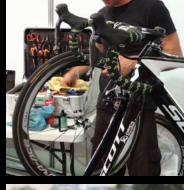
Maintena























CHOICE



Choose Your Lube

Your riding style, the type of bike you ride, the conditions you ride in and personal preferences will influence your decision to use one or more of the following lubricants:



If you need assistance finding the perfect lube for your bike, visit www.FinishLineUSA.com/LubeSelector.

Dry Lubes go on wet but then set up without a traditional oily film. Well-formulated Dry Lubes typically use a small amount of synthetic oil and larger amounts of solid lubricant additives like Teflon® fluoropolymer. This combination delivers the durability that a cyclist requires while minimizing the

attraction of dirt.
Dry Lubes enable the
drivetrain to work
smoothly while preventing
premature wear.

Wet Lubes

go on wet and stay wet. Well-formulated Wet Lubes typically use

premium synthetic oils and special polymers for maximum wear resistance, long lasting performance and superior water repellency. Wet Lubes work great in muddy, wet conditions because they repel mud and crud due to their high water resistance. Wet Lubes are often the preferred lubricant for long distance riding.

Wax Lubes go on wet but well-formulated ones set up with a totally dry and hard wax film that will not absorb grit or grime. Premium Wax Lubes keep a chain so clean that it will not stain your hands or clothing. In fact, when Wax Lubes are used properly and regularly, a cyclist will rarely have to clean their chain. Wax Lubes typically require more frequent application, especially in wet or rainy conditions.

Ceramic Lubes represent a new and highly advanced lubrication technology. These patented lubricants are engineered using turbostratic platelets of ceramic boron nitride and low molecular weight fluoropolymers. The nanosized platelets wet out on the metal surface to create a super durable coating that gets progressively more protective as additional applications are applied. When used regularly, a ceramic lubricant will significantly extend the useful life of components and it will ensure maximum drivetrain efficiency. Ceramic lubricants are a great choice for high-end bicycles and racing enthusiasts.

DRY LUBE WITH TEFLON® FLUOROPOLYMER



The industry's original "DRY-Style" lubricant; goes on wet, sets up dry! Provides excellent lubrication without attracting lots of grit and grime. Features superior penetrating qualities, synthetic oils, and Teflon® fluoropolymers. Use on chain, derailleurs, cables, brake and shifter pivots. Our most popular and versatile lubricant that's perfect

for everyday riding conditions on or off-road.

0.65oz, 2oz, 4oz or 8oz bottles, 8oz or 12oz aerosol, and 1qt /1L or 1 gal jugs.

WET LUBE

A heavier, wet-style lubricant that delivers the ultimate in lubricity and protection. Super durable synthetic oils, special polymers, anti-wear additives, friction modifiers, and more, make this Finish Line's strongest, longest lasting, most water

resistant lubricant.
Holds up to 100-plus
mile rides, muddy
off-road conditions,
long rainy rides, and
foggy salt-air coastal
climates. The perfect
lubricant for wet
conditions and
road racing.

0.650z, 20z, 40z, or 80z bottles, 80z aerosol, and 1qt /1L or 1gal jugs.



WAX LUBE

Co-engineered by Finish Line and DuPont. This Wax Lubricant uses a combination of DuPont Krytox® polymers to fight friction, and metal bonding molybdenum to withstand extreme pressures. Wax Lube delivers a super clean and totally dry.



wax film that is oil free. As such it will not attract and absorb abrasive contaminants. Perfect for dry, dusty conditions and for cyclists who value maximum cleanliness.

20z, 40z and 80z bottles, and 1qt/1L or 1 gal jugs.

ABCs of Bike Lubrication

Lubricating a bicycle is quick and easy, and will result in smoother shifting, quieter riding, and easier pedaling. Proper lubrication makes a bike safer and more fun to ride. For best results, apply lube to clean parts.



Rear Derailleurs

utilize pivots, springs and pulleys to move your chain from gear to gear on the rear cluster. To perform optimally, your rear derailleur must be cleaned and lubricated regularly. Target every 7 to 9 rides.

Front Derailleurs

also need regular cleaning and lubrication to give you those smooth, quiet shifts that are so important. Apply a drop or two of lube to the pivots and spring(s) after cleaning. Target every 7 to 9 rides.





The Chain is the heart of your drivetrain. A dirty or dry chain can seriously degrade your cycling experience. For the smoothest, quietest, most efficient ride - keep your chain clean and well lubricated at all times. Target every 3 to 5 rides.

Brake and Shift Levers

have springs and pivots that need to be lubed. Using a dry-style lube, run your levers through their full range of motion while squirting lube into the pivot joint and any internal mechanisms. Target every 20 rides.



CERAMIC WET LUBE

Ceramic WET™ is Finish Line's most advanced and most effective racing lubricant. This wet-style full synthetic lubricant is enhanced with nano-sized platelets of boron nitride and



micron particles of fluoropolymer that build a ceramic coating on the frictional surfaces of a drivetrain to smooth and quiet their action.

Ceramic WET's extreme durability, amazing smoothness and ultimate quietness ensures maximum drivetrain efficiency! Although Ceramic WET is often used as a "race-day" lubricant, with proper attention to chain cleanliness, it can be used as an every-day lubricant as well.

20z and 40z bottles, and 1qt/1L jugs.

US Patent # 5.783.308.

CERAMIC WAX

LUBE

Ceramic WAX™ is an advanced waxbased lubricant featuring nano-sized platelets of ceramic boron nitride and micron particles of fluoropolymer that build a ceramic coating on frictional surfaces. Every time Ceramic WAX is applied, the ceramic coating is enhanced, and ultimately *this* wax film will be as durable as many oil based lubricants! With Ceramic WAX



there is no 'wetness' or stickiness on your chain or parts. It sets up as a dry wax, so dirt or grime are not attracted or absorbed by the lubricant. Ceramic WAX is perfect for dry and dusty conditions. By avoiding abrasive wear, parts run smoother and last much longer! The technology that defines Ceramic WAX is so unique and leading edge it's patented! 0.65oz, 2oz and 4oz bottles and 1qt /1L jugs. US Patent # 5,783,308.



1-STEP™ CLEANER & LUBRICANT

A quick one-step 'clean & lube' formulation. 1-Step penetrates, lifts and flushes dirt and grime off the chain, leaving behind a fresh, clean lubricating film.

Powerful anti-rust additives protect the drivetrain and make for an excellent winter-storage treatment. 1-Step is the perfect choice for cyclists who are new to bike maintenance and cyclists, like commuters, who may lack the time to focus on optimum chain cleaning and optimum chain lubrication.

4oz bottle, 6oz or 12oz aerosol.

Clean It Right



To find the perfect degreaser for you, try our degreaser selector tool at www.FinishLineUSA.com.

Using a Chain Cleaner

In the old days, chains were cleaned in an old coffee can with gasoline or turpentine. Today, eco-friendly degreasers work



with sophisticated chain cleaning tools to do the job in seconds with little to NO mess. All you have to do is snap the unit on the chain and back pedal!

Using a Grunge Brush

The Grunge Brush® is an economical way to quickly clean a bike's chain and gears. It can be used "dry" to remove the heavy stuff, or the bristles can be moistened with degreaser to do a more thorough cleaning job.





Using Speed Degreaser

For cyclists on the go! Speed Degreaser features a powerful turbo sprayer and is formulated with strong, fast-drying biodegradable cleaning agents. Speed Degreaser will clean the grimiest of drivetrain parts in just seconds - it's that fast!



SPEED BIKE DEGREASER

New "Dry-Degreasing" technology! Speed Bike Degreaser instantly removes grease, grime and even brake glaze. It then quickly evaporates. NO water rinsing & NO oily residues! Great for chains, brake rotors, internal derailleur pivots, cog sets, and any other part that needs to be squeaky clean. Speed Bike Degreaser's amazingly low surface tension will drive out and displace any moisture or water — perfect to clean up parts after a wet, gritty ride. When parts requires maximum cleanliness for optimum lubricant adhesion, clean it with Speed Bike Degreaser!



PARTIES OF THE PARTIE

CITRUS™BIKE CHAIN DEGREASER

Features a low surface tension for fast, thorough penetration into all areas. Strong, to cut through the toughest of carbonized grit, grease, and grime. Citrus Bike Chain Degreaser is formulated with powerful and natural citrus extracts, so a bicycle drivetrain will clean up faster and with little to no residue!

This technology will break down and remove the grease, oil, and wax that build up on a bike's drivetrain components. 12oz aerosol, 20oz pour and 1 or 5 gal jugs.

ECOTECH® BIKE CHAIN DEGREASER

Strong and safe! Cleans the grimiest metal parts, yet safe enough to use on parts with rubber O-rings, seals, elastomers, plastic or painted surfaces, etc. EcoTech® Bike Chain Degreaser features 100% active (no water) biodegradable degreasing solvents. Bicycle chain and gears are cleaned more quickly,

and often without a need for heavy scrubbing. Powerful soy-extracted solvents break down grease, grime and stubborn soils with amazing ease. EcoTech® Bike Chain Degreaser will biodegrade if it gets on or in the earth.

12oz aerosol, 20oz pour and 1 or 5 gal jugs.



Attention to Details

Using Bike Wash

After a long mountain bike ride, or a long winter in storage, treat your bicycle to a complete washing. Special surfactants and cleaning agents in Super Bike Wash quickly break the dirt soils and oily



surface grime that accumulate on frame & components.



Using Showroom Polish

A properly polished bicycle obviously looks great. Modern components are stylish and are supposed to look shiny and bright. Carbon fiber, aluminum and clear coated paint jobs reflect the personality of the bike. A polish like Showroom will leave a protective film to repel water, inhibit rust, and shed abrasive contaminants.



Using Brush Set

Serious cyclists, especially those that race and go on long tours, know that grit and grime are the enemy of "performance". Therefore, they make it their job to remove abrasive contaminants that compromise performance and/ or cause premature wear. Use the brush set to clean every nook and cranny of your bicycle!







SUPER BIKE WASH

Super Bike Wash will quickly clean dirt, road grime, chain soils, and nutrition residue off your bike. Simply spray on your bike and then hose it off or wipe it off. Available in a 16oz concentrate that makes 4 liters! Super Bike Wash is non-toxic, biodegradable and safe for all parts of the bike. Available in 16oz Concentrate, 1L, 1 gal, and 5 gal sizes.

SHOWROOM[™]

POLISH & PROTECTANT

Showroom Polish features DuPont Teflon® Surface Protector technology to provide a brilliant shine and long term protection. Contains NO abrasives. Safe for all surfaces, including carbon fiber and chrome. Repels dirt and grime for easier post-ride clean-ups. Use on bicycles, motorcycles, and automobiles. 12 oz aerosol, 1 qt / 1 L, 1 gal / 3.8 L.



FINISH LINE

EASY-PRO™ BRUSH KIT

Finish Line Brush Set has 5 carefully chosen brushes that allow a cyclist to clean every part and component of their bicycle. These are the brushes that Finish Line's tour-team mechanics use all the time! Kit includes a hang chain.

SHOP QUALITY PRO CHAIN CLEANER

Our proprietary triple brush design now features 4 side-scraper pads, a built-in magnet

to collect metallic wear particles and a 30 degree exit angle

to virtually eliminate drips and mess. A true Shop Quality Chain Cleaner. Includes a 4oz Multi Degreaser and a 2oz lubricant. Also sold as a stand-alone unit without degreaser or lube.







GRUNGE BRUSH™

A heavy-duty cleaning tool with stiffbristle brushes. Use it dry to remove heavy mud and crud, or wet with degreaser to really strip away grit and grime. Available as a stand-alone item or in a kit with 4oz Multi Degreaser and 2oz lubricant. Grunge Brush US Patent No. 6763545.

Tech Tips You Can Do

Grease Your Seat Post

Apply a thin layer of Finish Line Grease to your seat post, where it slides and mounts into the frame. This will keep the

seat post from seizing up inside the frame and allow for easier adjustments in the future.

Seat Height Adjustment

Use a low seat adjustment for more control during fast downhill riding. Use a high seat adjustment (allowing for a slight bend in the knee) for efficient, long distance pedaling.



Headset Maintenance

A loose headset is extremely annoying, dangerous and will quickly disintegrate. Be sure to keep yours adjusted so it's smooth, yet tight, with no front-to-back free-play. Clean, inspect and re-grease your headset once a year.

Note: To properly adjust and "tighten" a headset you may need to purchase a headset wrench.



Creaking Stem

Sometimes, the handlebar stem will "creak". This is usually caused by dirt that has worked it's way down between the stem and the fork's steerer tube. To fix this, loosen the stem, remove it from the steerer tube, and clean it using cleaner / degreaser. Reassemble to correct torque specification.

Inflating Your Tires

Under-inflated tires are susceptible to flats, especially if you hit a pothole. Low pressure tires can also impede steering. Tubes have either a Presta or Schrader valve, and bike pumps

accommodate both styles. Pump tires to the PSI rating listed on the side of the tire. Carrying tire levers, a patch kit and a pump are recommended. Go to

FinishLineUSA.com

for a demo on patching and changing inner tubes.



EXTREME FLUORO GREASE

Extreme Fluoro is a grease that is formulated with 100% DuPont fluoro ingredients! It provides maximum extreme pressure and anti-wear protection. A little goes a long way. Approved for use on S&S Couplers. Use on precision friction points such as pivots, springs, and bearings, especially ceramic bearings. (A thin film is all you need!) 20a tube.



GREASE GUN

Great for delivering grease right where you want it without any mess. Compatible with Finish Line's Premium Teflon Grease and most standard 9/16" threaded tubes of grease. Will not fit 1/2" threaded tubes, such as Finish Line's 2oz Ceramic Grease Tube.

CERAMIC GREASE

It is called "Ceramic Grease" because it is formulated with sub-micron particles of boron nitride

(ceramic). Enhanced with fluoropolymers and non-toxic synthetic oils. This high-end grease

will optimize the performance and efficiency of bearings. As bearings become coated with ceramic particles, friction and heat are dissipated. Bearings last longer and run more smoothly. Excellent on stems & posts as well as cables and threaded assemblies. 20z tube or 1lb tub.



PREMIUM BICYCLE GREASE

WITH TEFLON® FLUOROPOLYMER

Super slick and Teflon® fortified. This synthetic grease coats ball bearings and races, preventing wear and distortion in headsets and bottom brackets. In 2009, a patented thickening

system was added that now enables this grease to pass the ASTM salt fog spray test! The grease of choice for many/most pro tour teams! In fact over 100 high-end bicycle manufacturers have chosen Finish Line's Premium Grease as the only grease that they use in manufacturing



their bikes. No matter how hard or long you ride, Premium Bicycle Grease with Teflon® fluoropolymer will provide the lubrication your bearings require.

3.5oz tube, 1lb tub or 4lb pail.

More Tech Tips

Suspension Performance

Shock Oil suspension systems suffer a loss of performance over time. Plan to change the oil in your shocks every season. Be sure to keep you stanchion legs clean and well lubed. Finish Line Stanchion Lube is pure fluoro oil, a liquid form of Teflon, so it keeps your stanchions super slipperv. A light application will reduce stiction and noticeably improve suspension performance. Use Stanchion Lube to protect and treat all 0-rings, gaskets and wipers.





Braking Performance

Glazed, hardened, dirty, or misaligned brake pads cause loss of braking power and squeaking noises. Keep the surface of your brake pads clean and fresh by using

sandpaper to scuff away any debris and hardened glaze. Clean and inspect your brake pads every month.

- Brake pads are easy to replace. A new set makes a big difference.
- Regularly clean your rims with Speed Clean. Brake pads work better when they grab on to clean, residue-free rims.

Disc Brakes

Whether cable or hydraulic, disc brakes offer the best of braking performance. Here are some tips to keep your disc brakes in peak working order:

- · Remove dirt and glaze off rotors with Speed Clean.
- To avoid damaging the rotor and to maintain full braking

power, immediately replace any pads that become contaminated, chipped or broken.

 Be sure to discuss the unique needs of your disc brake system with your dealer before your first ride.



SHOCK OIL™

Premium bicycle-specific suspension fluid. This synthetic blend formulation is 100% compatible with all suspension systems, gaskets and 0-rings. Will not foam, thicken

or thin with changes in temperature and riding conditions. Delivers

consistent performance from the beginning of the ride to the end of the ride.

16oz bottle available in: 2.5, 5, 7.5, 10 or 15 weight.

HIGH PERFORMANCE

BRAKE FLUIDS

Two new high performance brake fluids. Mineral Oil for Shimano and

Magura and an advanced DOT formula for the rest.



DOT formula for the rest.
Formulated specifically for bicycle brake systems to provide maximum fluid life and optimal braking performance. The DOT Fluid is 100% compatible/mixable with DOT 3, 4, and 5.1 fluids. Both fluids use low viscosity oils with high viscosity indexes, which means excellent performance over the widest range of fluid temperatures. *4oz bottle.*

ANTI-SEIZE ASSEMBLY LUBRICANT

Prevents cold welding, galling, and seizing of metal-to-metal contact parts, especially those subject to extreme pressures and moist conditions such as seat post and the threads on bottom brackets, pedals and crank bolts. Use on all metals, especially titanium, aluminum, specialty alloys, and magnesium.

3-pack of 6.5cc sachets or a



8oz brush cap can.

STANCHION FLUORO OIL

Stanchion Fluoro Oil is a pure liquid fluoropolymer oil. So slippery it even improves the surface slip of Teflon® coated surfaces! Stanchion Fluoro oil will improve the performance and extend the life of fork stanchions, eliminate fork stiction and condition your fork's rubber seals and 0-rings. Stanchion Fluoro Oil can also be used to lubricate: inner

cable wires, spoke nipples, elastomer suspension components, derailleur pivot points, brake pivot points.

MAXIM

SUSPENSION SPRAY

Whether it is an old bike hidden in the basement or the latest full suspension rig, every mountain biker needs their suspension to work at its peak potential.

Max[™] Suspension Spray is a professionally race-tested stiction-fighting stanchion lubricant that maximizes the performance of your suspension! Max™ smoothes, quiets, and improves the performance of old and new forks - even those with coated stanchions. Use Max™ to break in new forks or bring old ones back to life! 12oz aerosol.

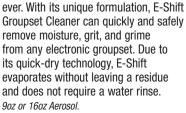


GROUPSET CLEANER

Electronic shifting is the next evolution in bicycle drivetrains.

Due to sensitive electronics and wires, safely cleaning and

degreasing components is more important than





PEDAL & CLEAT

DRY FILM LUBRICANT

Clipless pedals require regular maintenance

for optimum performance and long component

life. Pedal & Cleat Lubricant is engineered to ensure fast engagements and smooth releases every time. Formulated

specifically with Teflon® fluoropolymer and surface bonding resins, Pedal & Cleat lube creates an ultraslick, dry protective film that reduces friction, prevents annoying squeaks, and stops premature wear. Factory approved by Speedplay, but will improve the performance of all makes and models of both road and mountain clipless pedals.

5oz Aerosol.





NO DRIP CHAIN LUBER™

Cyclists have long asked, "What is the right way to lube a bicycle chain?" Now there is an answer and it is called the No Drip Chain Luber™.

The benefits include:

- No mess or drips onto braking surfaces.
- · Lubricate bike chain in seconds with no missed links!
- · Prevents waste.

The No Drip Chain Luber™ works with any bike lube - all viscosities. It also works with degreaser to quickly and easily remove surface grime off the chain.

Includes 2 replacement pads & convenient travel cap. (25+ uses per pad).



ZONE

Chill Zone[™] works like magic!

Before giving up on a frozen crank bolt, a seized seat post, a rusted derailleur spring, or a rusted

> chain, give Chill Zone™ a shot. A special refrigerant gas freezes metal to as low as -50°F / -45°C, causing contraction of the metal and micro-cracks in the rust. A penetrating release agent then breaks down the rust to loosen up the parts. With Chill Zone™ most rusted parts are able to regain full functionality.

6oz or 12oz Aerosol.



Gear Floss[®] is a specially woven

micro-fiber rope that attracts and removes dirt & grime particles by capturing them inside its star-shaped grooves. Use this



CHILL ZO

innovative detailing tool on a bike's rear cassette. front chain rings. iockev wheels. bottom bracket. crank interface. and more.





Easy To Use: Position Floss between gears and slide back and forth.



The way with Absorber oils. ABSORBAT Clear OILS. ABSORBAT CLEAR

EW FROM FINISH LIN

ABSORB-IT MAT™

The Finish Line Absorb-It™ Mat is the perfect way to keep any work area clean. Designed with special absorption fiber technology, the Absorb-It Mat absorbs and traps chain lubricants, cleaners, degreasers, brake fluid, and hydraulic oils. The combination of absorption fibers and leak-proof liner make the Absorb-It Mat the perfect accessory when working on a bike.

Comes in two sizes: 48" x 18" and 60" x 36"

MECHANIC GRIP GLOVES

Designed for long-term use and durability, the Finish Line Mechanic Grip Gloves provide the ultimate in grip, protection, and dexterity. These reusable gloves make it easier to work on small, precision bike parts. Mechanic Grip Gloves are latex-free and feature a tactile-enhancing polyurethane coating that seals out grease, oil and grime.

A textured surface on the palm-side of the glove provides enhanced grip, making it easier to work on small parts. Finish Line Grip Gloves feature a breathable upper fabric which helps keep hands cool and dry.

Available in two sizes: SM/MD and LG/XL



SHOP APRON

Designed by mechanics, for mechanics. Washable heavy-duty cotton canvas. Features magnetized two-tier chest pocket, adjustable back straps, a see-thru mesh pocket, and three individual hip pockets. Length is adjustable and all seams are double stitched. This is the best quality, most well thought out apron available.



PRO CARE BUCKETS

Our Pro Care Buckets are available in both a 6.0 and 8.0 configuration! It's everything you'll need for the total care of your bicycle. Nothing is more fun than a fresh, clean, lubed bike - you'll ride faster, smoother,



and longer when you use the included items to care for your bike. The 6.0 includes both WET and DRY lubes, a bottle of Super Bike Wash, a Grunge Brush, 20oz can of Multi Bike Degreaser, and water tight Scrub Bucket, and maintenance quide.

The 8.0 bucket also includes a can of Speed Degreaser and a large frame brush! It is our 'Total Bicycle Care'



selection - a great gift item for the avid cyclist.

FIBER GRIP™

Fiber Grip[™] is specially designed to create friction and reduce slippage between clamped carbon fiber surfaces. Fiber Grip eliminates the need to

over tighten clamps to achieve secure connections. Over tightening can cause internal fractures and fatigue of carbon fiber parts.

1.75oz tube or 1lb tub.



Maintenance Guidelines

To keep your bike in top working order, we suggest following the maintenance guidelines listed below. All of these are based around averages, so you may find yourself doing them more or less frequently. If you follow these guidelines, you will keep your bike running clean and smooth, while preventing premature wear to expensive components:

- · Wipe down your chain with a rag after every ride.
- Relubricate your chain and other pivot points every 50-150 miles.
- Completely wash your bike and degrease your drivetrain every 500 miles.
- Around 1000 miles, check your suspension oil and brake fluid (if applicable) and do a general inspection of the bike including the wheels, brake pads, tubes, and tires. Replace as necessary.
- Visit your local shop every six months for a tune-up.

Finish Line is extremely proud of the 'behind-the-scenes' contribution it makes to top cycling teams. Their feedback helps keep us on the leading edge of our category.

A SAMPLING OF TEAMS THAT USE FINISH LINE:













FINISH LINE TECHNOLOGIES, INC.

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e-mail: informe@finishlineusa.com • www.FinishLineUSA.com

Finish Line products are available in the following countries:

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Columbia, Costa Rica, Croatia, Cyprus, Czech & Slovak Republics, Denmark, Estonia, Finland, France, Germany, Greece, Guatemala, Hong Kong, India, Indonesia, Israel, Italy, Japan, Korea, Latvia, Luxembourg, Malaysia, Mexico, Netherlands, New Zealand, Norway, Panam, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, United States, Venezuela.

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