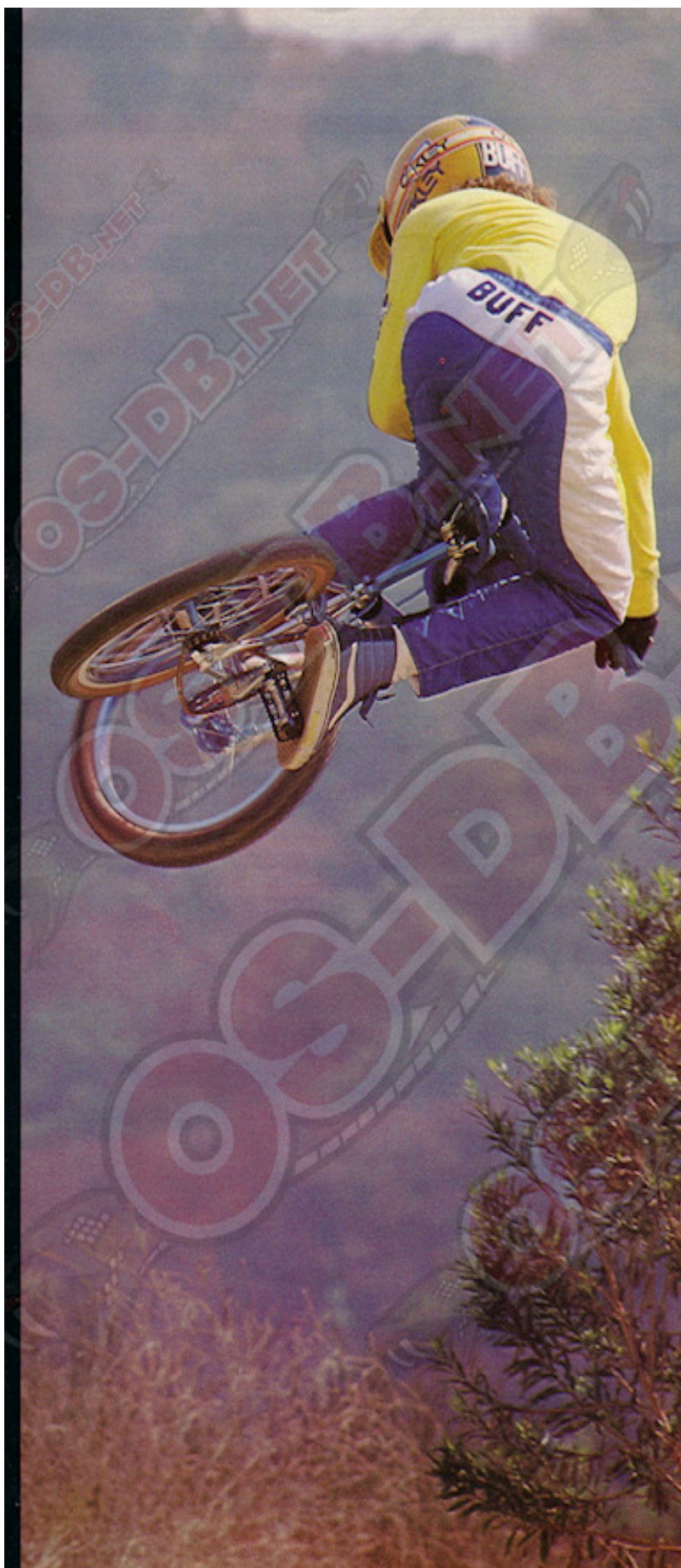


DIAMOND BACK

THE BIKE AND THE TEAM: FORCES TO BE RECKONED WITH



Emerging from the mysterious, fog shrouded base of the forbidding all glass Federal Building in Los Angeles comes (collective intake of breaths) the Diamond Back business machine.



The scene is the conference room of the Bluster, Bombast, and Blather promotion agency. A meeting is just being called to order. Let's listen in.

"Gentlemen, you see before you the new Diamond Back BMX racer. Our job is to develop a promotional campaign that will capture the hearts and minds of American youth. The floor is open to suggestions."

"Diamonds are forever."

"They used that for a James Bond movie."

"Diamonds are the toughest element known to man. Why don't we hit the toughness aspect?"

"Not bad, J. W., I'm glad I thought of that."

"Notice the rattler logo. You could say it's snakey in the berms, whatever berms are."

"It'll rattle your cage. Get it? Rattle snake? Rattle?"

"Let's see. Famous snakes of history. How about Cleopatra's asp."

"Mispronouncing that could get us in a lot of trouble."

"Wait a minute. How about a big promotional campaign using Kenny Statler?"

"It's Kenny Stabler. Only the President calls him Statler. Must think he's a singer."

"Don't you get it? Stabler is a quarterback and his nickname is the Snake. He's a back and a snake. It's perfect."

"You're all over the highway, Sanders. You're definitely not playing with a full deck."

"Well, how about other famous backs in history? O. J. Simpson. Quasimodo."

"Quasimodo?"

"Yeah, the Hunchback of Notre Dame."

"Gentlemen, I think we're straying. Let's tie it in with music. Country and western is hot right now."

"Your angel in the mornin' gonna be

**BICYCLE
MOTOCROSS
ACTION**

OFFICIAL TEST

Picture your message here. Yes, sports fans, Buff has just gotten the brilliant idea of selling advertising space on his back to raise money for a mini-truck when he turns sixteen. He figures with the truck he'll be able to get to all the Pro races where it's a cinch that he'll make tons of money from all those purses. We were afraid to ask what he figures his back is worth.

a devil at night if you don't give me my diamond back."

"I'm back in the saddle again."

"How about having Burt Bacharach write a jingle."

"We're forgetting the most famous back in history. Lady Godiva's bare back."

"Sanders, have you been sniffing drain pipes again?"

"Excuse me, Mr. Blather. There's a young man here who says he's supposed to pick up the bicycle for a magazine test. He says his name is Buff."

"Show him in. We need a break while they're getting the straight jacket on Sanders."

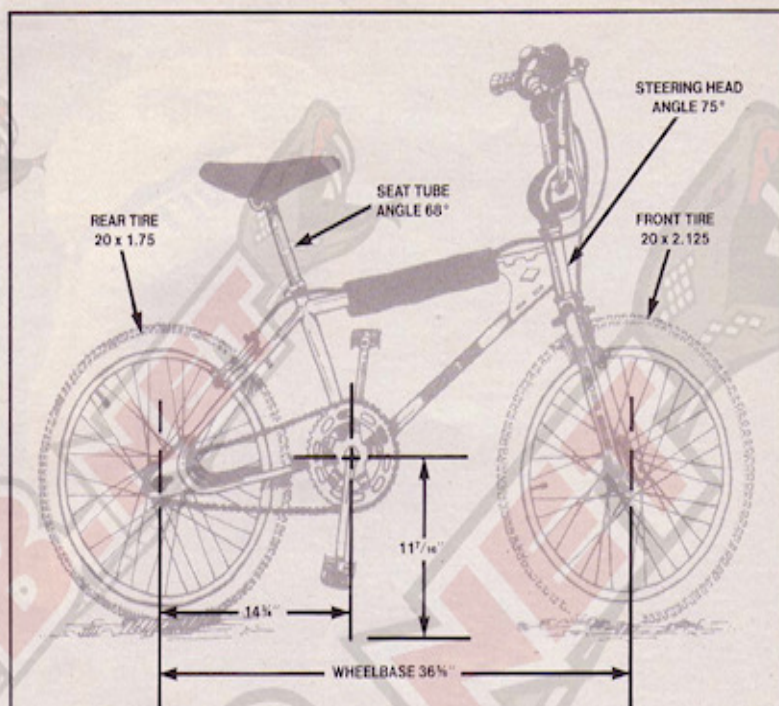
"Hi, what's up. What are you guys doin'?"

"You wouldn't understand, young man. This is serious business. We're developing a promotional campaign for Diamond Back."

"Oh, yeah. That's cool. I'd tell



Wooo—it's Buff, launching the Diamond Back down a spooky banzai hill.



DIAMOND BACK SPECIFICATIONS

FINISH: Chrome (with blue components) or flamboyant red or blue (with gold components).

WEIGHT: 25 pounds.

RETAIL COST: Approximately \$294.95 (chrome, one-piece crank).

\$279.95 for painted, one-piece crank. \$299.95 for painted, three-piece crank.

\$314.95 for chrome, three-piece crank.

FRAME: Diamond Back 4130 chrome-moly.

FORKS: Diamond Back 4130 chrome-moly. Dual position (leading axle and centerline) dropouts.

HANDLEBARS: Diamond Back chrome-moly, butterfly.

GRIPS: OGK, Mach model, vinyl.

STEM: Diamond Back by Sugino, chrome-moly shaft and bolt, forged alloy head.

RIMS: Araya 7C side-polished (on chrome bike); Araya 7X gold, no side-polish (on red or blue bike).

SPOKES: .080/36, chrome-plated.

HUBS: Suzu alloy.

BRAKES: Dia-Compe, front and rear.

TIRES: Diamond Back skinwall knobbies.

PEDALS: MKS.

CRANKS: Sugino, forged chrome-moly one-piece, 175mm.

FRONT SPROCKET: 44T Sugino alloy, chrome spider.

REAR SPROCKET: 16T Sun Tour, easy-off freewheel.

SEAT: Diamond Back by Kashimax.

SEAT POST: Fluted alloy.

SEAT POST CLAMP: Sun Tour alloy.

OPTIONS: Frame choices—large and standard (bike or kit), small (kit only). Available with either one-piece chrome-moly crank and bars, or three-piece alloy crank and bars. Diamond Back pads also available.

MORE INFO: Free, upon request. Super sticker pack also available for \$2.

MANUFACTURER:

Diamond Back
A Division of Centurion Bicycle Company

1837 DeHavilland Drive
Newbury Park, California
91320

Tel: (805)499-2603



Harry Leary: Comin' and goin' . . . same jump, same time. Lotsa' grace and style.

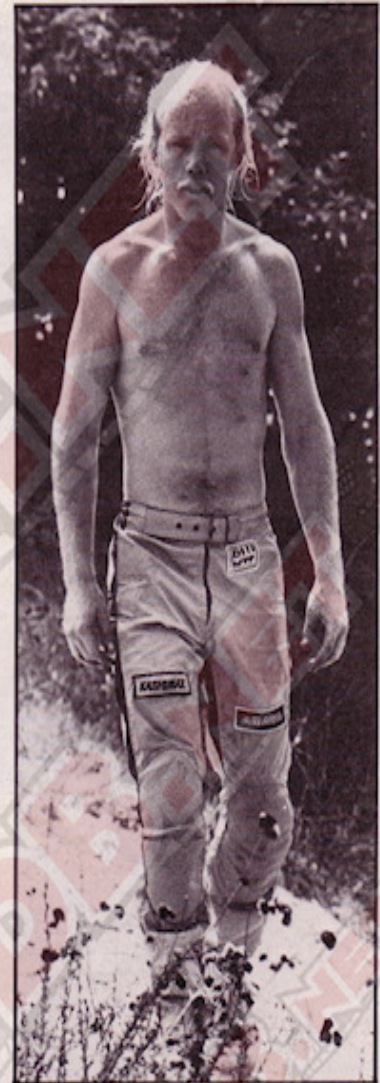


Loncarevich, roostin'. The Diamond Back, in our humble, good-natured opinion, ranks right up there with the very best.

everybody they build a super bike and have top dudes like Leary and King and Horton and Loncarevich winning on it and that would generate a lot of interest. And I'd figure out some sharp looking team colors too."

"Please, young man. Don't presume to tell us our business."

"Sorry. I'll be going now. Say, do



It was a hot day and Leary was working himself to a frizzle trying to perfect a one-handed power slide giving the peace sign. To see if he succeeded, check the centerfold.

any of you know where the nearest Taco Bell is?"

"Now where were we?"

"Get back, honky cat." "Backgammon . . ."

Ever wonder how Diamond Back came up with their name? The snake thing is part of it. But the shape of the frame also figured in. The guys at



**BICYCLE
MOTOCROSS
ACTION**
MAGAZINE

Check it out, crimestoppers . . .
the first motophotographically
recorded one-handed power
slide—giving the peace sign!
Scary Harry Leary in the saddle
of the new Diamond Back.

OS-DB.NET

Centurion felt the frame looked like two diamonds. So diamond shape and snake were both kickin' around on the burners and somebody said: Diamond Back. Simple as that.

The bikes are manufactured in Japan to Diamond Back's specifications. Diamond Back is a division of



Buff was gettin' some impressive air on the Diamond Back.

the Centurion Bicycle Company that has been selling a popular and diverse line of ten-speeds for the past dozen years. The parent company of Centurion is Western States Imports, which will soon simply be known as the Centurion Bicycle Company.

Western States/Centurion first became involved with BMX back in 1973 when they imported the Matthews monoshocker. Later they distributed both the R & R and Dan Gurney bikes. This was way back in the stone age of BMX.

The original Diamond Back frame and fork kit showed up about the end of 1976. Their first team rider was one of the best in BMX history, David Clinton. Initially Diamond Back concentrated on getting the bike out in the California market rather than going whole hog on a national basis.

By March of 1980, backed by the experience and assets of Centurion, Diamond Back formed a race team to



Hey, you guys . . . nobody said this testing biz was all Pepsi Cola and double-feature movies.

spearhead a big national push. Right now that team numbers a half dozen prominent pedallers. Harry Leary (Pro), Doug Davis (11X), Mike Horton (10X), Aaron Stevens (7X), Eddy King (16X), and Pete Loncarevich (14X). And they called on Sandy Finkelman, whose BMX experience dates back to about day one, to manage the team. So no doubt about it, Diamond Back is geared up for a full-bore assault.

Diamond Backs come in three sizes, with a choice of set-ups. The large bike we tested should hit the shops in January. There's a standard size bike. Both of these are available as complete bikes or kits. For the peewees, there's a double-butted frame and fork kit with a European

bottom bracket. That's due in January too.

You can choose a bike with one-piece chrome-moly crank and bars, or a bike with a three-piece cotterless alloy crank and six-inch alloy bars. Rounding out the Diamond Back line is the TK, a tri-moly coaster brake econo-component unit that sells for less than two hundred dollars.

Our test bike was a large framer—with one-piece chrome-moly crank and bars. That's the frame that Leary, King, and Loncarevich ride. The test bike was actually a pre-production unit, minus the larger bars that will come on the showroom models. Our highly-tuned, carefully-spooned test crew crooners caught that right away, and began grumbling about the bars.

being too low and narrow.

About the only other contrary word heard concerned gearing. It was deemed a might hard on the rattler rider. But that's easy to alter to suit poisonous opinion.

A unique feature of the Diamond Back is the dual position fork drop-outs. A rider can select either a leading axle or a centerline axle position. However, these forks will probably be phased out sometime in 1981 in favor of leading axle only forks. Our bike was set up leading axle and that seemed spot-on.

The steering did seem quick at first, but after a few spins, right on the money. Nobody even wanted to try the centerline fork positioning, which



MKS BM-7 pedals. Components on this Diamond Back are totally qual.

is probably why Diamond Back is planning to phase it out.

Also contributing to the quick, precise feel is the steering head angle of 75 degrees. That's just about the steepest angle around. Couple that with the fork geometry and the 36½ inch wheelbase, and the overall handling feel of the bike is decidedly dyno-rhino fine-o.

The steeper head angle does bring the front wheel back under the rider. That change in weight distribution takes a bit of adjustment when you first climb on.

Pete Loncarevich, who had joined Diamond Back three weeks before our test session, told us he got dialed in pronto. Pete sees the geometry as offering two advantages. The front end, closer to the rider, stays down when pumpin' out of a gate, yet skims lightly when crankin' away on the straights.

Buff found the front end feels light



Our guest test woobies this time were Harry Leary and Diamond Back's newest factory dude, Pete Loncarevich. The tall skinny guy with camera stuff all over him is Len Weed, our co-editor. The guy with nothing on his back and Buff on his pants is our resident fluff, Mike Buff.

LEARY AND LONCAREVICH LOOKSEE

Diamond Back's Pro, Harry Leary, and one of their newest teamsters, Pete Loncarevich, joined us for some photos, obviously. And this gave us a chance to eyeball their personalized bikes.

Both were on the new prototype large frame that will be available in January. Harry's frame was a slightly heavier 1.2 gauge. Neither bike had yet been modified for the seat post angle change mentioned in the text. Harry had compensated by fudging his seat forward slightly. Leapin' Leary really digs the steep head angle geometry and how the bike handles. Both guys were running prototype forks with just leading axle dropouts.

Personal changes on Harry's bike included a Pro-Neck stem, Oakley II grips, Takagi cranks, a Phil Woods star spider, Sunshine professional hubs, a Tange MX5 headset, and a Uniglide chain.

Pete was also running Oakley II grips and a Uniglide chain. Other changes included a Torker stem and 180mm Redline cranks. He had a 1.75 Mitsubishi Comp III on the front and a 1.75 Mitsubishi Stadium on the rear. His gearing was 43/16.

And that's it. A few personal changes, sorta like polishing a little more sparkle on a diamond or a Diamond Back. ■

and loopy in the air, but a bit heavy while crankin'. Remember, though, our large-frame bike had the wrong bars on it, and that didn't help any. And Buff is also used to a 1.75 front

The Diamond Back stem held firm... zero bar slippage. The Diamond Back bars were too low and too narrow for our larger size test riders. When this bike is released it will have larger bars.

tire rather than the standard 2.125. Buff puffed a big smile when he found



out Pete is running a 1.75 front now too.

One difference between our test bike and the production bike due in January will be the seat post angle. Diamond Back is going to bring the angle forward a quarter-inch to im-



The double-dropout Diamond Back forks will be history sometime in 1981. With its steep 75 degree steering head, if you used the centerline dropouts, this bike would steer like a uni-cycle.

prove starting geometry on the large frame. They had already made the change on the smaller frames. This change will also make it easier to snap the body back over the rear rubber on jumps.

The Diamond Back should appeal to any hot-lick clicker or crankin' critter who wants to feel like he's riding a gen-you-wine California works bike. The quick steering response and front end feel take a little time to get used to. That's where the excitement comes in, mastering a precision piece of equipment.

The Diamond Back isn't a diamond in the rough but, rather, a diamond for the rough stuff, a precision pedaler that could help stack the deck in your favor. Odds are, after a few rides, you won't let anyone take your Diamond Back. ■