



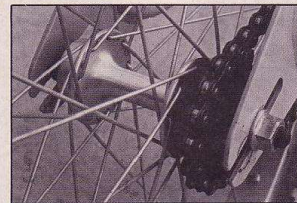
JAG BMX

THE TEAM RACER
and
THE MAG JAG CAFE RACER

Do they really boogie?

For the last eight months or so, Jag BMX has been coming on with all the subtlety of a highballing freight train carrying the Barnum and Bailey Circus and John Phillip Souza's Marching Band. If you know anything at all about bicycle motocross, you have to have heard of Jag BMX by now.

So, when we had an unexpected opening in our testing schedule (wait-



The racing Jag employs the new Shimano MX Freehub which accepts all sizes of Shimano rear sprockets and works slicker'n greased owl poop.

ing for the 1979 Schwinn motocross models to come out of production), we decided to see what all the fuss was about.

What we learned was that Jag BMX has three major weapons in their sales arsenal, and they are using all three to the max.

First off, Jag BMX is housed in the vast BMX Products complex. Not only housed; but designed, welded, painted, assembled, boxed, and shipped by BMX Products. If you think about it, this makes for a well designed and well built bicycle right from the start . . . no initial design mistakes, no construction errors . . . almost zero manufacturing trubs.

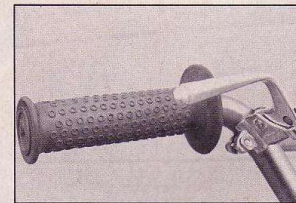
The second weapon in the Jag arsenal is the Jag Factory Team, thirty-one riders strong, spread all over the U.S. of A. You've got to figure with that many riders, somebody is bound to win an occasional race. But these guys do better than that . . . they ALL boogie . . . every one of 'em. And let me tell you, winning teams sell bikes and winning teams the size of the Jag Team sell a LOT of bikes.

Their third weapon is Jag BMX's version of the atomic bomb . . . Renny Roker, the owner of the whole thing. Most BMX companies are started by designers, manufacturers, or welders who build fine products and then have no idea how to market them to the vast

public. This is not the case with Renny Roker. He couldn't weld his way out of a paper bag, but he is a promoter of the first water with an impressive history of promoting rock concerts and the like. Renny could sell refrigerators to Eskimos.

So Renny promotes. And promotes. And promotes.

And that's what all the fuss is about



Oakley Twos and Shimano caliper brakes come stock on the Team Jag.

and that's what has made Jag BMX an almost instant success.

Or at least it mostly explains why they are selling so well . . . which cleverly leads us into the main point of this whole thing: Are Jag bikes (to put it bluntly) worth a hoot? Do they REALLY boogie?

To answer these penetrating questions, we have spared no expense, left no stone unturned, applied our minds and bodies (or at least the bodies of our fearsome, gruesome test team) to their fullest.

The most obvious question about the Jag bikes is: Are they Mongooses with changed gussets, rear stays, and stickers?

The answer is: Uh, yes . . . sort of. The Team Jag (the full race boogier with all the lightweight equipment) measured and weighed almost exactly the same as the Team Mongoose.

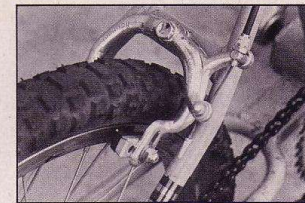
But the Mag Jag came out a bit different than the Mongoose Cafe Racer. The Jag steering head was a degree steeper, the wheelbase was 1/8 inch longer, and the bottom bracket was 1/8 inch higher.

To a certain extent, these differences were caused by a longer chain, which located the rear axle farther to the rear of the dropout slot, and possibly by a rear knobby that was less worn when we measured everything.

So it comes down to this: As near

as we can tell, the Jags differ from Mongeese in color, gusset design, rear stay configuration, and rear dropout design. And sticking, of course. Otherwise they could have been made in the same welding jigs.

The next logical question is: Is it somehow bad that Jags have the same geometry and frame dimensions as Mongeese?



The lightweight full race Jag sported nothing but the best equipment throughout. Cheng Shin knobbies and Tourney calipers here.

Not on your patootsie, pal! The Mongoose has historically been one of the best handling and lasting motocross bikes around. And the Jag bikes have got it too! They are worth a couple hoots. They'll boogie.

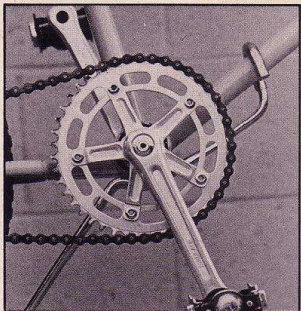
Renny can go ahead on with promoting and not worry about design and construction of his bikes. They'll do just fine.

TEAM JAG STUFF

The Team Jag comes equipped with all the trick racing stuff that the factory riders are running. Alloy cranks, rear caliper brake, large Cheng Shin in front and a small one in the rear, DeCoster chrome-moly forks, MKS pedals, 44-16 gearing, double clamp gooseneck, alloy bars, Oakley grips, and so on. The hot new Shimano freewheel hub that accepts regular Shimano sprockets is used. The Team Jag frame is all chrome-moly.

Are you getting the picture? This is a bike that is ready to flat haul buns!

One thing we would suggest is that if you're going to buy a Team Jag and you're either large already or starting to get pretty large (like around fourteen years old), trade the 170mm. (6 3/4 inch) Dura-Ace pedal arms for some 175's or 180's. Be sure that the new pedal arms are the Dura-Ace



The racing Jag sports some very gung ho equipment, like Dura-Ace cranks and chainwheel.

brand too. They are super quality. Also, trade the medium butterfly alloy bars for the next size taller. Make these trades at the time of purchase and maybe they won't cost any extra.

TEAM JAG HANDLING, ETC.

Terrific. Spot on.

A little cramped for Jones and Haro, just right for our newest fearless test team guy, Mike Buff. Mike is 13. Jones and Haro are ancient. Taller butterfly bars would have made it right for the larger dudes.

Steering was just a tad on the quick side, really more neutral. It took about three laps to get comfortable with it. Then it would haul through turns like it was on rails.

Fore and aft balance was good. In the air the Team Jag is a pussycat . . . it doesn't do anything weird.

The light weight is an absolute plus when you come out of the gate, lift it into a power wheely, and pour on the coal.

Yeah, the Team Jag boogies!

MAG JAG STUFF

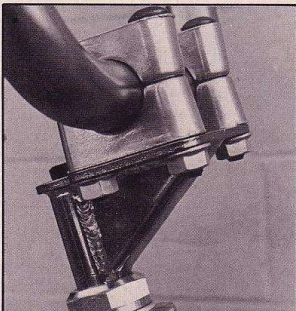
The Mag Jag can be raced but is really equipped more as a thrasher or cafe racer. It makes a good beginner's race bike, but is too heavy to be considered a full bore racer.

It comes with a boss set of colored Motomags, Ashtabula forged forks, gooseneck, and cranks, Cheng Shin tires, Union pedals, and like that.

As a street bike the Mag Jag is so far superior to the "K-Mart Specials" that you can't even begin to compare them. However, for racing or heavy duty thrashing and jumping, we'd suggest replacing the Ashtabula forks because they'll bend when you get really radical, and the Ashtabula stem because it lets the bars slip when you land after a big jump. Get a double clamp stem and some kind of tubular forks. If you don't intend to race this bike, or jump a hundred busses, then the forged forks and stem will probably last forever.



The Mag Jag was a gas in the air, but after Jones jumped a few tall buildings, the Ashtabula forged forks went south and the bars started slipping in the stem. (JT should love this photo.)



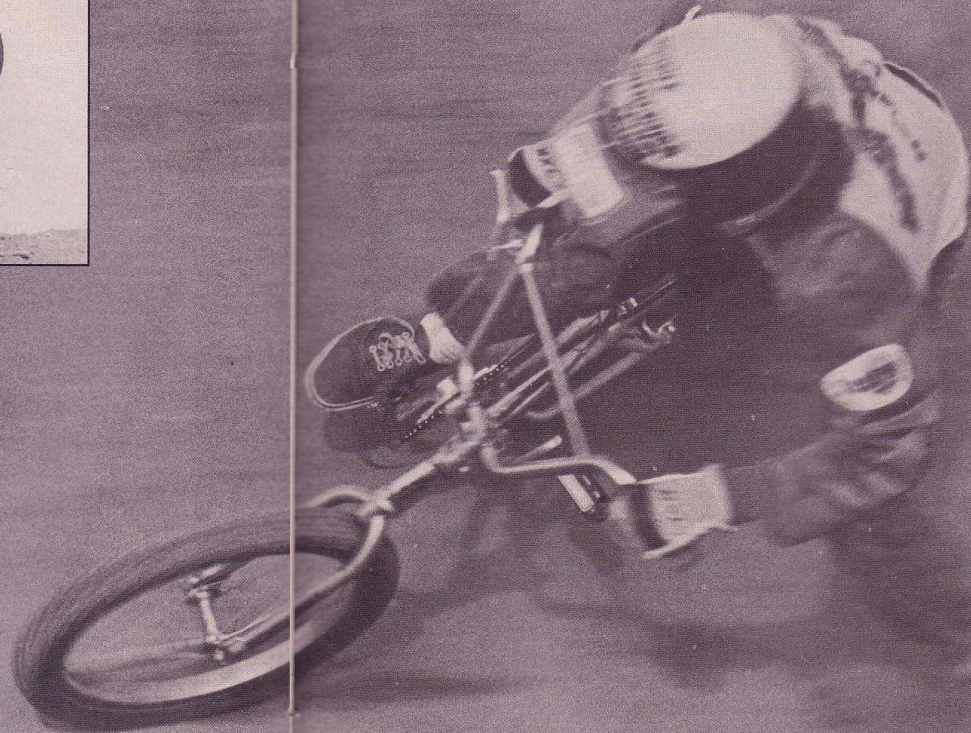
More boss equipment on the Team Jag. . . . BMX Products Gold Stem.

MAG JAG HANDLING, ETC.

Once again let me explain that when we get a thrasher to test, we THRASH THAT SUCKER! We don't mess around. We push it farther than it was ever intended to go.

So it was that when we took the Mag Jag out for testing, we already knew that the forks would bend and the gooseneck would slip. To go ahead and do it was purely academic.

But in Ashtabula's defense we've got to say that if you want to buy a quality bike like the Mag Jag for a half way reasonable price, some con-



TEAM JAG SPECIFICATIONS

WEIGHT: 25 lbs. 12 ozs.
FINISHES: Nickel plated or buttermilk sand
RETAIL COST: \$280 (in kit form)
FRAME: Jag chrome-moly
FORKS: DeCoster chrome-moly
HANDLEBARS: BMX Products aluminum medium butterfly
GRIPS: Oakley II
STEM: BMX Products double clamp
RIMS: Araya aluminum square shoulder
SPOKES: 36/080
FRONT HUB: Shimano aluminum
REAR HUB: Shimano MX Freehub quickchange
FRONT TIRE: 20X2.125 Cheng Shin
REAR TIRE: 20X1.75 Cheng Shin
PEDALS: MKS
CHANKS: Dura-Ace 170mm (6 3/4 in.) aluminum
FRONT SPROCKET: 44T Dura-Ace aluminum
REAR SPROCKET: 16T Bendix type
SEAT: Maytex suede covered
SEAT POST: Aluminum
BRAKES: Shimano Tourney side pull caliper

MAG JAG SPECIFICATIONS

WEIGHT: 34 lbs.
FINISHES: Licorice black, banana yellow, apple stick green, root beer brown
RETAIL COST: \$169 (in kit form)
FRAME: Jag chrome-moly triangle
FORKS: Ashtabula forged reinforced
HANDLEBARS: Black high rise
GRIPS: Winner's Circle clear plastic
STEM: Ashtabula forged single clamp
RIMS: Motomags
BRAKES: Bendix 76 coaster
FRONT TIRE: 20X2.125 Cheng Shin
REAR TIRE: 20X2.125 Cheng Shin
PEDALS: Union
CRANKS: Ashtabula forged heat treated 6 1/2 in.
FRONT SPROCKET: 44T
REAR SPROCKET: 16T Bendix
SEAT: Mesinger
SEAT POST: Steel

Our new ace test guy, Mike Buff, whippin' it on and drifting the Team Jag through a tall berm. This is a bike for serious racers.

