

# MURRAY X20C



**ALL OF A SUDDEN,  
IN A BIG HURRY,  
HERE COME A SPIFF,  
CHROME-MOLY MURRAY.**

**P**sssst. We know something you don't. Guess what? All you buckaroos and buckarettas out there are in for a treat this fall. That's when you'll be able to catch the new Murray TV commercials featuring the racing team, the new X20R race bikes, and some of the most totally bodacious and heftily hellacious BMX film you ever saw. The commercials start in October all across the U.S. of A. Watch for them, you won't be disappointed.

Yeah, we know what you're going to say. Me? Get excited over watching a "K Mart" bike commercial? Well, hold on, noble knobby gnarler, 'cause Murray is flat getting serious about BMX. Not just building bikes that look

BMXish, but building genuine BMX racing bikes suitable for experts and Pros.

The commercials this fall will be tooting the horn for the X20R—the econo version of the chrome-moly X20C ridden by the Murray racing team—Scott Clark, Anthony Sewell,

and Jeff Bottema. The X20C is Murray's first chromo-cranker. And you don't have to wait till October to see it because the shops and department stores already have them in stock.

Murray knows they can sell a jillion BMX lookalikes to the unbermicated, but they realize they can't fool real BMXers. That's you, brave berm rider. So they aren't trying to fool you. What they're trying to do is sell you on the idea that they can build a qual race bike.

Sure, they could go on selling the Department Store Specials, but they want to get in the race market too. Know why? Because Murray is breathing down Huffy's neck, trying to regain the top spot in American bi-

*The Murray X20C proved to be tougher than a cheap steak.*

Photo by Bob Osborn



Clark gettin' slideways.



R.L. doin' a bun buzzer.



cycle sales they once held. (Between them, Murray and Huffy account for about seventy percent of all bicycle sales by American manufacturers.)

Bein' a plasmogig outfit with their finger (and scads of demographics charts) on the pulse of the nation, Murray has shaped their bikes to attract the pre-teen. (According to their demographics, age 11 is the peak bicycle buying age.)

To do that, Murray went for visual va-va-voomery. Like an oversized downtube. Big beefy (SE Landing Gear style) forks. Bold graphics on the down tube that say: Chrome Moly. Actually, that's a buzz word for their department store sales. They know that the beserkomatic e-ratics like



Scott and R.L., full-bore out over the fearsome Topanga Ski Jump.

## MURRAY

you expect chrome-moly, yea verily demand it, but they feel the blatant broadcasting of the fact will help reel

the aware share of the market will recognize and appreciate: ACS, Tahei, Dia-Compe, Oakley, Carlisle,



### MURRAY'S X20R

Murray says the R stands for rugged, radical, or race ready. The R is the economy version of the chrome-moly X20C. Frame, forks, bars, and rims are mild steel. Both bikes have the same geometry.

While Murray did add a number of cheaper components, they also kept quite a few of the C's choicer parts on the much cheaper R model.

According to a Murray representative, "We wanted to make this bike as appealing as possible without getting drunk and disorderly with the pricing structure." Only a super-big manufacturer like Murray could keep so many of the same components on both bikes and knock the price down so much.

### THE BOTTOM LINE

The R is four pounds heavier than the C, but a hundred smackers lighter in the dinero department. The approximate retail price is — hold on — just \$169. ■

in the rookies. The visuals on the California Lite safety pads are eyeball zingers too.

Murray decided to equip their serious BMX bikes with brand names that

Sugino, Ukai, SunTour, California Lite.

Sounds like these guys really are getting serious, doesn't it? Still, you can't expect a big corporate structure

# A TOUCH OF CLASS

## THE MAXY CROSS CRANKSET

The Maxy Cross Crankset is in a class by itself. From the start it was designed and built to perform under the gruelling conditions of BMX racing. Extra beefy design eliminates flex and reduces stress. The heavy duty alloy five point spider transfers the power to a precision machined alloy chainring. Add chrome chainring bolts and dust-caps, trick polished alloy detailing and anodizing in red, blue or gold and you've got a crankset fit for a king.

## THE NEW SUGINO STEM

This new classic from Sugino combines all the best ideas in stem design today. Forged alloy head and clamp for maximum strength and minimum weight, four bolt clamping system to really grip those bars and a chrome plated Cro-Moly stem for extra strength. This slick new stem is anodized in all the trick colors.

## SUGINO'S ONE-PIECE SPIDER

Bolt this spider on and you get the flexibility and weight savings of Sugino's alloy chainrings with your one-piece cranks. This chrome plated Cro-Moly spider is a class act for those who want to move up in the world of Sugino quality components.

## ONE-PIECE ALLOY CHAINRING

This all alloy chainring is styled after the famous Red Line design to fit all one-piece cranks. It's available in 43, 44, & 45 tooth patterns and anodized in red, blue or gold. Get one today, save weight and get a little taste of class from Sugino...

BMX racers worldwide are getting a touch of class with Sugino. Don't let it pass you buy, see all this classic equipment at your favorite shop today.

# Sugino



Dealers contact your favorite distributors  
Distributors contact:  
Sugino Cycles, Inc.  
114 Essex St. • Rochelle Park, NJ 07662

## MURRAY X20C

### PRICE & SPECS

#### COMPLETE BICYCLE PRICE:

Approximately \$269.

**FINISHES AVAILABLE:** Chrome with blue trim.

#### COMPLETE BICYCLE WEIGHT (without pads or plate):

27 pounds, 4 ounces. (Weight of pre-production prototype with thicker-than-normal tubing. Production bike will use lighter tubing.)

**FRAME WEIGHT:** 4 pounds, 14 ounces.

**FORK WEIGHT:** 2 pounds, 1 ounce.

**FORK RAKE:** 1 3/8 inches.

**STEERING HEAD TUBE LENGTH:** 4 inches.

**HANDLEBAR RISE (C/L of stem clamp to C/L of grips):** 8 inches.

**TOP TUBE O.D.:** 1 inch.

**DOWN TUBE O.D.:** 1 3/8 inches.

**FORK LEG O.D.:** 1 1/4 inches.

**BOTTOM BRACKET TYPE:** American.

### COMPONENTS

**FRAME:** Murray X20C, chrome-moly tubing.

**FORK:** Murray X20C, chrome-moly tubing.

**HANDLEBAR:** Win, chrome-moly.

**HANDLEBAR STEM:** ACS, aluminum alloy clamp with chrome-moly shaft. Allen bolts.

**GRIPS:** Oakley 3.

**HEADSET:** Hatta MXII.

**RIMS:** Ukai aluminum alloy (new style, buffed sides).

**SPOKES:** .080/36, zinc-plated.

**HUBS:** ACS aluminum alloy.

**TIRES:** Carlisle Aggressor RA (As soon as available. Test bike had National Knarler Knobbies.)

**BRAKES:** Dia-Compe MX1000, aluminum alloy, front and rear.

**BRAKE LEVER:** Dia-Compe Tech II aluminum alloy.

**BRAKE CABLES:** Dia-Compe.

**PEDALS:** Arai rattrap steel with chrome-moly shafts.

**CRANK:** Sugino, heat-treated steel, one-piece, 7-inch.

**BOTTOM BRACKET SET:** Hatta.

**FRONT SPROCKET:** 44T Sugino aluminum alloy chainwheel. Sugino chrome-moly spider.

**FREEWHEEL:** 16T SunTour.

**CHAIN:** 1/8".

**SEAT:** Tahei Elina UL, nylon, with integral seatpost.

**SEAT POST CLAMP:** ACS aluminum alloy.

**ACCESSORIES:** Team Murray safety pads by California Lite.

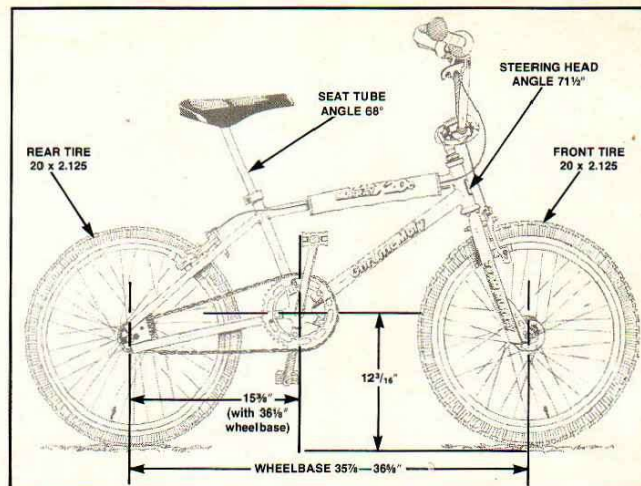
### PERFORMANCE EVALUATION

**PURPOSE:** Racing, high-performance street.

**AGE RANGE:** Fits 10 and over. Ideal for age 12 as set up.

**QUALITY OF FINISH:** Good.

**QUALITY OF WELDING:** Good.



**HANDLING:** Steering is neutral and predictable. Goes where you want it to go. Very controllable slider. Neutral in the air. Front end may be a tad light. Unusually tall crank position more a plus than a minus.

**OFF THE RECORD:** Good to excellent geometry. Choice components, especially for the price. One of the best performance-per-dollar bikes available. Could be lighter. A 1.75 rear tire should be standard rather than option.

**TEST INPUT:** R. L. Osborn, Mike Buff,

Steve Giberson, Scott Clark, Bob Osborn, Len Weed.

### MORE INFO

**FOR MORE INFO:** For a free brochure, write to Team Murray at the address below.

**MANUFACTURER:** Murray Ohio Manufacturing  
P.O. Box 268  
Brentwood, Tennessee 37027  
Tel: (615) 373-6500

## SCOTT CLARK

**AGE:** 19  
**HOME TURF:** Woodland Hills, California  
**STATUS:** NBA National No. 1 Pro  
 ABA National No. 12 Pro

**SPONSOR:** Murray  
**CO-SPONSORS:** Premier, JT, Dia-Compe, Elina, Sugino, ACS, Ukai, Aero, Oakley, Johar, Bicycle Source

**PERSONAL GEAR:**  
 Premier helmet  
 Oakley goggles  
 Jofa face guard  
 Bill Walters jersey  
 JT pants  
 Keds Combat shoes  
 JT gloves

**VEHICLE:**  
 Murray X20C frame  
 Murray X20C fork  
 GT handlebar  
 ACS stem  
 Oakley .5 grips  
 Hatta headset  
 Ukai aluminum rims  
 .080 stainless steel spokes  
 ACS hubs  
 Competition III tires, 1.75 front and rear  
 Dia-Compe MX1000 caliper brakes, front and rear  
 Dia-Compe brake levers  
 Mathauser brake shoes  
 Shimano Dx pedals  
 Sugino steel crank, one-piece  
 Hatta bottom bracket  
 Sugino chainwheel, 42T, aluminum Powerdisc spider  
 Sountour freewheel, 16T  
 Regina chain, 3/32"  
 Elina seat  
 ACS seat post  
 ACS seat post clamp  
 Aero number plate  
 Murray safety pads  
 Complete bike weight: 26 pounds 1 ounce (no pads or plate)

Great Scott! Clark Kent is Superman!  
 That revealing exclamation contains the name of a young veteran

who has a chance of becoming a BMX superman in his own right.

Scott Clark's racing career dates back to about day one of BMX in Northern California. 1974. At the time he was living in the Do-You-Know-The-Way-To town — San Jose. Scott got real serious about his racing right from the beginning. Instead of relying on M & D Racing (mom and dad) for sponsorship, he took a paper route and paid his own way.

Not too many people recall that Scott, when he was 14, rode for the



old Speedo team along with Brent and Brian Patterson. Then he moved to R & R before hooking up with Robinson Racing. He remained there for three and a half years, winning the NBA No. 1 Pro plate in 1979.

Scott left Robinson early last year to ride for the short, aborted Rondo effort. Then he signed with Bear, and climbed on a JMC. Six months later, Bear pulled out of racing. After privateering last summer, he became a charter member of Murray's entry into BMX. He's been wearing the blue, white, black, green, and gold ever since.

The team rode stock steel bikes

before development began on the chrome-moly cranker that became the production X20C. Scott won two nationals on his stocker. He also won a big race in Japan last October. This year he's been looking hot in his motos and semis, but hasn't quite pulled off a biggie yet.

Scott has completed 1½ years of college and plans on getting a degree in business management. Despite racing, he carries close to a full credit load each semester.

To gain some practical business experience, Scott recently launched Scott Clark Products. His company will be selling a line of Pro t-shirts. He's already signed Bob Woods and Donny Atherton. If all goes well, Scott plans to add other accessories. (His business address is P.O. Box 5320, Dept. BMXA, North Hollywood, California 91616.)

Part of Scott's desire to complete college is the uncertainty of racing. "One of the main problems is you never know what's going to happen. I'm working hard to develop a better known name so it will someday be worth something like Stuart's."

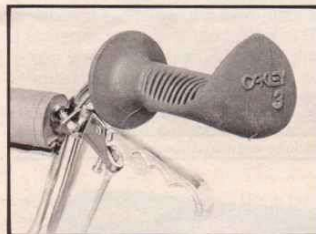
Staying with Murray after retiring from racing is a definite possibility. "When Murray signed me they told me to keep going to college. They told me when they invest in someone like myself they like to keep them around and bring them up through the company. I think they'd like to use the Scott Clark/Murray relationship for sales in the future."

During his first seven months riding for Murray, Scott only missed making four mains. Of course, making mains is nothing new. Like his teammate, Anthony Sewell, he's won two National No. 1 Pro plates. He topped the NBA in 1979 and again last year.

At the race track or for plain ol' regular life Scott seems to have a firm grasp on what's happening and what he wants to happen. Who knows? Maybe someday they'll say: Great Kent! Scott Clark is super, man. ■



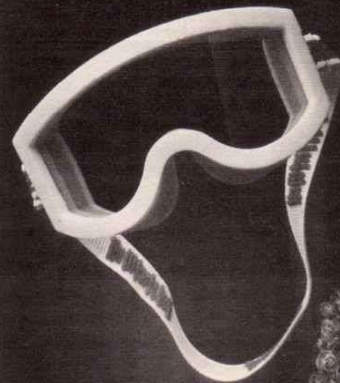
to get everything right the first time. The only bogus arrangement is the 2.125 rear tire. Murray explains that the mass marketers prefer the 2.125



Qual grips, qual lever.

rear tire because of its sales appeal to daddies. (Like, wide auto tires are bitchen so wide bike tires have to be neat too.) However, dealers can request their bikes be shipped with 1.75 rear rubber.

The new 20-inch and 24-inch C and R racer models top a Murray lineup



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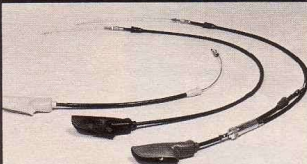
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## MURRAY

that includes four other X20s, six BMX tagged models, two 16s, and three X24s.

Before heading out to test we pulled off the stock chrome-moly

handlebar and replaced it with a Star bar. The stock bars should be fine for younger riders, say 10-14, but our berm boppin' mop toppers are bigger. We also replaced the 2.125 rear tire



### R.L.'S FREESTYLE BIKE

R. L. Osborn, BMXA's senior Trick Teamer, is now riding a Murray. We thought you'd like to take a look at his trick bike set-up.

The major modification is the use of a coaster brake instead of a freewheel. The coaster brake arm is bent to reduce pressure on the metal band that secures it to the chain stay, and it is mounted upside-down. In addition to the coaster brake, R.L. runs front and rear calipers.

On the top tube he has attached a strip of that nonslip deck tape like everybody used to use on skateboards. This keeps his feet from slipping when he's standing on the top tube. ■



The new Tahel Elina UL seat. 1 pound, 1-1/2 ounces. Unitized construction eliminates need of heavy seat clamp. Molded undercarriage further reduces weight. Hi-tech seating.



Whip it in a turn and it does just what you want it to do. Handling of the Murray X20 is precise and predictable.

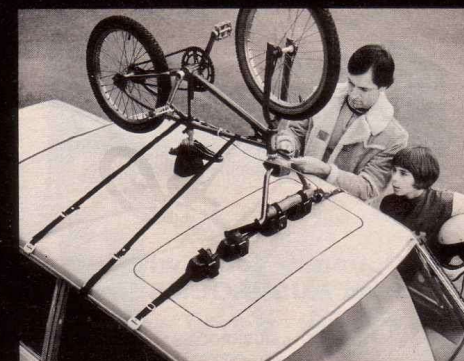


Dia-Compe MX-1000 calipers, ACS hubs, and Murray's new fat fork. Check the welding on the dropout. Not too shabby.

with Comp III 1.75 rubber. Race bikes should have 1.75 rears, so that's how we set it up.

If you check the geometry drawing, you'll notice the bike has a normal-to-short wheelbase and a high crank hanger location. We asked Scott Clark how that suited him. He said okay-fine. Also: "With the higher bottom bracket I can run longer cranks and get better leverage. I can also lean over more in corners and pedal out. With the shorter wheelbase I can

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Bob Haro  
Haro Freestyle  
team rider  
shown.

**vector**  
**Bars**  
patent pending

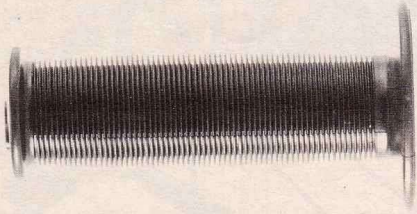


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## MURRAY

throw the bike where I want it."

Here's how your scripture's rad rippers evaluated the X20C:

"It did everything I expect a good motocross bike to do."

"It handled good. I thought it was really nice."

"I could control the sliding completely. When we were sliding down



The new ACS stem. Good stuff comes stock on this scoot.

the hill, I could control how far over the slide went."

"I didn't notice the weight at all."

"The stock front tire felt good. It didn't wash out at all."

"The crank location felt maybe a little bit high, but it was okay."

"The pedals looked like they might bend, but they didn't and we were jumping downhill."

"I like the fat forks."

"When you look at this bike you see quality. It looks like there's a hot new bike out."

"It's a little bit heavy, but it's ready to race. That \$269 is really cheap for what you get."

"I wouldn't even compare it to any of Murray's past bikes. I would start comparing it with the best bikes that are out now."

That last statement about sums it up. Murray still builds bunches of "K-Mart" bikes, but the X20C is a genuine crossover, a real motocrosser. How 'bout that? ■

# IF YA CAN'T BEAT 'EM...

It's easy to say you're the best if you don't have to back it up. At Aero we can back it up. Take our riding staff for instance: Stuart Thomsen (Redline), Greg Hill (GT BMX), Mike Poulson (Schwinn), and R.L. Osborn (BMX ACTION). No one else even comes close. So when you're in the market for new apparel remember what the best use...AERO.



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