



**BMX
ACTION
OFFICIAL TEST**

A kill-the-comp image for their BMX line.

Something to activate wistful sighs and desirous drool in even the coolest of 'crossers 'cross the country.

At one time, Schwinn could have owned BMX. Or at least, come close in the sales department.

But they blew it. That opened the door for everybody else. And the doorway just kept getting wider and wider and wider.

That's competition. Blow your chance and you're liable to lose your place at the head of the line.

Early in 1982 Schwinn's product planners decided to beef up in BMX. Attack the market. Reclaim their rightful piece of the pie.

They decided on a new image to match their marketing attitude.

No mom-and-dad-rode-a-Schwinn image.

No apple pie. Nothing traditional.

Minimize the Schwinn identification.

Maximize BMX. Make it now. Zow powie. Deliver the message: Hey, kids, we're on the prowl.

Enter the Predator.

A lean machine that stalks its prey — and survives.

A winner.

Make that nine lean machines.

The Predator tag applies to Schwinn's entire BMX series.

Designing and refining consumed the first two-thirds of 1982.

AN ECONO-QUAL RACE SCOOT FOR TEENIE AND JUNIOR BOPPERS

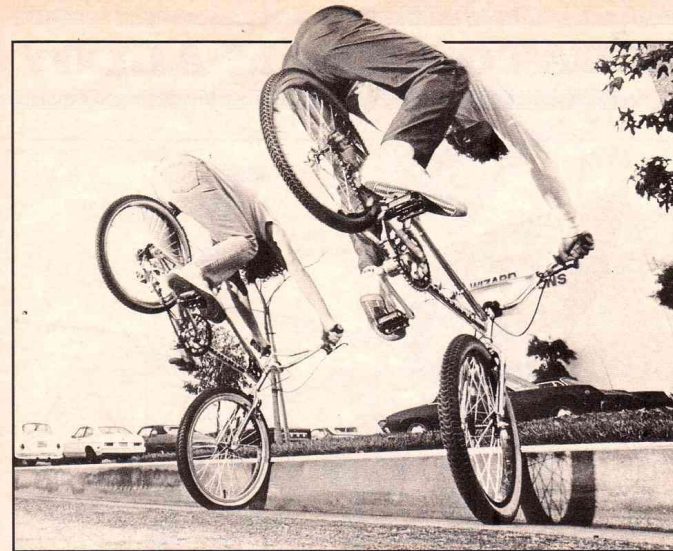
Predator: One that preys, destroys, or devours. That concept appealed to the product planners at Schwinn. Law of the jungle. Destroy 'em before they beat (or eat) you. Or, in track vernacular: Pillage

the village. Make the comp eat fishcakes. Trailer home the trophies. The word Predator definitely paints a picture. You can be a few ball bearings short and still figure what they had in mind. A bolder image.

For aerial maneuvers this particular model of Schwinn Predator was too short for Buff and R.L. If you're under 14 you should have no trubs with it.

**SCHWINN
PREDATOR
TEAM ALLOY**

Photo by Bob Osborn



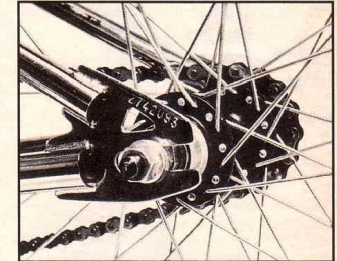
Stereo curb endos out in front of headquarters. Buff and R.L.



The Schwinn Predator Team Alloy. Lots of quality at a reasonable price. Bike size targeted at the teenie and junior bopper market . . . 9 to 14 years old.

Predators pounced upon showroom floors last fall with NASA-inspired computer-tech graphics. Schwinn was back on the gas.

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- Our test bike this month is the Predator Team Alloy. Any bike called Team Alloy should be loaded with aluminum parts. The T/A is. Like:
 - The Sugino GT three-piece crank set.
 - The SR pedals.
 - The Araya 7X rims.
 - The Sugino stem.
 - The aluminum seat post and seat post clamp.
 - The Dia-Compe MX front and rear brakes.



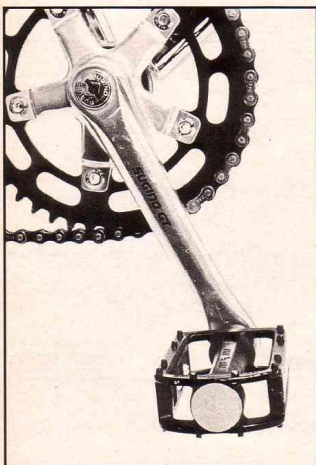
Beefy 3/4-inch stays keep the Predator's rear end rigid. Power-robbing flex is kept to an absolute minimum in this frame.

- The Sugino chainwheel.
- The Sunshine hubs.
- Lots of aluminum means less ounces. The Team Alloy is just a hair over 24½ pounds. For a bike that costs less than 250 smackers, that's a deal.
- The Predator Team Alloy is targeted for BMX's demographic ground zero. Ages 9-14.
- The T/A's geometry evolved from the Sting, using plenty of input from the factory racing team. That heroic quartet includes Donny Atherton (Pro), Mike Poulson (17 Expert), Robert Eisenberg (14 Expert), and Jeff Moten (11 Expert).
- The Team's head angle matches the Sting's.
- The seat post is laid back a bit, two degrees, compared to the Sting.
- Like all Predators, except the Sting, the Team Alloy features a four-inch head tube.
- After looking at the tri-oval Sting and the bi-oval Competition, you might be tempted to call the Team bikes mono-oval. Their frames include one ovalized hunk of

SCHWINN PREDATOR TEAM ALLOY

PRICE & SPECS

COMPLETE BICYCLE PRICE: \$239.95.
FINISHES AVAILABLE: Chrome with black components.
COMPLETE BICYCLE WEIGHT (without pads or plate): 24 pounds, 9 ounces.
FRAME WEIGHT: 4 pounds, 6 ounces.



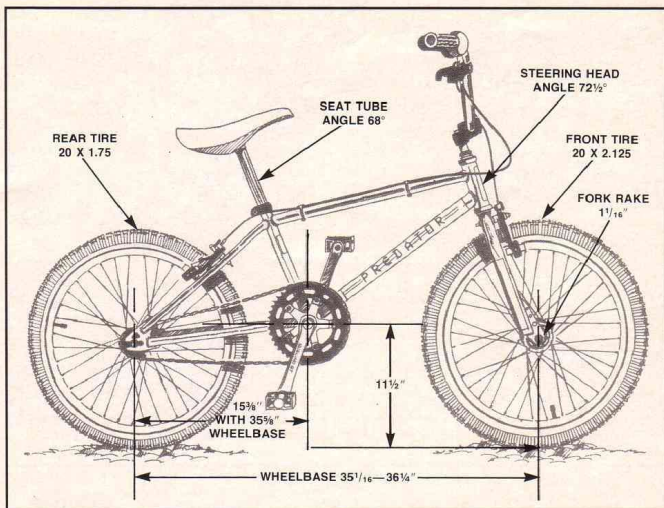
FORK WEIGHT: 1 pound, 7 ounces.
STEERING HEAD TUBE LENGTH: 4 inches.
HANDLEBAR RISE (C/L of stem clamp to C/L of grips): 8 inches.
TOP TUBE O.D.: 1 inch.
DOWN TUBE O.D.: 1 1/16 inches, oval.
FORK LEG O.D.: 1 inch, oval with flat front and rear.

BOTTOM BRACKET TYPE: American.

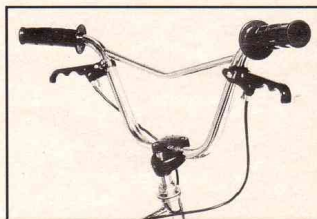
COMPONENTS

FRAME: Schwinn Predator, chrome-moly.
FORK: Schwinn Predator, chrome-moly.
HANDLEBAR: V style, steel.
HANDLEBAR STEM: Sugino, aluminum clamp, chrome-moly shaft.
GRIPS: Vinyl.
HEADSET: Schwinn.
RIMS: Araya 7X, aluminum.
SPOKES: 36, .080.
HUBS: Sunshine, aluminum.
TIRES: Cheng Shin.
BRAKES: Dia-Compe MX, front and rear.
BRAKE PADS: Dia-Compe.
BRAKE LEVERS: Dia-Compe, Tech 2.
BRAKE CABLES: Dia-Compe.

chrome-moly — the down tube. Another Team bonus. Beefy 3/4-inch chain stays. They improve rigidity when you're



PEDALS: SR, aluminum platform, chrome-moly shaft.
CRANK: Sugino GT, three piece aluminum, 170mm.
BOTTOM BRACKET SET: Sugino with Sugino chrome-moly spindle.
FRONT SPROCKET: Sugino aluminum chainwheel, 44 tooth.
SPIDER: Integral with pedal arm.
FREEWHEEL: SunTour, 16 tooth.
CHAIN: TYC, 1/8 inch.
SEAT: Viscount Aero.
SEAT POST: Fluted aluminum.
SEAT POST CLAMP: Aluminum.
ACCESSORIES: None.



and pedals hung tough. . . Spindle tweaked heavily. . . Cranks bent slightly under thrashing from R.L. and Buff. . . For perfect wheel fit add a 1/16 inch washer to the rear axle and 3/16 inch worth of washers to the front axle. Takes the pressure off the dropouts. . . Lots of quality at a reasonable price.

TEST INPUT: R.L. Osborn, Mike Buff, Steve Giberson, Bob Osborn, Robert Eisenberg, Winkle.

FOR MORE INFO

FOR MORE INFO: See your local Schwinn dealer.
MANUFACTURER: Schwinn Bicycle Company
 1856 N. Kostner
 Chicago, Ill. 60639
 Tel: (312) 292-3477

trompilatin' tronkies to the utmost. The Team Alloy offers proven geometry, light weight, and a low price. Minimal component swapping

would zoom this scooter into full blown bazooka bermfighting trim without bustin' the budget. All this choiceness, lightness, and



Airin' out the Schwinn at a vacant lot jump down on Crenshaw.

space-tech imagery signifies a bona fide effort by Schwinn to upgrade their BMX model line and image. The company also hired a full-time race team manager late last year. He's Bob Drake, a former ABA regional director. Bob acts as coach, manager, strategist, developer, and cheerer-upper. This increased commitment to racing is just one more indicator that Schwinn, with the Predator line, really has a hankerin' to prey on the comp. ■



Robert Eisenberg, about to buy the farm. An aerial stylist he is not, but put him on a track and LOOK OUT, MOMMA!

ROBERT EISENBERG

AGE: 14
HOME TURF: Canyon Country, California
SPONSOR: Schwinn
PERSONAL GEAR:
 Bell RT helmet
 Echo visor
 JT Mouth-Trap mouth guard
 Team Creation jersey
 Aero pants
 Jox/Jag shoes
 JT wet weather gloves
DIALIN' IN: Valencia Schwinn Newhall, California



Our guest test woobie this month is Schwinn's brand newest factory ace, Robert Eisenberg, a 14 Expert who has lately been bumpin' grips with the likes of Doug Davis and Rusty Cable.

Eisenberg has been involved in berm warfare for three years or so, sometimes hitting as many as NINE (gasp, choke) races per week when heavily into points chasing.

He logs most of his training hours on a practice track that he and some buddies built near his house. Being an enterprising dude, Robert runs races there about twice a month. He charges a dollar to enter and gives his old

trophies to the winners. Usually he gets about 15 sign-ups. He, don't laugh, that's how Scot Breithaupt got started and eventually he won a national No. 1 plate and now he has his own bicycle company. . . SE Racing. ■