



Let it be known—JAG BMX is back to attack in '82 with three threatening new models. Being the first released is the new Team Twenty, indicative of things to come from JAG.

JAG TEAM TWENTY

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JAG, the undisputed King of BMX promotions, is taking a calculated step back into the bicycle sales stream. Will they float or sink this time?

It looks like JAG has finally found their niche in the BMX market.

In the six years since their introduction, JAG bicycles have had a turbulent life. Their original approach was in the direction of mass appeal: offer decent bikes at a fairly low price. Unfortunately, JAG's biggest competition in this category was from Mongoose. On top of that, except for minor conceptual deviations, the two brands were essentially twins. Against the *Big M's* already established, overwhelming dominance in the area of dealer acceptance, JAG simply faced a wall that was too hard to break down. They gave it all they had, that was for sure—big flamboyant ads, race sponsorships, a big team on the summer tour. But, then again, Mongoose did just the same.

So, after two hard years of trying, JAG put the bike sales and the team on the back burner and concentrated on their promotions and establishing international involvement in racing.

Now, six years down the road, JAG is in full swing with their promotional activities, and once again they have decided to go for it in the bicycle market. This time though, their approach is a bit more, shall we say, calculated.

The New Perspective

First off, this bike hasn't been preceded by big, flashy ads. Nor has it been aimed at the non-racer for more sales (as was the last effort). No, the logic behind it is pure and simple. JAG is a company that has a name that is associated with racing. They are, and have been, at the forefront of big-time racing promotions. People identify JAG with racers and racing. It only made sense that their new bike would reflect that identity. JAG president, put the new bike into perspective: "This bike is a complete departure from our old bikes. It is for racing. It's much lighter than the old one. This frame weighs less than four pounds. It's a change of direction for us and we're being careful not to push it too hard."

What he meant by "not pushing it too hard" was to let the bike find its way into the market at its own pace, when the people are ready for it. For example, team rider Paul "Goose" Gossrau already has several NBL War of the Stars "perfections" to his credit, while using the JAG. There is no better way to establish a racing bike's image than winning races. Winning draws people's attention, and if what they see is a quality item, they are much more apt to accept (buy) it.

That was part of JAG's problem when they first started. But it is easy for us to look back and speculate. For sure, Team JAG won races in the old days—they won races left and right, including the *World Championship!* With these wins behind them, the reason that success eluded the JAG was probably, at least partially, caused



The nasty, new JAG BMX Team Twenty. At 24 pounds, ready to pounce. In 1982, ready to win.



Going... going... gone, Pratt runs out of berm and traction. No doubt about it—the JAG's short rear end prefers berms high and fast to sliding around on the inside.

by the fact that their bike was little more than a track-wise street-racer, and everyone that followed racing knew it.

Considering that the market for expensive racing bikes is small in relation to the demand for street-thrasher-style bikes (an approach that JAG abandoned), as well as being very competitive, you would think that it would be just as difficult, if not more so, for JAG to re-establish itself in the market now. The difference now is timing, plus the fact that the racing market is highly susceptible to trends. According to Renny, the new bike has "achieved surprising success and acceptance." It may be surprising to Renny, probably because he hasn't promoted the



The Team Twenty fork is essentially a Tange TRX unit made in Japan by Tange for JAG. The chrome-plated Trx features a rib-reinforced steering column, oval fork blades and flex-fighting heavy-duty drop outs.



Our tester came fully decked with DX components. JAG doesn't offer a complete bike but a "JAGset": A frame and fork, a JAG racing jersey, JAG leathers by Endo, Jox/JAG shoes by Thom McAn, and a racing info package—all for right around \$230!

bike on the level that he usually promotes things (remember he's "being careful not to push it too hard"), but it really isn't all that surprising when you get down to it: His rider is hot, the timing is right, his market is competition oriented (and trendish), and most of all, his product is both new and high in quality.

Where It's At

Up till now we have talked about everything surrounding the new JAG Bicycle, but haven't talked specifically about it. So, dispensing with any further formalities:

The Frame: All 4130 chrome-moly tubing, heli-arc welded, and immaculately chrome-plated. Both top and down tubes are 1-1/4 inches in diameter. The rear triangle is made from 5/8ths inch diameter tubes in a "double-loop" design. Head tube, bottom bracket, and seat tube all accept standard BMX components. The caliper brake bridge is a heavy-duty plate positioned for standard-reach BMX calipers. The head area is gusseted "wedge-style," a la Red Line. The frame is manufactured for JAG

BMX by Trackmaster, Inc., in Hesperia, California.

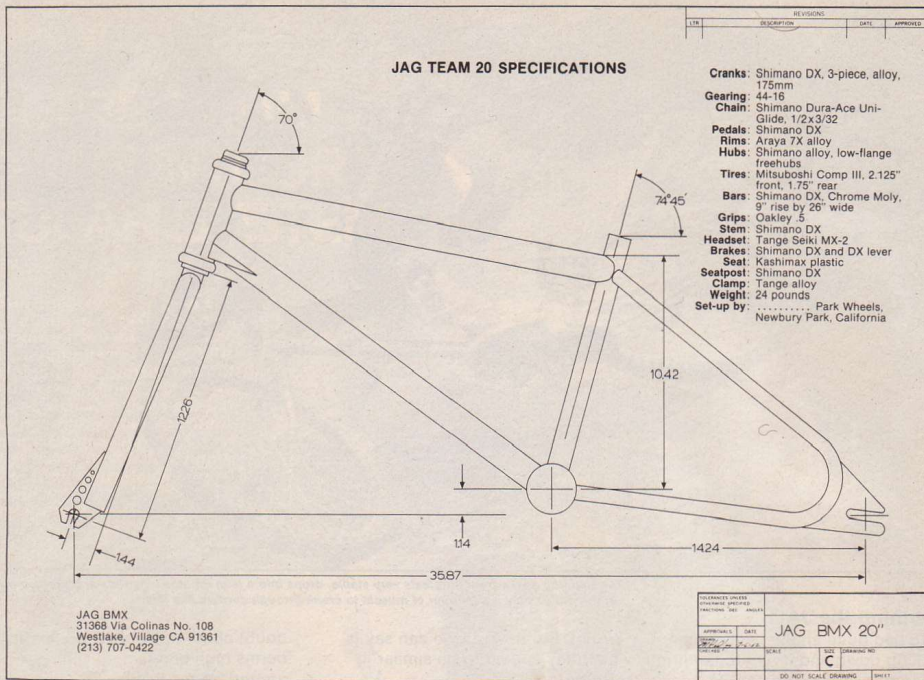
The Fork: likewise, all 4130 chrome-moly tubing and completely heli-arc welded. It is essentially a Tange TRX fork unit made in Japan by Tange for JAG. The TRX fork features a rib-reinforced steering column, oval fork blades, and flex-fighting heavy-duty drop-outs. It is also chrome-plated to perfection.

The Package: In another twist from the old way at JAG, only the frameset (frame and fork), not the complete bicycle, is available. But there is a catch. Rather than a typical frameset deal, the "JAGset" includes a 50/50 racing jersey and leathers by Endo (both in Team JAG style), JAG/Jox shoes by Thom McAn, and an information package which tells you what your opportunities are on the JAG team, whether you are an expert, novice, or beginner.

For those of you who have never raced, there is even information on how to get started so you can join the JAG team. The whole package retails for around \$230.00.



Speed Jumping is easy once you get used to the effect the short rear triangle has on the JAG's balance point.



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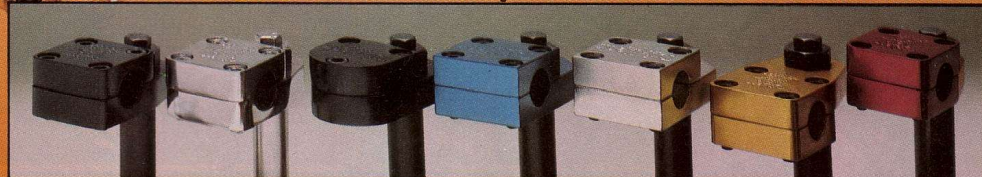
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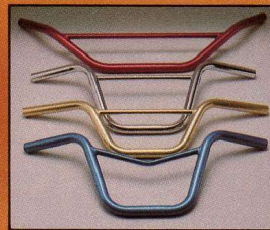
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