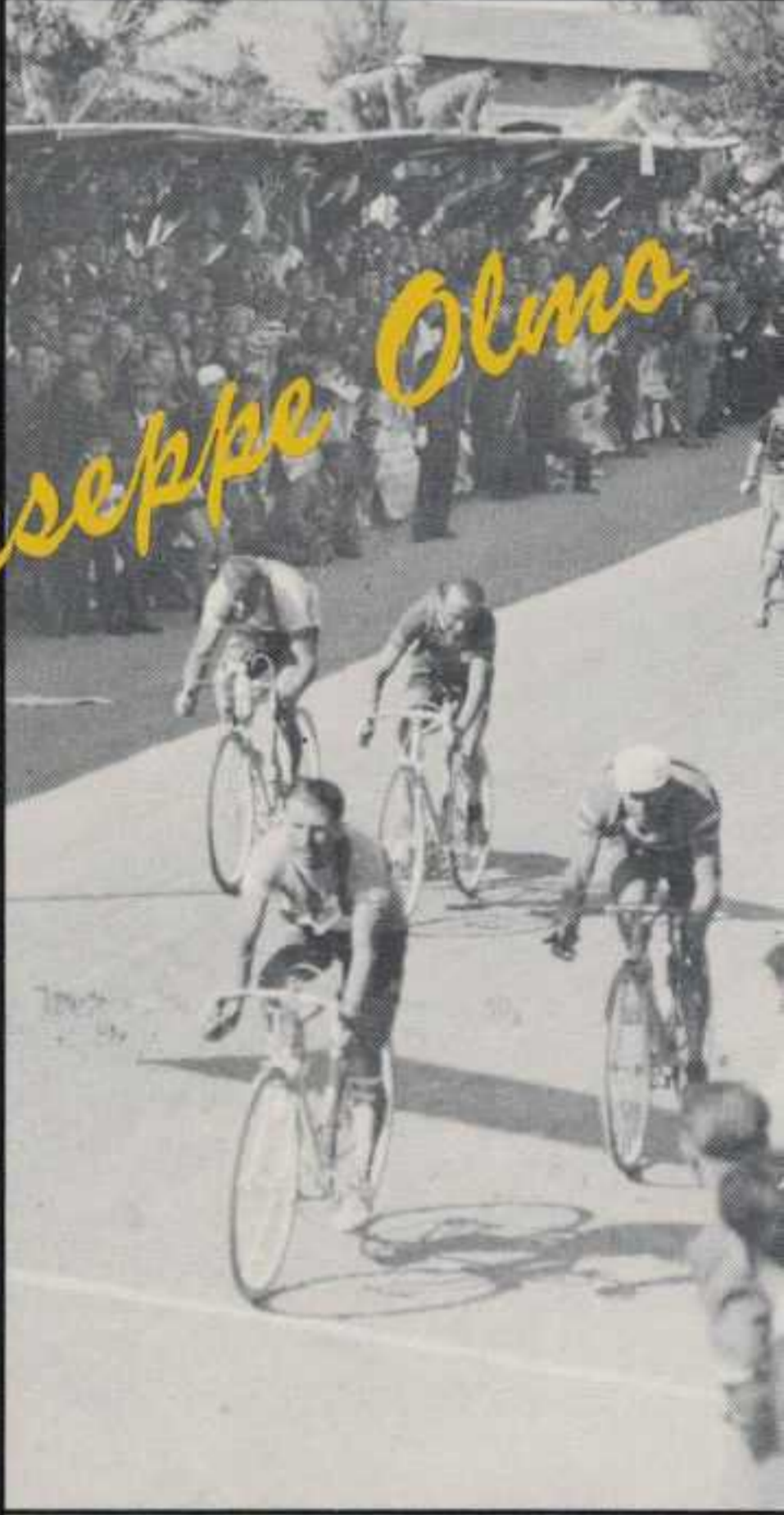




GIUSEPPE OLMO
RECORDMAN MONDIALE DELL'ORA
Km. 4-5.090,41
1935



Giuseppe Olmo



G. OLMO
CAMPIONE D'ITALIA
2° CAMPIONE
DEL MONDO
DILETTANTI
1931



FRAMESETS



"Competition HF" and "San Remo" framesets share the same race-bred appearance.

COMPETITION "HF"*

This is Olmo's standard "front-line" racing frame, and although the details are constantly being refined, the same basic design has been used and applauded for a decade in the United States and Europe. It means that when you buy a "Competition HF" frame from Olmo, you're buying a *proven* component. Isn't that what successful cycling is all about?

(Made with Columbus SL tubing through size 58, SP in 59 and larger frames. Includes Microfusion BB shell, chromed fork and chain stays, extra braze-ons for dual water bottle cages, pump, and front derailleur. For frame specs, see chart below at left.)

SIZES AVAILABLE: 49, 50, 52-62, 64cm (measured from center of bottom bracket shell to top of top tube)
 COLORS AVAILABLE: Anthracite, Olmo Racing Red, Pearl White, and Sky Blue

*The designation "HF" stands for "High Fidelity." In Italy it means more than a good stereo, it indicates the highest fidelity—or faithfulness—that a manufacturer can display toward the integrity of his product.

FRAME SPECIFICATIONS

Frame size	San Remo		Competition HF	
	52cm	55cm	52cm	55cm
Top tube length	52.5cm	55cm	52.5cm	55cm
Head to top tube angle	72	74	72	74
Seat to top tube angle	75	75	76	75
Chain stay length	41.0cm	42.0cm	40.5cm	40.5cm
Wheel base	99.0cm	98.5cm	97.0cm	99.5cm
Fork rake	4.0cm	5.3cm	5.3cm	5.3cm
Bottom bracket height	25.5cm	26.0cm	26.7cm	26.7cm
Tubing	Columbus Chromo-moly, Double-butted		Columbus SL or SP (large frame sizes) with Microfusion BB shell	
Weight	56 cm. frame: 6 1/2 lbs.		56 cm. frame: 6 1/2 lbs.	

SAN REMO

For years, entry-level riders, triathletes, and cyclists on a tight budget have looked for a competition-quality frame design that wouldn't demand the same *economic* dedication that a "pro" bike requires. Now they can have it! The "San Remo" shows the same competition-bred philosophy of construction as Olmo's "Competition HF," yet it costs far less. Built with Columbus double-butted, chrome-moly tubing, the "San Remo" frameset also features chromed fork and chain stays, as well as extra braze-ons for double water bottles, pump, and front derailleur.

(For frame specs, see chart at left.)

SIZES AVAILABLE: 50-64 in even centimeters, measured center to top
 COLORS AVAILABLE: Anthracite, Olmo Racing Red, Pearl White

TEAM SLX



Starting with the 1985 racing season, the successful Olmo racing team (which won the 1st classification in the 1985 Giro d'Italia despite stiff competition from powerhouses like La Vie Claire and Fongo/Colnago) could be seen on strikingly finished framesets like the one in the photo at left. Many American cyclists agree that, while there are a lot of flashy paint jobs on the market, very few seem at the same time to be tastefully done. Olmo is one of those few.

But beyond finish, the "Team SLX," as the name implies, makes use of Columbus' revolutionary SLX tubing (SPX in larger sizes), which features internal buttresses at the bottom bracket shell juncture to add strength without adding corresponding weight.

(Frame specs same as "Competition HF.")

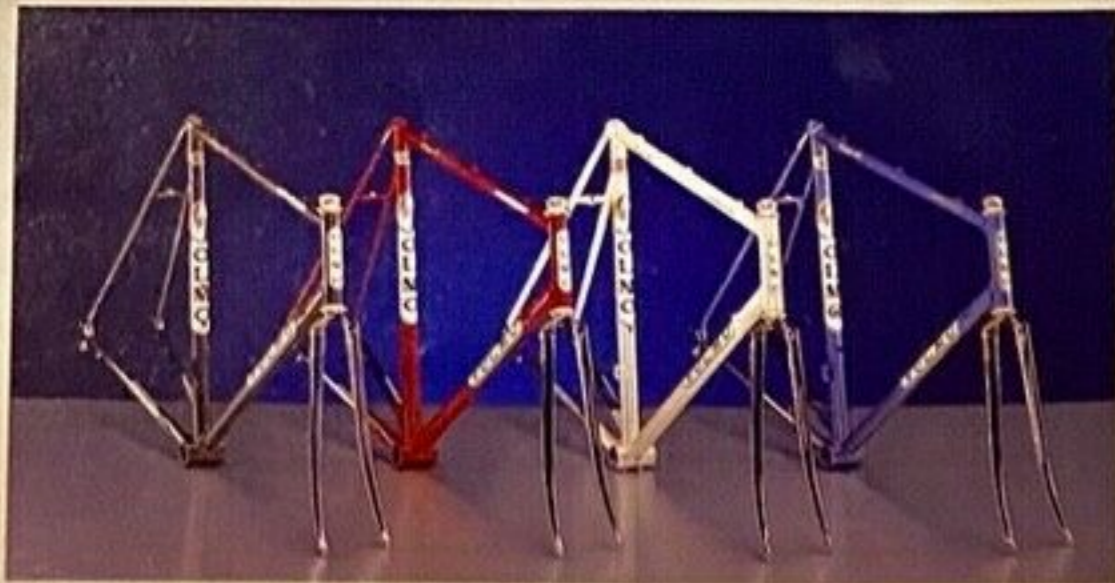
SIZES AVAILABLE: Same as "Competition HF"

COLORS AVAILABLE: "Bianco Sfumato" Blue only (as pictured at left)

LOOKING FOR
 COMPETITION.



FRAMESETS



"Competition HF" and "San Remo" framesets share the same race-bred appearance.

COMPETITION "HF"*

This is Olmo's standard "front-line" racing frame, and although the details are constantly being refined, the same basic design has been used and applauded for a decade in the United States and Europe. It means that when you buy a "Competition HF" frame from Olmo, you're buying a *proven* component. Isn't that what successful cycling is all about?

(Made with Columbus SL tubing through size 58, SP in 59 and larger frames. Includes Microfusion BB shell, chromed fork and chain stays, extra braze-ons for dual water bottle cages, pump, and front derailleur. For frame specs, see chart below at left.)

SIZES AVAILABLE: 49,50,52-62,64cm (measured from center of bottom bracket shell to top of top tube)

COLORS AVAILABLE: Anthracite, Olmo Racing Red, Pearl White, and Sky Blue

*The designation "HF" stands for "High Fidelity." In Italy it means more than a good stereo, it indicates the highest fidelity—or faithfulness—that a manufacturer can display toward the integrity of his product.

FRAME SPECIFICATIONS

Frame size	San Remo		Competition HF	
	52cm	57cm	52cm	57cm
Top tube length	52.5cm	55cm	52.5cm	55cm
Head to top tube angle	72	74	72	74
Seat to top tube angle	75	75	76	75
Chain stay length	41.0cm	42.0cm	40.5cm	40.5cm
Wheel base	99.0cm	99.5cm	97.0cm	99.5cm
Fork rake	4.0cm	5.3cm	5.3cm	5.3cm
Bottom bracket height	25.5cm	26.0cm	26.7cm	26.7cm
Tubing	Columbus Chrome-moly, Double-butted		Columbus SL or SP (large frame sizes) with Microfusion BB shell	
Weight	56 cm. frame: 6 1/2 lbs.		56 cm. frame: 6 1/2 lbs.	

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(For frame specs, see chart at left.)

SIZES AVAILABLE: 50-64 in even centimeters, measured center to top

COLORS AVAILABLE: Anthracite, Olmo Racing Red, Pearl White

TEAM SLX



Starting with the 1985 racing season, the successful Olmo racing team (which won the team classification in the 1985 Giro d'Italia despite stiff competition from powerhouses like La Vie Claire and Del Tongo/Colnago) could be seen on strikingly finished framesets like the one in the photo at left. Many American cyclists agree that, while there are a lot of flashy paint jobs on the market, very few seem at the same time to be tastefully done. Olmo is one of those few.

But beyond finish, the "Team SLX," as the name implies, makes use of Columbus' revolutionary SLX tubing (SPX in larger sizes), which features internal buttresses at the bottom bracket shell juncture to add strength without adding corresponding weight.

(Frame specs same as "Competition HF.")

SIZES AVAILABLE: Same as "Competition HF"

COLORS AVAILABLE: "Bianco Sfumato" Blue only (as pictured at left)

LOOKING FOR
COMPETITION.



FIRENZE

by Olmo

Olmo introduces the bicycle that fears no comparison. A bicycle that offers not only an Italian heritage and genuine race-bred performance, but stunning good looks and a bargain price. Firenze.

AN ATHLETE'S HEART...

The Firenze's heart is its frame: All Columbus SL tubing (SP in large sizes) with a microfusion bottom bracket shell, chromed fork and chain stays, brazons for front derailleur, dual water bottle cages, and horizontally-mounted pump—*identical* to the frame used by Olmo's professional racing team in Italy.

...AND SOUL

The frame is complemented by unexcelled componentry from Giovanni Galli, one of Italy's superior manufacturers of technologically advanced bicycle equipment. The group used on the Firenze is the *exact same ensemble* being used by Lucien Van Impe and the Conti/Galli pro European team.

A NEW APPROACH TO AESTHETICS:

Firenze offers a color choice, not of paint, but of striking component anodization. Black, blue, or red equipment ensembles beautifully complement the pearl white of the frame. The result is a stunning appearance that demands instant attention, and delivers a new standard in visual appeal.

FRAME SPECIFICATIONS

Frame Size	52cm	57cm
Top tube length	52.5cm	55cm
Head to top tube angle	72°	74°
Seat to top tube angle	76°	73°
Chain stay length	40.5cm	40.5cm
Wheel base	97cm	99.5cm
Fork rake	5.3cm	5.3cm
BB height	26.7cm	26.7cm
Tubing	All Columbus SL (Frames over 48cm use SP)	
BB Shell	Olmo Microfusion	

COMPONENT SPECIFICATIONS

Brakes: Galli "KL-Pro"
Derailleurs, crankset, hubs, headset, pedals, and toe clips: Galli "Criterion"
Bar, stem, and seat pillar: STTT
Freewheel: Maillard 700 "Course" (8 speed, 13-21 or 13-23)
Saddle: Concor
Spokes: DT
Wheels: Spec-BPP
(Specifications subject to change)

Weight (of 54cm bicycle): 21 1/2 lbs.
Sizes: 48-50-52-54-55-56-57-58-60-62cm.

Olmo bicycles and framesets are imported and distributed exclusively by:
Bicycle Parts Pacific, Inc.,
Box 640, Santee,
California, 92071
(619/448-3955)



OLMO



F I R E N Z E

by Olmo

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Top tube length	52.5cm	55cm
Head to top tube angle	72°	74°
Seat to top tube angle	76°	75°
Chain stay length	40.5cm	40.5cm
Wheel base	97cm	99.5cm
Fork rake	5.3cm	5.3cm
BB height	26.7cm	26.7cm
Tubing	All Columbus SL (Frames over 60cm use SP)	
BB Shell	Olmo Microfusion	

COMPONENT SPECIFICATIONS

Brakes: Galli "KL-Pro"
 Derailleurs, crankset, hubs, headset, pedals, and toe clips: Galli "Criterium"
 Bar, stem, and seat pillar: 3TTT
 Freewheel: Maillard 700 "Course" (6 speed, 13-21 or 13-23)
 Saddle: Concor
 Spokes: DT
 Wheels: Spec-BPP
 (Specifications subject to change)

Weight (of 54cm bicycle): 21½ lbs.
 Sizes: 48-50-52-54-55-56-57-58-60-62cm.

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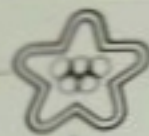
OLMO



COMPETITION VICTORY

FRAME SPECIFICATIONS

Frame size	52cm	57cm
Top tube length	52.5cm	55cm
Head to top tube angle	72°	74°
Seat to top tube angle	76°	78°
Chain stay length	40.5cm	40.5cm
Wheel base	97cm	99.5cm
Fork rake	5.3cm	5.3cm
Bottom bracket height	26.7cm	26.7cm
Tubing	Columbus SL (frames over 58cm use Columbus SP)	



OLMO

The Competition Victory is available in red, blue, or white, in sizes 48-50-52-54-55-56-57-58-60-62cm, measured from center of bottom bracket to top of top tube.

COMPONENT SPECIFICATIONS

Derailleurs (front braze-on mounted), brakes, crankset, hubs, headset, pedals, toe clips, and seat post: CAMPAGNOLO "VICTORY"
 Bar and stem: 3TTT
 Saddle: Ica Sella
 Freewheel and chain: Regina
 Sew-up or clincher wheels are available.
 (Specifications subject to change.)

Weight of 54cm bicycle with sew-up wheels: 22 lbs.

Your OLMO Dealer:



BICYCLE PARTS PACIFIC

EXCLUSIVE U.S. DISTRIBUTOR
 P.O. Box 640 • Santee, California 92071 • 619/448-3955

L I G U R I A



The Italian state of Liguria is the home province of Giuseppe Olmo, as well as of the Olmo manufacturing facilities. It's no wonder, then, that Olmo has taken such care to make their model Ligure one of the most attractive bicycles in the Olmo line. Although by competition bicycle standards the Ligure is bargain-priced, it shows the Olmo bloodlines throughout. The frame uses Columbus double-butted, chrome-moly tubing, the drive train is of Galli's top-of-the-line "Criterion" series, and the wheels incorporate the incredible Nisi "Mixer" narrow clincher rims and new generation, smooth high performance clincher tires from Panaracer.

COMPONENT SPECIFICATIONS

Brakes, pedals, crankset, hubs: Galli "Nuovo Sport"
 Derailleurs: Galli "Criterion"
 Bar, stem, and seat post: 3ttt
 Freewheel: Maffei 700 "Course" (6 speed, 13-21 or 13-23)
 Saddle: Selle Italia
 Rims: Nisi "Mixer" clincher, hard-anodized
 Tires: Panaracer "Apex"

FRAME SPECIFICATIONS: Same as "San Remo" frameset, see chart on page 2.

Weight (of 56cm bicycle): 22½ pounds

SIZES AVAILABLE: 50-62 in even centimeters

COLORS AVAILABLE: Anthracite and Pearl White

P R O F E S S I O N I S T A



Outfitted with Campagnolo's "Super Record" component ensemble, the "Professionista" is Olmo's most expensive standard production bicycle, yet it's practically a steal compared to most other racing machines. But beside the unquestionable performance of Campagnolo Super Record, only Olmo offers the competition-proven excellence of Olmo frame design and production.

COMPONENT SPECIFICATIONS

Campagnolo "Super Record" component ensemble, plus—

Seat Post: Special Campagnolo "Air" version, engraved with Olmo

Stem: 3ttt model 84, Giuseppe Olmo signature version

Bars: 3ttt single-piece butted "Competition"

Saddle: Icasella

Rims: Nisi "Countach" hard-anodized

Tires: Vittoria CX front, CG rear

Freewheel & chain: Regina CX

FRAME SPECIFICATIONS: Same as "Competition HF" frameset, see chart on page 2.

Weight (of 56cm bicycle): 21½ pounds

SIZES AVAILABLE: 49-50-52-54-58-60-62 (measured center to top)

COLORS AVAILABLE: Olmo Racing Red, Pearl White, and Sky Blue

Olmo competition bicycles and framesets are proudly represented in the United States exclusively by:
BICYCLE PARTS PACIFIC, INC. Santee, California

COMPETITION VICTORY

FRAME SPECIFICATIONS

Frame size	52cm	57cm
Top tube length	52.5cm	55cm
Head to top tube angle	72°	74°
Seat to top tube angle	76°	75°
Chain stay length	40.5cm	40.5cm
Wheel base	97cm	99.5cm
Fork rake	5.3cm	5.3cm
Bottom bracket height	26.7cm	26.7cm
Tubing	Columbus SL (Frames over 60cm use Columbus SP.)	



OLMO

The Competition Victory is available in red, blue, or white, in sizes 48-50-52-54-55-56-57-58-60-62cm, measured from center of bottom bracket to top of top tube.

COMPONENT SPECIFICATIONS

Derailleurs (front braze-on mounted), brakes, crankset, hubs, headset, pedals, toe clips, and seat post: CAMPAGNOLO "VICTORY"
 Bar and stem: 3TTT
 Saddle: Isca Sella
 Freewheel and chain: Regina
 Sew-up or clincher wheels are available.
 (Specifications subject to change.)

Weight of 54cm bicycle with sew-up wheels: 22 lbs.

Your OLMO Dealer:



BICYCLE PARTS PACIFIC

EXCLUSIVE U.S. DISTRIBUTOR

P.O. Box 640 • Santee, California 92071 • 619/448-3955

L I G U R E



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COMPONENT SPECIFICATIONS

Brakes, pedals, crankset, hubs: Galli "Nuovo Sport"
 Derailleurs: Galli "Criterium"
 Bar, stem, and seat pillar: 3TTT
 Freewheel: Maillard 700 "Course" (6 speed, 13-21 or 13-23)
 Saddle: Selle Italia
 Rims: Nisi "Mixer" clincher, hard-anodized
 Tires: Panaracer "Apex"

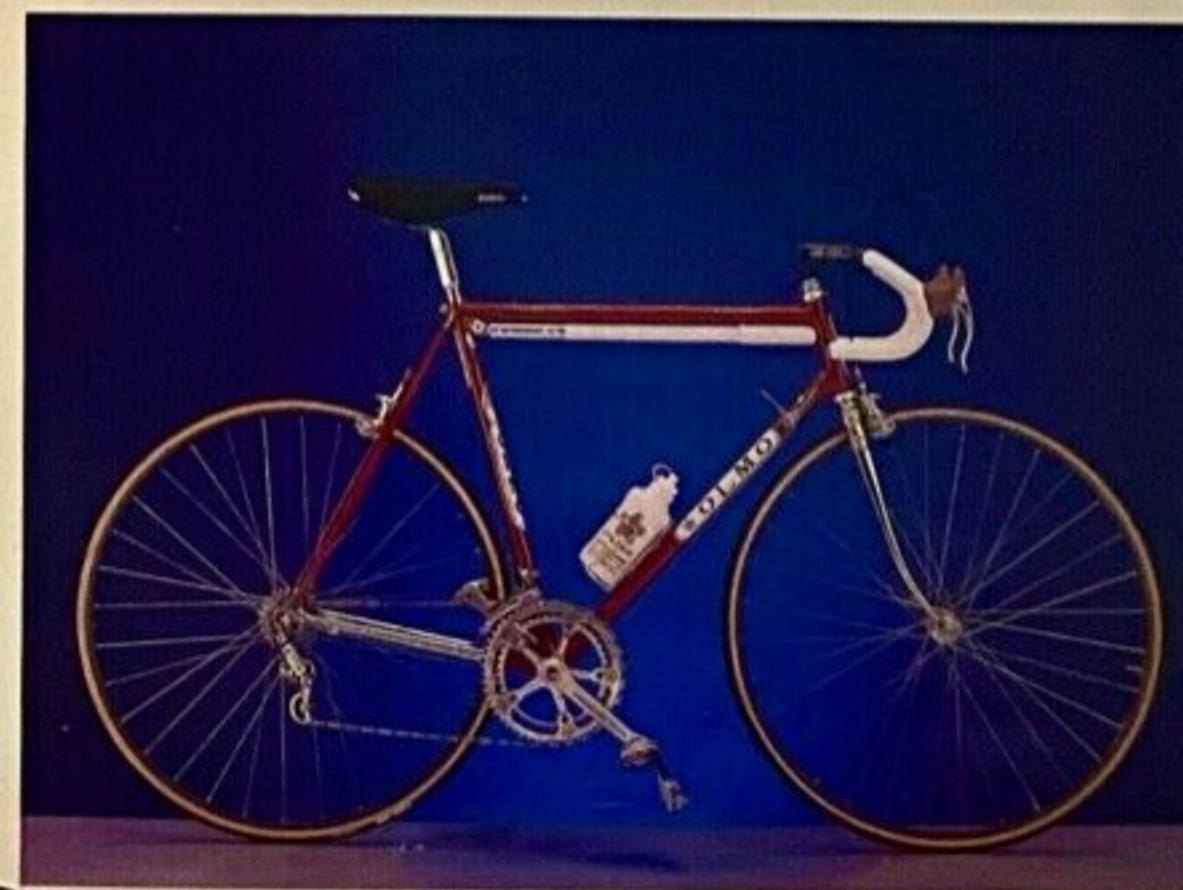
FRAME SPECIFICATIONS: Same as "San Remo" frameset, see chart on page 2.

Weight (of 56cm bicycle): 22½ pounds

SIZES AVAILABLE: 50-62 in even centimeters

COLORS AVAILABLE: Anthracite and Pearl White

PROFESSIONISTA



Outfitted with Campagnolo's "Super Record" component ensemble, the "Professionista" is Olmo's most expensive standard production bicycle, yet it's practically a steal compared to most other racing machines. But beside the unquestionable performance of Campagnolo Super Record, only Olmo offers the competition-proven excellence of Olmo frame design and production.

COMPONENT SPECIFICATIONS

Campagnolo "Super Record" component ensemble, plus—
 Seat Post: Special Campagnolo "Air" version, engraved with Olmo
 Stem: 3TTT model 84, Giuseppe Olmo signature version
 Bars: 3TTT single-piece butted "Competition"
 Saddle: Iscasella
 Rims: Nisi "Countach" hard-anodized
 Tires: Vittoria CX front, CG rear
 Freewheel & chain: Regina CX

FRAME SPECIFICATIONS: Same as "Competition HF" frameset, see chart on page 2.

Weight (of 56cm bicycle): 21¾ pounds

SIZES AVAILABLE: 49,50,52,54-58,60,62 (measured center to top)

COLORS AVAILABLE: Olmo Racing Red, Pearl White, and Sky Blue

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BICYCLE PARTS PACIFIC, INC. Santee, California



GENUINE OLMO RACING ACCESSORIES

Pictured in photo:

- a) Alfa-Lum/Olmo team jersey (1984 version, limited edition item)
- b) Alfa-Lum/Olmo team shorts (1984 version, limited edition item)
- c) Team hat
- d) Sunglasses
- e) Wool training suit
- f) Headband
- g) Travel bag with zippered shoe compartment
- h) Tire covers

Other Olmo accessories available through your authorized Olmo dealer:

- Embroidered Olmo Patch
- Rainjacket
- Engraved Campagnolo chainrings
- Engraved Campagnolo shift levers
- Engraved 3ttt stem

Poster Facsimile: front page of "La Gazzetta dello Sport" (Italy's national sports daily) from November 1, 1935, the day after Giuseppe Olmo broke the hour record, carrying the story of the event.

OLMO—A Family History

Giuseppe Olmo was one of the most successful and popular Italian cyclists of the 30's. Familiar to his fans by the nickname "Gepin," Olmo was amateur road champion of Italy in 1931, as well as silver medalist in the World Amateur championship road race, and was a member of the 1932 Italian Olympic team that competed in Los Angeles. After turning professional, in 1935 "Gepin" became a national hero by shattering the prestigious world hour record (he was the first man ever to break the 45km mark), and he also broke the record Milan-San Remo time in 1938. During his pro career, Giuseppe Olmo raced against some of the strongest competition ever seen by the cycling world, which then was dominated by great Italian names like Binda, Guerra, Martano, and the legendary Gino Bartali. Despite the tough field, Olmo was one of Italy's most successful riders, winning a career total of 20 stages in the Giro d'Italia (making him one of the ten winningest riders of all time in that event) and becoming the Italian national road champion of 1936.

During his racing years, Olmo was known as a "greyhound"—a



sprinter—but he also earned a reputation as a stylish innovator. When he retired from cycling at the height of his career, he and his younger brother Michele, who raced professionally as his lieutenant on the Bianchi squad, gathered partners and began a bicycle manufacturing business in their hometown, the rural coastal village of Celle Ligure, on the Italian Riviera. At the time, an athlete becoming an industrialist was a novel idea. Would it work?

At first, it seemed that success would be all but impossible, since the brothers began their business in the cataclysmic year 1939, as World War II was just beginning. Yet, despite the war and chaos which followed in Italy and all Europe, the Olmo business thrived and grew. Olmo again became known and respected across Europe. In the 60's, Olmo even penetrated to the first stirrings of the American bicycle revival.

In the meantime, in Italy, Giuseppe branched off into other industries, such as plastics and resins, and became known as one of Italy's most successful entrepreneurs and industrialists. His time was then divided among his many concerns, while Michele and son Paolo managed the day-to-day operations of the bicycle and frameset manufacturing, as they do to this day.

In the late 60's and early 70's, Olmo's reputation in the States was eclipsed by newer names like Colnago, Gios, and De Rosa—largely because Olmo had virtually no American distribution. But during the last half-decade, Olmo has embarked on a new marketing plan that includes once more a major team sponsorship in Europe as well as organized distribution and promotion for the United States.

Yet despite its growth, Olmo maintains a small company philosophy toward frame-building. Each and every "Competition" series frame is still built one at a time, in a small frame workshop in the coastal hills above the Mediterranean, where traditional techniques are joined with innovation in materials and design.

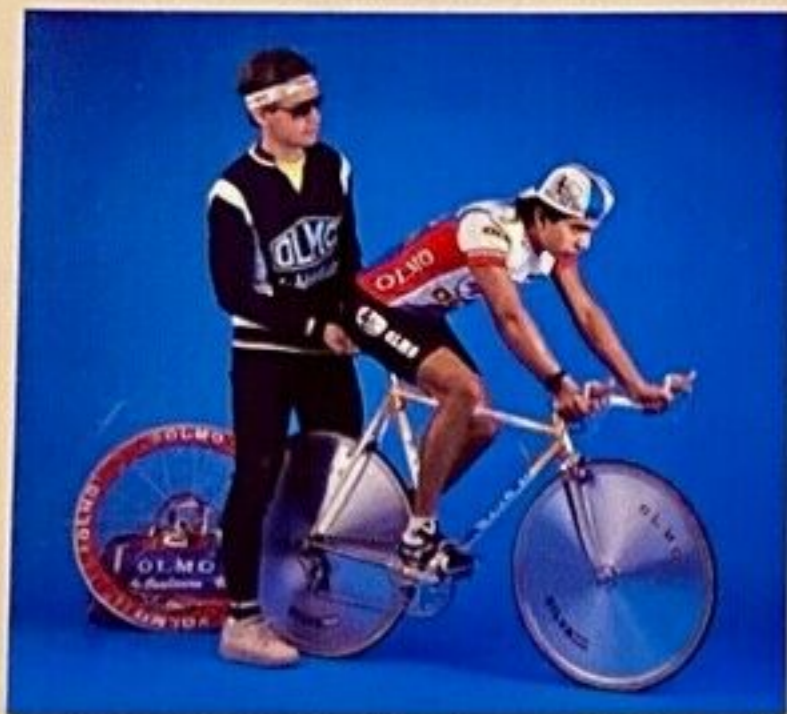
You see, for Giuseppe and Michele Olmo and family, building bicycles isn't just a business, it's a matter of old world family honor, *Italian-style*.



From Giuseppe Olmo's scrapbook

Cover: (counter-clockwise, from upper left) Olmo on Milan's famous Vigorelli velodrome during the Italian championships; Time-trialing, circa 1935; 2nd-placed at the 1930 Milano-Savona, Giuseppe poses with brother Michele; Amateur Italian road champion and World's road silver medalist of 1931; Olmo, twice a victim

of punctures at the '34 World's, is passed a spare by Italian technical director, the famous Girardengo; Same '34 World's, Olmo's chase is rewarded as he rejoins; '35 Giro d'Italia, Olmo out-sprints rival Guerra for the stage win. Center Photo: Shades of the businessman emerge, Olmo goes through equipment checks before the Giro di Lombardia of 1939—his last year as a racer, his first as a builder.



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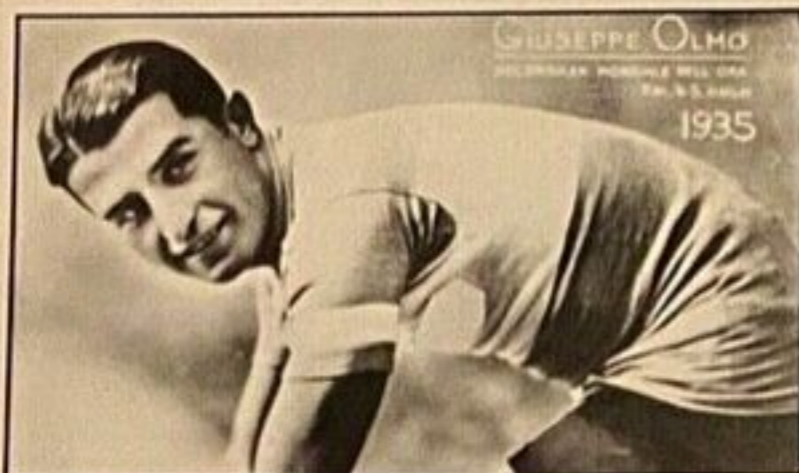
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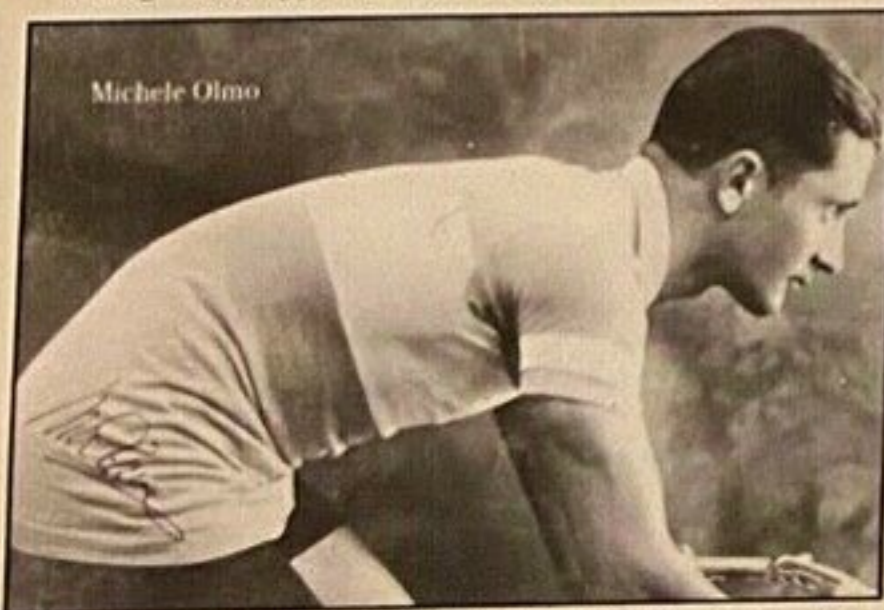
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Yet despite its growth, Olmo maintains a small company philosophy toward frame-building. Each and every "Competition" series frame is still built one at a time, in a small frame workshop in the coastal hills above the Mediterranean, where traditional techniques are joined with innovation in materials and design.

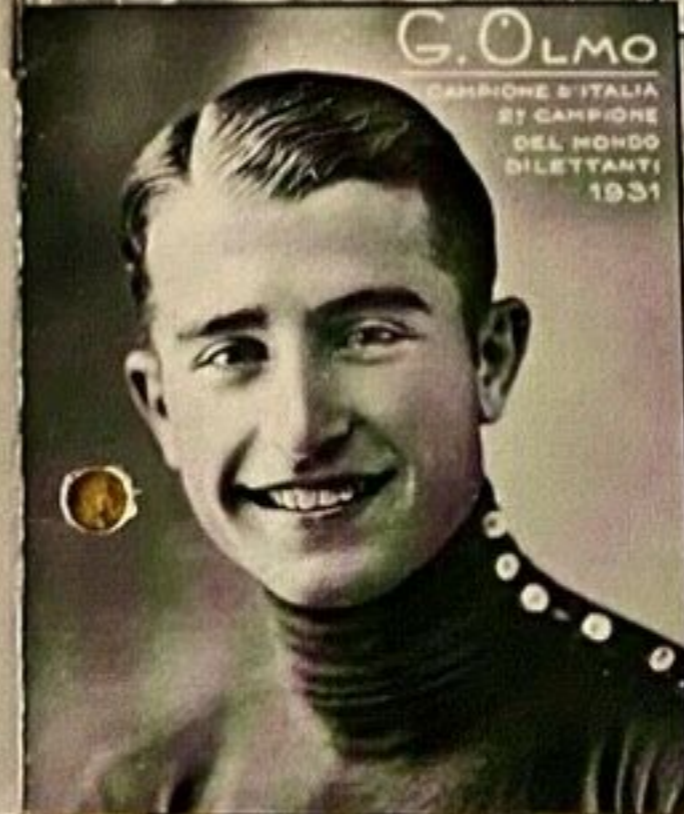
You see, for Giuseppe and Michele Olmo and family, building bicycles isn't just a business, it's a matter of old world family honor, *Italian-style*.



From Giuseppe Olmo's scrapbook

Cover: (counter-clockwise, from upper left) Olmo on Milan's famous Vigorelli velodrome during the Italian championships; Time-trialing, circa 1935; 2nd-placed at the 1930 Milano-Savona, Giuseppe poses with brother Michele; Amateur Italian road champion and World's road silver medalist of 1931; Olmo, twice a victim

of punctures at the '34 World's, is passed a spare by Italian technical director, the famous Girardengo; Same '34 World's, Olmo's chase is rewarded as he rejoins; '35 Giro d'Italia, Olmo out-sprints rival Guerra for the stage win. Center Photo: Shades of the businessman emerge, Olmo goes through equipment checks before the Giro di Lombardia of 1939—his last year as a racer, his first as a builder.



B I N D I N G C O L L

P.O. B

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