



LS

2014

ELITE RACING BICYCLES

SATURDAY 6AM

Across America Saturday morning challenges the flip-side of dusk, fog rolls up over the hills, and like Litespeed devotees everywhere, we flip the bike up onto the rack and head out to meet the crew twenty miles away in the rolling hills. In Tennessee we don't expect snow, but we get our fair share of rain and chill and headwind bluster when you least expect it. The weathermen don't get it right here either.

An hour later, though, a week's worth of ups and downs have pretty well evaporated. And, the skies have relented out of empathy alone. Perspective successfully re-adjusted via bicycle. No doubt about it; lucky to be here.

At Litespeed, every working day is dedicated to making your ride on our bikes an incredible experience. We guarantee it. And, we invite you to stop by an authorized Litespeed dealer to double-check our work.

THE BEST BIKES ON THE PLANET

For over 25 years, the people of Litespeed have built bikes with a sense of purpose that belies business hours. Each morning, craftsmen take to their trade and the deep flow of electricity results in bikes of remarkable quickness and quality. Every evening, they turn out the lights only with the dream of building extraordinary bikes again tomorrow.



L1R

Designed from the bottom up with Litespeed's own Reactive Pressure Molding (RPM) for optimal stiffness, light weight, and all-around performance, the L1R, our L-Series flagship, offers an overall attention to detail and Shape-Specific Design (SSD) features simply not available on other pro-grade bikes. Di2 compatible, UCI-approved, and trusted by cyclists who demand a reliable, race-ready workhorse for repeated race punishment. + 60T carbon fiber

S M ML L XL Available as SRAM Red build or frameset.

C1R

The bottom line on the C1R's onboard AeroLogic technology: According to results from the A2 wind tunnel, the styling of the C1R – including aero seat post, shrouded water bottle mount, and tuned tube cross-sections – reduces the average aero wattage by almost 30 watts. That's an easy 16% advantage across all yaw angles and not unlike adding an expensive pair of race wheels without the expense. Full internal cable routing. + 60T carbon fiber

S M ML L XL Available as Shimano Dura-Ace build or frameset.



T1

Matchless, the most technologically advanced metal bicycle ever created. Since winning Eurobike's prestigious Design Award, the T1 (formerly Archon) has re-written industry expectations of a metal bike's capabilities and ride quality. The 2014 T1 features a PF30 bottom bracket, proprietary 6/4 and 3/2.5 ti blend, oversized head tube for more fork-tuning capability, and showcase quality welds.

FRAME ONLY XS S M ML L XL



C1

Called “untouchable for the money” by Velo and “a true original” by Peloton Magazine, the C1 returns for 2014 with full array of AeroLogic features including an adjustable aero seat post and internally routed cables. Loaded with race-ready Ultegra components and fully Shimano Di2 compatible, the Super Modulus carbon C1 converts our wind-tunnel qualified data set into an easy real-world advantage. + 30T carbon + Shimano Ultegra drivetrain + SL-K Carbon crankset + Easton EC70 bar/stem + Easton EA70 wheelset + Fizik Arione R7 saddle + Reynolds Assault wheels (Race version)

S M ML L XL





Ci2

The 2014 Ci2 offers Litespeed's premier aerodynamic technology feature-set, AeroLogic, coupled with Shimano's Ultegra Di2 electric-shift system. State-of-the-art BB 30 technology, a 1.125" x 1.5" tapered steerer fork are all incorporated for maximum performance and handling from cycling's most respected name in ride-tuning. + 30T carbon + Shimano Ultegra Di2 drivetrain + SL-K Carbon crankset + Easton EA 70 bar/stem + Easton EA70 wheelset + Fizik Arione R7 saddle + Reynolds Assault wheels (Race version)

S M ML L XL



“Easily managing even the steepest of gradients as I rolled out of Arbeost in the mist and rain, the C3 was pure enjoyment. The bike was great, the frame was outstanding.”

Jon Burrage, Road.cc

C3

For 2014, a component upgrade and full paint scheme overhaul continue the buzz about the C3's incredible blend of race performance, comfort, aerodynamics qualities, and reliability. Full AeroLogic feature set - including our proprietary "invisible water bottle" shroud - and same Reactive Pressure Molding construction as the C1 turn this "attention magnet" into an undisputed aerodynamic bullet. + 30T carbon + Shimano 105 drivetrain + Shimano 105 crankset + Easton EA30/EA50 bar/stem + Shimano R-500 wheelset + Fizik Arione R7 saddle

S M ML L XL



L-SERIES



L1

It took nearly four years of research and development to nail the L1's multiple asymmetric and shape-specific design using Litespeed's own Continuous Cross-Sectional Morphology, but the 2014 L1 arrives with a state-of-the-art feature set including BB 386 technology — a wide-bearing system co-developed with FSA — and the barely UCI-legal 1.125" x 1.5" tapered steerer fork. + 30T carbon + Shimano Ultegra drivetrain + FSA SL-K crankset + Easton EC70 bar/stem + Easton EA70 wheelset + Fizik Arione R7 saddle

S M ML L XL



Li2

Fully-electrified with Shimano's Di2 system, the Litespeed Li2 delivers on all levels: stunning good looks, a perfected and easy shift-under-load drive train, and our legendary ride-tuned experience. ROAD Magazine raves: "They may not be the first company that comes to mind when you think of high end carbon fiber bikes, but if they keep building bikes like the Li2, they soon will be." + 30T carbon + Shimano Ultegra Di2 drivetrain + FSA SL-K crankset + Easton EC70 bar/stem + Reynolds Assault wheelset + Fizik Arione R7 saddle

S M ML L XL



L3

Like the entire L-Series, the L3 employs our proprietary Reactive Pressure Molding (RPM), an advanced molding method utilized during manufacture of our composite frames to minimize extra material and waste on the insides of bladder-molded tubes. Outside Magazine leaves no doubt, calling the L3 "a fast, no-nonsense road bike that packs a lot of value." + 30T carbon + SRAM Force-22 drivetrain + SRAM crankset + Easton EA50/EC50 bar/stem + Reynolds Stratus wheelset + Fizik Arione R7 saddle

S M ML L XL

For titanium craftsmanship of the highest order, NASA called

LITESPEED™



MONDAY 1AM

Shortly after the Mars Rover Curiosity landed successfully at 1:00 AM on August 6 and the celebrations at Jet Propulsion Lab subsided, the phones started ringing. News outlets including ABC and CNN had gotten wind of Litespeed's involvement in the fabrication of the Rover's rocker boogie suspension system and everyone wanted to know: How on earth does a bike company wind up working with NASA?

Here's the story: Litespeed was founded in 1986 and, at the leading edge of the titanium bike craze, the brand quickly became recognized for pushing the development. Discerning cyclists sought out Litespeed bikes; pro teams demanded the brand. Over the next 25 years, Litespeed found international acclaim and grew into a full line of carbon and titanium bikes. Yet, Litespeed never set aside a boldness of design spirit that, to this day, is at the heart of the company's culture: aero carbon bikes introduced years before the competition, pioneering work on asymmetric features, and, ultimately, the ability to understand and utilize tube-forming like no other bicycle company on the planet.

Anticipating the incredible stress forces during landing and in need of absolute mission-critical tolerances when the exploration began, team members at NASA's JPL – cyclists themselves – recalled the extensive tube-shaping on a Litespeed bicycle and a lightbulb fired: Think about bikes and consider strength elements that can be achieved beyond traditional round tubing; a specialty of the Litespeed process. The rest is history.



T3

A bike of stunning ride-quality, quickness, and agility, the 2014 T3 offers a common-sense approach loaded with tube-shaping features far exceeding any offering from 'stock-tube' titanium manufacturers: an ovalized 3/2.5 titanium top tube, triple-buttressed chainstays, and a massive 44mm, internally double-buttressed head tube with 1mm wall. Trusted by cyclists enduring the rigors of road event on top of criterium, week in and week out, Cycling Plus says the T3 "proved pin sharp, fast and precise, with excellent high speed stability - all the fun without the fear and discomfort." + 3Al/2.5V Titanium + BBPF30

FRAME ONLY XS S M ML L XL



M1/M3

All new for 2014: Featuring an elite, unidirectional monocoque carbon frame and fork usually reserved for bicycles unavailable at this price point, the M-Series bikes exude dollar-for-dollar performance and value. A box-section profile at the oversized PF30 bottom bracket ensures optimum power transfer while unique, flattened, aero-shaped down tube improves wind flow. Reliable as the day is long, super fast, and set for a solid day of racing or training, the M-Series competes at every level. **M1/M3** + 24T carbon + Shimano 105 drivetrain + Full Shimano 105 Component Set + Easton EA30/EA50 bar/stem + Fizik Ardea saddle

M1 + Shimano R-500 wheelset **M3** + Real Design wheelset

XS S M ML L XL



“Cyclists know Litespeed as a brand of distinction, recognized for the reliable and durable nature of our products and respected for thoughtful design on each model.”

Peter Hurley
CEO, American Bicycle Group



T5

The T5's performance-inspired geometry is ideal for your next Grand Fondo or the rolling-hill century that intends to push back. Comfortable for the long haul, the 2014 T5 arrives with a super-sportive geometry, a cycling-specific tube set, and roominess for tire clearance. The essence of straight-gauge titanium tubing and Litespeed's legendary ride-tuning experience honed to perfection. + 3Al/2.5V Titanium + BBPF30 + replaceable derailleur hanger + longer chainstays + 44 mm head tube

FRAME ONLY XS S M ML L XL



T7

Ride Litespeed's legendary titanium quality and craftsmanship right off the dealer floor; the T7 is available as a complete bike build. Next Wednesday at 7:00 PM ride, you get to ditch the carbon for a classic. + 3Al/2.5V Titanium + BBPF30 + replaceable derailleur hanger + longer chainstays and taller head tube for comfort and stiffness + 1 1/8" head tube + available as complete build with Shimano 105

XS S M ML L XL





CITICO

Named after the Citico Creek Wilderness in Southeastern Tennessee, the pro-grade, T1-inspired Citico is the first MTB frame to use our 6/4 flared top tube and a massive bi-axially ovalized down tube to provide incredible steering feedback, accuracy, and unequaled front end stiffness. + designed around 650b (27.5) wheel platform

XS S M L

COHUTTA

A true rough-and-tumble 29er hardtail, named after the Tennessee-based Cohutta 100 race, that Switchback Magazine raves has "handling that is unmatched by any other Ti mountain bike, period." Featuring the industry's first 29er-specific tube set, the Cohutta arrives with an angle-adjustable 49mm head tube and 80-120mm fork compatibility. And, its light front end tracks exactly where you tell it to go. Switchback continues: "Beyond handsome, it is truly beautiful, with proportions that seem to speak to our hardwired sense of attraction and desire."

S M L XL



SEWANEE

Cold-worked 3Al/2.5V titanium frame and 90mm of rear end travel provide the perfect ride for the next wicked trail. Named after the bike trails near Franklin, TN – and optimized for 27.5 inch wheels – the Sewanee features a suspension design that allows for a constant linear ratio of suspension across the entire range of travel.

S M L



CX

The ultimate upgrade for the serious cyclocross athlete, Litespeed started with a cross-specific titanium tube set then designed the rest around the demands of today's elite racers. Features of the 2014 CX include a PF30 bottom bracket, a disc-specific design and 135 mm rear spacing to accommodate cross-specific wheels, and an oversized head tube to use either a standard or tapered steerer tube fork. This frame was designed and built in the USA and then tested by elite athletes at the National Cyclocross Championships and across all 7,500 miles of the Tour de Afrique. The result is one of the most modern, up-to-date, and durable cyclocross race frames on the market.

S M ML L XL

TUESDAY 9AM

A few miles outside of downtown Chattanooga, the Litespeed factory jumps to attention on a spring day and drops into gear. Bikes are stacked and ready for distribution to dealers worldwide, but the topic of conversation around the office turns first to manufacturing schedules, then pro cycling rosters for the season, then next year's catalog layout. Both sales and design teams for the company sit alongside the factory, so vertical integration turns out to mean a quick jog down to the factory floor for Litespeed's brand manager to discuss decal design or geometry refinement. It's a working model that demands attention to detail and a sense of accountability among a team, many cycling enthusiasts, to produce the finest bikes in the world while welcoming every turn as a challenge and opportunity. By email from long-time loyal customers, visits to our dealer network, phone calls three timezones removed, or the knowledge from the factory floor beneath their feet, the people of Litespeed are daily connected in delivering market leading products as a simple extension of their own passion: a bicycle worthy of your next truly memorable experience. How can they make your ride even better? They're working on that right now.



PISGAH

Performance-inspired geometry identical to the elite-grade Citico, the 2014 PISGAH puts legendary Litespeed fabrication under any cross-country, single-speed, or urban MTB build. Named after the National Forest near Asheville, this USA made traditional hardtail offers true, master titanium fabrication for a real shot at off-road nirvana. Litespeed's proprietary MultiWheel Compatibility (MWC) feature allows for use of stock 26" wheels right off the shelf where quicker handling is required or 650B for managing ground-level single-track obstacles. + designed around 650b (27.5) wheel platform + Shape-Specific Design (SSD) throughout + PF BB30 bottom bracket

FRAME ONLY XS S M L

ROAD GEOMETRY

	Model	Size	Top Tube [™]	Head Tube	Head Tube [°]	Seat Tube [°]	Seat Tube [™]	Chain Stay [™]	BB Drop	Wheelbase	Front Center [™]	Fork Rake [™]	Standover [™]	Stack	Reach
L Series	S	52.5	11.0	72.5	74.0	47.5	40.5	6.9	96.3	56.8	4.3	72.3	51.5	37.8	
	M	54.0	13.0	73.0	73.5	49.5	40.5	6.9	96.8	57.3	4.3	75.4	53.6	38.1	
	ML	56.0	16.0	73.0	73.0	51.5	40.5	7.0	98.2	58.7	4.3	77.4	56.6	38.7	
	L	57.0	18.5	73.0	73.0	53.5	40.5	7.0	99.3	59.8	4.3	79.7	59.0	39.0	
	XL	59.0	21.0	73.5	72.5	55.5	41.2	7.2	100.8	60.7	4.3	81.5	61.3	39.8	
C1R	S	52.5	11.0	72.5	74.0	52.5	39.5	6.7	95.3	56.8	4.3	72.4	51.7	37.8	
	M	54.0	13.0	73.0	73.5	54.0	39.5	6.7	95.8	57.3	4.3	75.1	53.8	38.1	
	ML	56.0	16.0	73.0	73.0	56.0	39.5	6.8	97.4	58.8	4.3	77.9	56.7	38.7	
	L	57.0	18.5	73.0	73.0	57.0	39.5	6.8	98.3	59.8	4.3	79.8	59.1	38.9	
	XL	59.0	21.0	73.5	73.0	61.0	39.5	6.8	99.7	61.3	4.3	81.2	61.6	40.2	
C1 C3 C12	S	52.5	11.0	72.5	74.0	52.5	39.5	6.7	95.3	56.8	4.3	72.4	51.7	37.8	
	M	54.0	13.0	73.0	73.5	54.0	39.5	6.7	95.8	57.3	4.3	75.1	53.8	38.1	
	ML	56.0	16.0	73.0	73.0	56.0	39.5	6.8	97.4	58.8	4.3	77.9	56.7	38.7	
	L	57.0	18.5	73.0	73.0	57.0	39.5	6.8	98.3	59.8	4.3	79.8	59.1	38.9	
	XL	59.0	21.0	73.5	73.0	61.0	39.5	6.8	99.7	61.3	4.3	81.2	61.6	40.2	
M1/M3	XS	52.0	72	74.5	47.5	40.6	7.0	96.4	57.1	4.5	73.1	11.5	51.6	37.4	
	S	52.0	11.5	72	74.5	47.5	40.6	7.0	96.4	57.1	4.5	73.1	51.6	37.4	
	M	52.5	12.5	72	74.5	49.5	40.6	7.0	97.2	57.6	4.5	74.4	52.6	37.7	
	ML	53.5	14.5	72	74.0	52.5	40.6	7.0	97.9	58.3	4.5	77.1	54.5	37.7	
	L	55.0	16	72.5	73.5	55	40.6	7.0	98.5	58.9	4.5	79.1	56.1	38.3	
T1	XS	51.5	9.0	72.0	74.5	46	40.6	6.8	96	56.6	4.3	72.0	50.2	37.4	
	S	52.5	9.8	72.5	74.0	47.5	40.6	6.8	96.5	56.8	4.3	73.0	51.4	37.7	
	M	54.0	11.5	73.0	73.5	49.5	40.6	7.1	97.1	57.5	4.3	74.7	53.3	38.2	
	ML	56.0	13.5	73.0	73.0	51.5	40.6	7.1	98.5	58.9	4.3	76.7	55.1	39.1	
	L	57.0	16.0	73.0	73.0	53.5	40.6	7.1	99.6	60.0	4.3	78.9	57.5	39.4	
T3	XS	51.5	10.0	72.0	74.5	46	40.6	6.8	96	56.6	4.3	72.1	51.2	37.0	
	S	52.5	11.0	72.5	74.0	47.5	40.6	6.8	96.5	56.8	4.3	73.1	52.6	37.3	
	M	54.0	12.5	73.0	73.5	49.5	40.6	7.1	97.1	57.5	4.3	74.8	54.1	37.9	
	ML	56.0	14.5	73.0	73.0	51.5	40.6	7.1	98.5	58.9	4.3	76.7	56.4	38.8	
	L	57.0	17.0	73.0	73.0	53.5	40.6	7.1	99.6	60.0	4.3	79.2	58.4	39.1	
T5/T7	XS	51.5	11.0	72.0	74.5	46	42.0	6.8	97	56.6	4.3	72.0	52.6	36.3	
	S	52.5	12.5	72.5	74.0	47.5	42.0	6.8	97.7	56.8	4.3	73.0	54.1	36.6	
	M	54.0	14.5	73.0	73.5	49.5	42.0	7.1	98.3	57.5	4.3	74.7	56.4	37.2	
	ML	56.0	17.0	73.0	73.0	51.5	42.0	7.1	99.7	58.9	4.3	76.7	58.4	38.1	
	L	57.0	19.5	73.0	73.0	53.5	42.0	7.1	100.8	60.0	4.3	78.9	61.2	38.4	
	XL	59.0	22.0	73.0	72.5	55.5	42.0	7.4	101.7	60.7	4.3	81.4	63.7	39.1	

CX AND MOUNTAIN BIKE GEOMETRY

Size	Top Tube	Head Tube	Head Tube°	Seat Tube°	Seat Tube	Chain Stay	BB	W/base	F/Center	Fork Rake	Standover
S	52.5	10.0	72.0	74.5	49.0	43.0	6.0	100.2	57.9	4.5	76.5
M	54.0	11.0	72.0	74.0	53.0	43.0	6.0	101.3	59.0	4.5	79.2
ML	56.0	12.0	72.0	73.5	55.0	43.0	6.0	102.8	60.5	4.5	80.8
L	57.0	13.0	72.0	73.0	57.0	43.0	6.0	103.4	61.2	4.5	82.2
XL	59.0	15.0	72.0	73.0	59.0	43.0	6.0	105.4	63.1	4.5	84.2
XS	20.8	4.5	69.5	73.0	13.5	16.75	12.5	40.5	23.7	1.5	28.5
S	21.5	4.5	69.5	73.0	15.0	16.75	12.5	41.2	24.5	1.5	29.7
M	23.0	5	69.5	73.0	17.0	16.75	12.5	42.7	26.0	1.5	31.2
L	24.5	6	69.5	73.0	19.0	16.75	12.5	44.3	27.6	1.5	33.1
S	21.5	4.5	69.5	73.0	15.0	17.50	13.2	42.1	24.5	1.5	30.5
M	23.0	5	69.5	73.0	17.0	17.50	13.4	43.6	26.0	1.5	30.5
L	24.5	6	69.5	73.0	19.0	17.50	13.4	45.2	27.6	1.5	30.5
S	22.4	4.5	71.0	74.0	15.0	17.13	11.9	41.8	24.9	1.7	29.37
M	23.6	4.5	72.0	73.5	17.0	17.13	11.9	42.3	25.5	1.7	30.67
L	24.5	5	72.0	73.5	19.0	17.13	11.9	43.2	26.4	1.7	32.16
XL	25.2	5.63	72.0	73.5	21.0	17.13	11.9	43.9	27.1	1.7	33.63

TECHNOLOGY GUIDE

AEROLOGIC

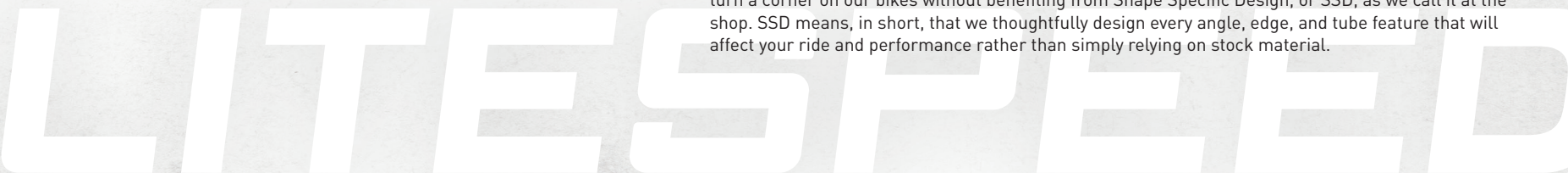
To capture free speed in our carbon road bicycles, Litespeed created the guiding design principle of AeroLogic. AeroLogic, the result of years of thoughtful planning and design, is the integration of aerodynamic elements directly into the frame without the penalty of excess weight. All Litespeed C-Series bikes incorporate the full AeroLogic feature set including (a) adjustable seat post with aero trailing edge, (b) shrouded ‘invisible water bottle’ mount, (c) fully aero-tuned tube cross sections, (d) morphed seat stay shaping, and (e) a proprietary bowed and bladed fork to allow clean airflow over front wheel.

REACTIVE PRESSURE MOLDING (RPM)

Reactive Pressure Molding, or RPM, is an advanced molding method utilized during manufacture of Litespeed’s newest composite frames. Developed by Litespeed to minimize extra material and waste on the insides of bladder-molded carbon tubes, it costs more, reduces weight, increases stiffness, improves durability, and is now considered the standard for pro-grade bikes. It’s also mostly hidden on the inside of the tubes — you’ll never see it — which is why many other major manufacturers still don’t use it.

SHAPE-SPECIFIC DESIGN (SSD)

Our years of working with titanium taught us an important lesson: When it comes to fine-tuning a bicycle, shape matters. From the dramatic down tube curve included on our Citico and Pisgah mountain bikes to the asymmetric chain stays and oversized head tubes of our L-Series, you can’t turn a corner on our bikes without benefiting from Shape Specific Design, or SSD, as we call it at the shop. SSD means, in short, that we thoughtfully design every angle, edge, and tube feature that will affect your ride and performance rather than simply relying on stock material.





SUNDAY 6AM

LITESPEED™

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