour a day or a couple hours a week, you know. I was trying to put a hundred percent plus into my business. I was trying to travel, trying to go to races. Something had to suffer. My riding did. I still take my bike out and go to Balboa Park in San Diego and ride. There's no pressure there. I don't have to prove anything. I just go riding with a bunch of kids and I have the best time. When I had to practice to be good for a show, man, that is work. The decision to retire was ultra-tough but at least I can face it now."

"I just have too many irons in the fire."

"Plus it's almost like my interests are changing. Things are jammin'

# HARO



This is the guy; freestyle pioneer, Bob Haro. Throwin' a heavy kick turn move on ya.

PHOTO BY JIM CASSIMUS

here at Haro Designs. They're going really good. The future looks really bright and the riding isn't so necessary anymore. I'm putting all my energy into designing products. I guess I'd really be bummed about quitin' if I didn't have my business. If I said, 'This is it, I'm gonna stop riding,' and I had to go work in a supermarket again, I think I'd REALLY be bummed!"

**FREESTYLIN':** "What do you think of the new freestylers?"

**HARO:** "Some of them are great, but I'm havin' kind of a hard time right now coping with some of these new guys. They have been around, what, maybe a total of two years? And some of them think their stuff doesn't stink. You're only good as long as you ride and as soon as you're done, if you have that kind of attitude and nothing else going for you, people aren't gonna think twice about you."

**FREESTYLIN':** "What does it feel like, having started by making a few number plates and drawing cartoons, to have progressed to where you have a really hefty business going for you now?"

**"... I just laid there on the ground and I just cried."**

**HARO:** "It feels unreal! When I came back from my trip to Australia I was jet-lagged out and I just wanted to see my shop. I get so stoked. You get proud, you know. You get here and you see everybody crankin' and you know they are all working for you."

"It's a little hard though in the sense that your friends don't treat you the same. They look at you different because you have success. They may treat you better or worse, depends on the person. Some people are with you, some people are envious, some just dislike you. Most of the time I try not to talk about my business to people. Some people get very intimidated. I try not to flaunt it in their faces. That's kinda hard with my car though (laughter)."

"I try to stay somewhat humble (much laughter). I get back from my accountant and sometimes I just want to run outside and yell, 'GUESS WHAT!' (much more laughter)."

**FREESTYLIN':** "How much DID you make last year?"

**HARO:** "I don't know WHAT I made. I know what the company

made. Almost three million."

**FREESTYLIN':** "Did you ever, in your wildest dreams, think you would go from zero to three million like that?"

**HARO:** "I didn't have the dreams. I just did it because me and John Swanguen wanted cool lookin' number plates for our bikes. I sat down at my drawing board with John looking over my shoulder and we started sketching out things, and we came up with the basic Pro Plate design. We made two of 'em, a square one for him and a round one for me. We

**"I get back from my accountant and sometimes I just want to run outside and yell, 'GUESS WHAT!'"**

started ridin', the kids liked 'em and said, 'Can you make me one?' It just grew from there."

**FREESTYLIN':** "What made you decide to start Motives (Bob's new clothing line)?"

**HARO:** "Because Haro was getting a bit structured. I couldn't do something that was ultra trendy like I wanted to. Everything in Haro is real businesslike. With Motives I can do it on a scale where I can do stuff that's real trendy, not as expensive to do and not as big a risk. I also wanted to get a little more into my personality, things that I like, colors I like. I've also seen that no one is doing any casual wear along the lines of BMX."

"Motives is gonna be Burmuda shorts, shorter surf style shorts that kids can wear under their racing pants, sunglasses, hats, T-shirts with bright, fun colors and graphics. I want to get back into my artwork."

"Then in the winter time maybe come out with a light jacket or stuff like that."

**FREESTYLIN':** "Are you gonna go beyond the BMX industry with this?"

**HARO:** "I'd like to. That's why I came up with the name Motives. It doesn't say Haro and it doesn't say BMX. That was the whole idea. I figured that if it said Haro it would automatically say BMX. So if it does take off, I can maybe go some other places with it. Where it will go is hard to say."

**FREESTYLIN':** "What would you tell all the kids out there who are beginning to realize, because of you

and a number of other BMX'ers who are makin' it, that there are opportunities here. That freestyle and BMX are not dead end streets."

**HARO:** "You've got to believe in yourself. You've got to have good ideas. You can't just come out with a paper bag and say you are gonna sell it. This is a tough question. I never really thought about it a super lot."

"There are lots of people that do better than you, but there are heaps more that do less. A lot of my friends, after seeing me do good, they say, 'Yeah, man, I've been wanting to start a business too — what do you think about this idea?' I just tell 'em to go for it. Don't talk about it, do it!"

"I feel like I've been a little bit of an inspiration to my buddies. I got a letter from a good friend of mine that I used to race motorcycles with. He has his own architectural firm and I got a really nice letter saying he appreciated me telling him to go for it. It made me feel really good."

"It's headaches. It's a kick in the butt sometimes. So many people come in and go out. They think it's a piece of cake, but, man, it's a lot of work. But if I had to do it again, I'd do it the same way. It has all been pretty unreal, from the time I first got a job workin' at BMX ACTION to today."

**FREESTYLIN':** "What do you do for relaxation?"

**HARO:** "I surf. I've got a roommate that doesn't care about BMX, so he never wants to talk about it. I like to have barbecues. I'm into my house. I go jetskiin'. I like to travel. I like to go out with girls (laughter). I'm the eternal first date (more laughter)."

**"Some of them are great ... and some of them think their stuff doesn't stink."**

**FREESTYLIN':** "What do you think the future of freestyle is? How do you see it compared to BMX?"

**HARO:** "Bigger. I see it much bigger. It amazes me how much interest there is in freestyle all of a sudden. I feel like I'm almost missing it. I wish I was still ridin', you know. The kids can go out and freestyle with their buddy and have a good time, and that's still competition like BMX in a sense." ●

# HARO

SANO EQUIPMENT HERE, SPODS:  
A DOUBLE TOP TUBE FOR FRAME STANDS, BEEFY GUSSETS FOR STRENGTH, AND A PRIMO COASTER BRAKE BRACKET!

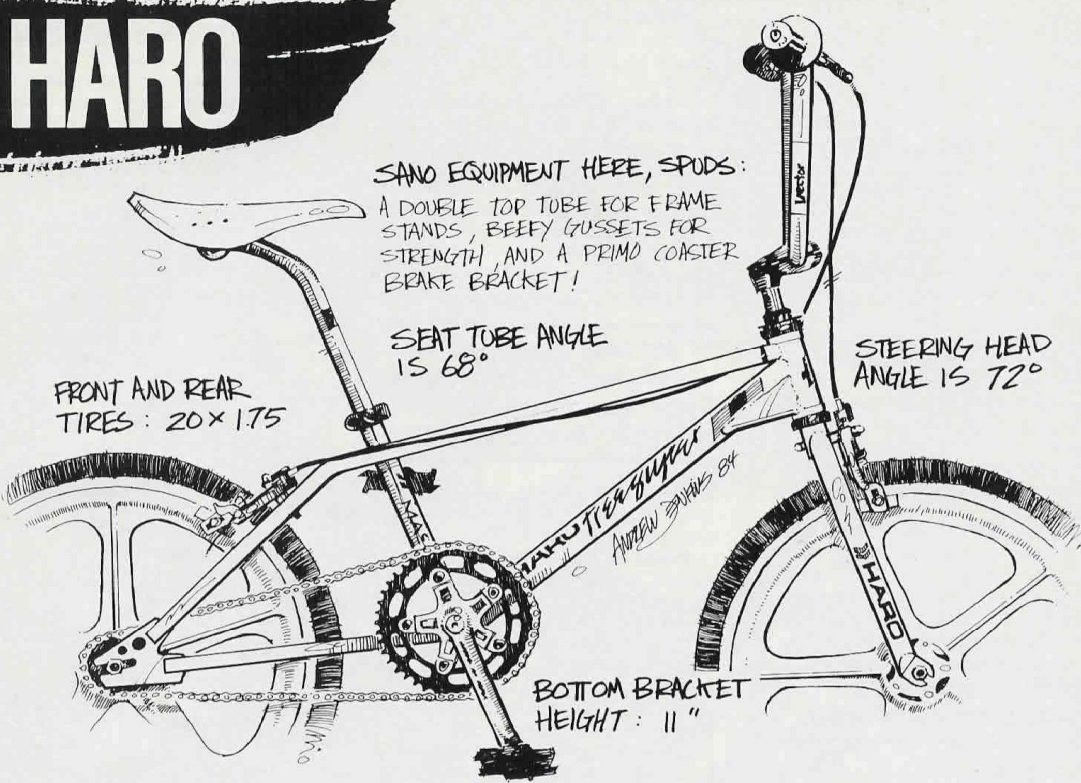
SEAT TUBE ANGLE IS 68°

STEERING HEAD ANGLE IS 72°

FRONT AND REAR TIRES: 20 x 1.75

BOTTOM BRACKET HEIGHT: 11"

WHEELBASE: 34 3/4 - 36"



## HARO MASTER FREESTYLER

### SPECIFICATIONS

**COMPLETE BIKE PRICE:** \$399.  
**FINISHES AVAILABLE:** White or chrome.

### COMPONENTS

**FRAME:** Haro Master, chrome-moly.  
**FORK:** Haro Freestyler, chrome-moly.  
**HANDLEBAR:** Vector, chrome-moly.  
**HANDLEBAR STEM:** Tioga (will be changed for production).  
**GRIPS:** Oakley B2, rubber.  
**HEADSET:** Hatta.  
**WHEELS:** Skyway Tuff Wheel II, Zytel plastic.  
**TIRES:** Schwinn Maximizer (will be changed for production).  
**BRAKES:** Dia-Compe MX, aluminum, front and rear. SunTour coaster brake rear.  
**BRAKE PADS:** Dia-Compe.

**BRAKE LEVER:** Dia-Compe Tech 3.  
**BRAKE CABLES:** Dia-Compe.  
**PEDALS:** MKS Grafight, fiberglass-impregnated nylon, chrome-moly shaft.  
**CRANK:** Sugino CT, three-piece, 175mm, chrome-moly.  
**BOTTOM BRACKET SET:** Sugino, chrome-moly.  
**FRONT SPROCKET:** Sugino chain wheel, 44 teeth, aluminum.  
**SPIDER:** Integral with pedal arm.  
**REAR SPROCKET:** SunTour.  
**CHAIN:** TYC, 1/8 inch, chrome plated.  
**SEAT:** Viscount, Aero style.  
**SEAT POST:** Anlun, lay-back, chrome-moly.  
**SEAT POST CLAMP:** Dia-Compe, hinged alloy.

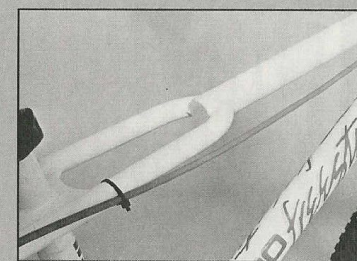
### OVERALL EVALUATION

**QUALITY OF FINISH:** Very good to excellent.  
**QUALITY OF WELDING:** Very good.  
**QUALITY OF COMPONENTRY:** Mostly excellent.  
**MANUFACTURER:**

Haro Designs, Inc.  
6066 Corte Del Cedro  
Carlsbad, CA 92008  
(619) 438-4812



The new Haro Sport, designed originally for Mike Dominguez, has an inch longer front end, different components, and a lower price.



This is the Sport's unique top side. The seat stays extend a third of the way to the head tube and meet a single top tube, making the perfect standing platform and creating frame trickery that's totally cool.

the head tube at a high point, leaving room underneath for your front calipers to pass during crossed-up aerials. A beefy gusset is added to take care of the abuse freestyle front ends take.

The steering head angle is steeper on the Master than it is on the Sport — by a half degree. But the Sport's front end is an inch longer than the Master's, giving the rider more on board maneuvering space.

The dropouts on the bikes are beefy but not excessive. An added feature are the serrations — making the bolts less likely to move forward during backwheel hops, etc. Cool. You also get a built-in coaster brake bracket. Cool again.

## THE HARO FREESTYLERS: MASTER AND SPORT

Everyone knows that Haro Designs has been selling a freestyle frame and fork for a couple of years now. Well, all you Haro fanatics, now there's an updated version of that same frame and fork available as a complete bike; the Master Freestyler. And that's not all, there's a completely NEW scooter available in the Haro line of high-zoot products; the Sport Freestyler — and it's available as a complete bike too. A little lower priced than the Master, it's designed for the budget-minded freestyler. Is Haro gettin' serious or what?

### IN THE BEGINNING

Early in 1982, a totally new concept was unveiled to the BMX public — the first frame and fork kit designed specifically for freestyle. The unveiler? None other than Bob Haro, freestyle pioneer and innovator.

The designing of the first freestyle frame and fork happened when Haro was riding for Torker, way back in '81.

He wanted a bike that would suit his riding needs to a T so he made some modifications to his Torker frame — hence the similarities between the two. But the differences between them in gusseting and geometry were critical.

After Bob had the frame and fork totally dialed, he struck off on his own, marketing them under the Haro name — which was cool with Torker 'cause they were manufacturing the bikes for him.

### THE FRAMES

All right, lets get down to the meat of this and talk about structure.

The double top tube on the Master is probably the most distinctive feature on the bike. It was used because it makes a perfect frame standing platform and because it provides minimal side-to-side flex. The tubes go from a wide point at the seat tube to the head tube where they meet creating a triangle and giving the bike excellent side to side stiffness. When you're standing on your frame, working a track stand, the last thing you need is flex.

Another sano detail on both frames is the head tube and down tube configuration. The down tube meets

### NOTES ON THE MASTER

Ah yes, the Bob Haro model, loaded with goodies. The Master is the top-of-the-line bike from Haro. Let's take a look at some of the goodies.

Skyway Tuff II's — state of the art freestyle wheels. Our bike came equipped with Schwinn Maximizers, the production Master should come with the new Freestyle BMX Radials by National.

Another production change on the bike will be a switcheroo on the stem, to either an ACS Potts Mod stem or a SunTour Potts Mod. But the cable won't be routed through the bolt when you buy the bike — you'll have to buy a longer cable and do it yourself. This helps keep the cost of the bike in bounds.

While we're on the subject of brakes, Dia-Compe MX gabbers front and rear are primo stopping equipment. The brake cables will be lime green to match the graphics on the bike — which by the way, are real eye grabbers.

The Sugino three-piece chrome-moly cranks look good but we would have preferred either the full-on tubular chrome-moly three-piece

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cranks or a less expensive and stronger one-piece crank.

MKS Grafight pedals. Excellent freestylin' pedals.

Let's see, what else? Oh yeah, Oakley B-2 grips even! Which are attached to a, ah, well... different looking pair of bars by Vector. You won't have to worry about bangin' your knees on these, they're VERY narrow at the bottom.

## NOTES ON THE SPORT

This bike is a deal. We're talkin' Haro name and quality on a \$289 bike.

The sport frame has a unique top side. It starts out the same as the Master in the back — but the top tubes suddenly turn inward and meet a one inch diameter top tube that goes the rest of the way to the head tube. If you check out the photo you'll understand what we're talkin' about. It looks killer.

A lot of the components on the Sport are manufactured in Taiwan to Haro specs. Handlebars, seat post, front sprocket, spider, etc. That's how they keep the price down and quality up.

Race Laced ACS Z-Rims, ACS front hub, SunTour coaster brake back hub and Sugino chrome-moly one-piece cranks. Zoot stuff.

Another trick detail — both bikes are coming equipped with white Dia-Compe brake pads. You won't have



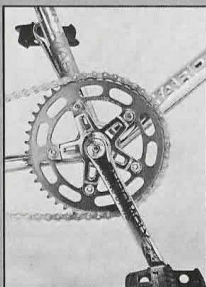
**The Haro Master. A true top-of-the-line freestyler.**

to worry about scuffing rims for a while.

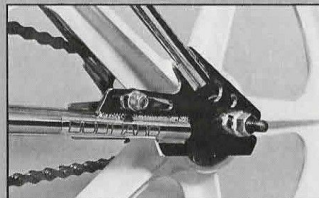
Any complaints? Just one. No front calliper. The Sport will come with a coaster brake and back calliper, but no front stopper. Shame. You've GOT to have 'em for freestylin'. 'Course it does keep the price down some.

## SUMMATION

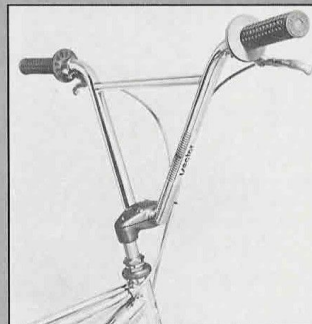
What can you expect to get when you buy one of these babies? Function. Good looks. And the Haro name. And that says a lot.



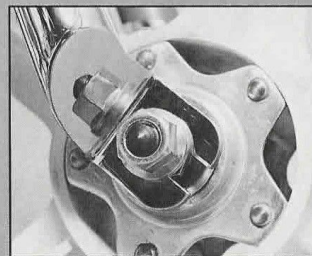
**Sugino three-piece chrome-moly cranks and MKS Grafight-X pedals. We are not sure how the cranks will hold up to extended freestylin' abuse, but you won't have any problems with the pedals — R.L. has had the same set on his bike for the past year.**



**The coaster brake bracket is an integral part of the dropout, plus it's mounted on TOP of the chain stay which looks totally trick. Check out the welds — clean.**



**The Vector bars give your knees plenty of room up front. The stem will be changed on the final production models to either an ACS with the Potts Modification or a SunTour with the same.**



**The forks are totally classy in the dropout department. Check out the reflection of the bolt. An excellent chrome job.**