

TORKER 280X

BMX ACTION
OFFICIAL TEST

ECONOQUAL RACER ... RESPONDING TO A TOUGH ECONOMY

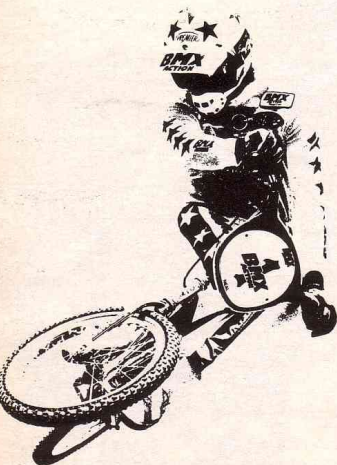
Maxflyte (1979-1982). R.I.P.
Torkflyte (1979-1982). R.I.P.
Rest in peace. Gone — but not forgotten. In their place — the new Torker 280.

Torker's model line revamping reflects a swing in the thinking of BMX marketers. Here's Torker's youthful boss man, Steve Johnson, to explain: "We're seeing a second generation of bikes bringing some newness to the sport. After Murray and Huffy came in with their low price ability, the rest of the industry has



Photo by Bob Osborn

You can bet Buff is hatin' life right here 'cause he is TOTALLY out of shape and he knows R.L. is just inches behind.



been saying: Okay, guys, guess we'll have to sharpen our pencils and see what we can do."

Torker's pencil sharpening included design and packaging of components and methodology for the under \$300 market.

Steve finalized his new bikes with

a trip to Japan last April. "Basically I was looking for the best of both worlds. American chrome-moly manufacturing and BMX know-how,

sible within our price range. There's not too much that could be improved on the new bike without upping the price a lot."

\$300. This trend is the result of the industry facing up to current economic realities.

Torker's model line streamlining



The 280X. Clean. Sleek. Econoqual to the max. A black and silver beauty.

and Japanese components. I wanted to put together a package that was totally race-ready, but decently priced. The best components pos-

Performance plus price sensitivity. A new trend in BMX. Econoqual bikes — offering economy and quality. Darn fine bikes that sell for under

should make matters simpler for dealers and customers. If you want a 20-inch Torker, it's the 280. Pick from three versions — the regular length

KELLY McDOUGALL

AGE: 15
HOME TURF: La Habra, California
STATUS: NBL National No. 1 in age class
SPONSOR: Torker
CO-SPONSORS: Max, Premier, Wizard, Johar, A'me
PERSONAL GEAR:
 Premier helmet
 A'me visor
 A'me goggles
 A'me mouth guard
 Max jersey
 Max pants
 Vans low cut tennies
 MXL gloves
DIALIN' IN:
 Competition Plus
 Whittier, California

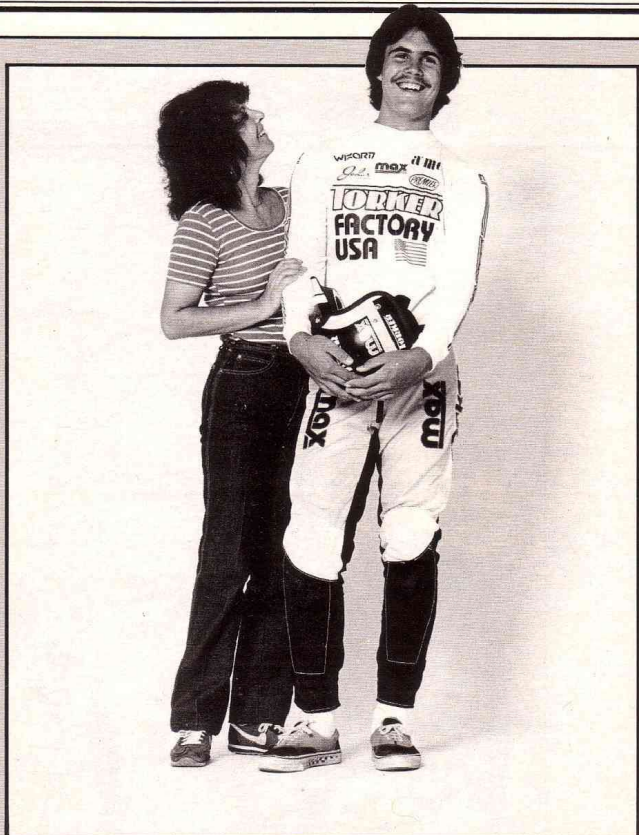
Kelly won the NBL's No. 1 plate for 13 Experts (the NBL has a weird age class system) last year — sweeping his motos and main at the St. Louis Grand Nationals. He also took the 14 Over Open there. A month later he won his open at the Silverdome. He finished the year by doubling at the NBA Grand Nationals at Narler Park. Not bad.

Kelly's emergence in NBL racing began after he switched sponsors in July of last year. He ended a long relationship with Cook Bros., looked around, and decided to sign with Torker. They sent their new clover-leaf hero NBLin'.

This year the plan was to hit all the ABA nationals plus enough NBL War of the Stars to qualify for the NBL Grand Nationals.

Kelly's a running back on his high school football team. This past spring he helped pitch his baseball team to first place. Kelly says, "I don't take those other sports too seriously, but they do keep me in shape."

He does take BMX seriously. "I practice starts a lot. Not the commands, but the act of getting out of the gate." He races locally as often as possible to keep his rhythm.



Kelly and his momma. Isn't it embarrassing when your kid just towers over you?

Kelly's 5-11; 175 pound physique helps him handle harder (44 or 45) gearing. "It doesn't matter to me what kind of gear I have out of the gate. I get about the same starts so I figure if I get a good start with a harder gear I'll be able to pull better."

A long time roller rider, Kelly says, "I like to get use to the gear I'll be running at the next race."

Football requires plenty of weight training. Kelly also has his own program for BMX. "I like to do burnouts for endurance. Light weights, but a lot of repetitions. My favorites are the leg machine, bench presses, and squats."

Kelly's dad, George, started a bike shop, Competition Plus, in

April of 1981. That was after retiring from power boat racing, something he did well enough to win two world championships in Unlimited K Runabouts. The McDougall shop, if you're interested, is at 11147 South First Avenue, Whittier, California 90603, tel: (213) 947-6773, right around the corner from the First and Lambert "Pit," a famous old place to get rad.

Kelly's a sophomore at La Habra High in Southern California. He's taking college prep courses. Looking ahead, he says, "Maybe I'll turn Pro before I get out of high school and see how it goes. If it doesn't go, I can always go to college." ■

280, the inch-longer 280X Pro model, or a smallified 280 model.

So, new model, new name, new graphics and decals. What else? How 'bout handling enhancements and refinements from team testing? And, looking ahead, an increasing number of Torker name products. Right now the frame, fork, handlebar, and seat will bear the Torker name. In the future the logo will appear on additional products designed or developed by Torker. Items like tires and chrome-moly cranks.

The 280 has a big bro — the 340. That's the new designation for the 24-inch racer. Like the 280, the 340

is a complete bike. There are no frame and fork kits for either model. The 340 should retail for about \$340.

Torker's 26-inch cruiser doesn't have a snappy new three digit designation. That's because it's sold only as a kit.

There's your Torker model line. Complete 280s and 340s plus the 26-inch cruiser kit. Coming up next year, definite probable maybe, is a lower-price econoqual scoot, pegged about \$50 below the 280 model. Hmmm. Wonder what they'll call that li'l sucker.

The 280 reeks of black and chrome. Except for the yellow Torker

logos on the down tube and fork, just about everything that isn't chrome is blacker than lights out in a coal mine. Black pedal cages, grips, safety pads, chainwheel, brake caliper, brake lever, seat, seat post, seat post clamp, hubs, and the top clamp on the stem.

Torker took their time putting this baby together. The preciseness of their component selection shows. As the art types sometimes say: less can be more. With the 280, simplicity — a chromed bike with black components — has produced an eyeful. The 280 is one of the most righteous looking bikes we've tested recently.



R.L. demonstrates the famous no-footer, darn near no-fingers curb endo. The Torker takes to trick riding like the Trick Team takes to tall trucks and tacos.

TORKER 280X

PRICE & SPECS

COMPLETE BICYCLE PRICE:

Approximately \$280.

FINISH AVAILABLE: Chrome-plated with black components.

COMPLETE BICYCLE WEIGHT (without pads or plate): 24 pounds, 9 ounces.

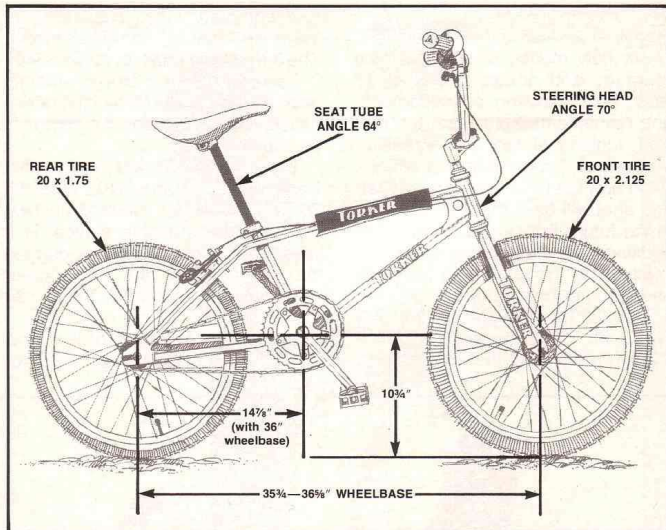
FRAME WEIGHT: 4 pounds, 9¼ ounces.

FORK WEIGHT: 1 pound, 12½ ounces.

FORK RAKE: 1½ inches.

STEERING HEAD TUBE LENGTH: 4 inches.

HANDLEBAR RISE (C/L of stem clamp to C/L of grips): 8¼ inches.



SEAT POST CLAMP: Sakae Ringyo aluminum alloy, black.

ACCESSORIES: Optional Torker safety pads (by California Lite).

PERFORMANCE EVALUATION

PURPOSE: Racing, hi-performance street.
AGE RANGE: About 14 and older with the inch-longer X frame we tested. The two other 280 models will fit most younger riders.

QUALITY OF FINISH: Excellent.

QUALITY OF WELDING: Very good.

HANDLING: Excellent slider. Very neutral steering, neither too quick nor too slow. Hugs the ground on acceleration. Front end may feel light in the air for some riders. Feels extremely light and quick for trick riding.

MISCELLANEOUS COMMENTS: It's sure a nice lookin' bike... If you told me it cost \$400 I'd have believed you... it's an excellent buy for the price... Pro. Novice. Beginner. It's for everybody. A top quality all around racing bike... I wouldn't change a thing... It'll sure smooth you out, even if you're a rough rider... The bike's so light. When you get used to it, you can really jam... It doesn't feel light in the front when you're cranking, but in the air you have to adjust... I knew they wouldn't set up a cheap bike even if the price is cheaper. It's all quality... It fits guys our age (Buff and R.L.) fine... They didn't take any shortcuts in setting up a good bike... This bike looks economic reality right in the eye and never blinks. Quality all the way... That black and silver look. It's so simple, clean, basic. Definitely one of the



class looking bikes I've seen in a long time...
TEST INPUT: R.L. Osborn, Mike Buff, Steve Giberson, Bob Osborn, Len Weed, Kelly McDougall.

FOR MORE INFO

FOR MORE INFO: See your local Torker dealer or send \$2 to Torker for catalog and sticker.

MANUFACTURER:
 Torker
 1889-G W. Commonwealth
 Fullerton, California 92633
 Tel: (714) 738-3503



The 280X was evaluated as an excellent slider. Here's proof.



Two test bikes, no waitin'. Toolin' to the test track in R.L.'s cranked up cruisemobile. The thing looks like a Tonka Toy.



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TORKER 280X

The marketing goal — keeping the price under \$300 — hasn't short-changed a 280 buyer in quality. Pop on the Torker stem and some sealed bearing hubs and you have a virtual

Not bad, huh? Less than three bills to get you cranking on a crosser that dudes like Clint Miller, Kelly McDougall, and Dave Marietti use to scoop up their wins.



When Kelly climbs on a Torker, he gets fairly well serious.

duplicate of the bikes raced by the factory team. Most of the team heroes run the stock cranks, pedals, bars, brakes, and tires.

For the eagle eyes out there, here's where we explain that a couple of items on our test bike don't match up with the production units.



The 280X was extremely light in the air. Do the initials on Mike's pants really stand for Jammin' Tacos? Check Buff's total tuckage.

The production seat will carry the Torker logo. And the bikes you can buy will have clips to hold the brake cable.

The 280X survived our triple-threat testing. Track and trick torture plus jump thumping. The only casualty — a tweaked seat post. That happened when Buff got out of shape during a big ol' pancake plop top jump and landed on the saddle. That bent the post, but didn't render Mike a lifelong soprano. Other than that mishap, give the 280 an A-plus for survivability.

Torker's new silver scooter is right on the money. At \$280 it offers the looks and performance of more expensive bikes. The retired Maxflyte and Torflyte can rest in peace, knowing they have a worthy successor. As far as the 280 is concerned, R.I.P. could stand for Really Intelligent Purchase. ■

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