

**Salsa**  
**2008**



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# Welcome

Within these pages you won't find a traditional product catalog. What you will see (and hopefully learn) is a bit more about Salsa. Who we are, What we do, Where we are going, and Why.

We've made this change from our traditional catalog for a couple reasons.

First and foremost, we are constantly developing new product. New things come and some things go. That makes it impossible to keep our print catalog 100% current.

[www.salsacycles.com](http://www.salsacycles.com) is our virtual catalog. The bottom line is that you can learn almost everything you want to know about Salsa product on our website. Plus, there are a whole lot of other fun, cool things to check out.

Secondly, we are trying to lessen our footprint on this world. We aren't going to call ourselves Green. But we will say that we are conscious of our impact on the resources of this world and our goal is to reduce that impact each year. To us, a smaller printed piece seemed a good place to start. A smaller book means less pages means less paper and hopefully that leaves a few more trees left standing. That's our take on REDUCE.

You can help in this effort too. RE-USE this piece by handing it off to another interested cyclist. Or maybe leave it in a bike-friendly establishment. With your help this baby will get around. If that doesn't work for you, please RE-CYCLE it.

So with that...

Welcome to our Un-Catalog.

— The Salsa Crew





# The Path To A Smaller Footprint

Lately, just about every business is coming out and playing the Green card. Some are coming at it from the right place, while perhaps for some others it's just another strategy to attract a specific market segment.

Here at Salsa, we are starting down the environmental path too. We are doing it because it is simply the right thing to do. It is the right thing to do for our planet and everything that lives on it. It is the right thing to do for our families, and for the families of the future.

Our goal is simple. We will lessen our environmental footprint each year.

I'm sure to some this sounds easy. Truthfully, it is not. Even though it's the right thing to do, it still presents many great unknowns. We can't just talk the talk. We must walk the walk. It will be a difficult thing to do while still maintaining growth.

From a branding and product perspective, it means a lot of change.

Our catalog has already changed. Some products will go away while others will get new finishes. All our packaging will change. We will challenge our partners to develop new processes. We will put some old relationships behind us and forge new ones with people and companies that have similar values.

Perhaps even more challenging are the personal aspects to these changes. When you are running a business, employees and their families depend on you. Salsa has been successful in recent years, and that makes it tempting to proceed as is or to make small adjustments over time. It would be easy to ignore the issue. Why fix something if it's not broken, right? But real success lies in doing what's right while keeping all our stakeholders happy, and that includes you.

The next few years will offer challenges as we learn to run a successful business while pursuing an equally successful Green program. We hope you'll come along for the ride and offer suggestions as we start down this path toward a smaller footprint.

This catalog is printed on 100% recycled paper

# THE FIRST STEP



# WHO WE ARE

## Salsa Crew

Who are we? We're pretty much just normal folks that love bikes and the lifestyle that this industry provides us. Different paths have led us to this place and point in our lives. The work is challenging, but fun, and we (like everyone else) can all use a little more of that in our lives.



### Bobby Dahlberg

I am not a pro XC racer, an Olympic gold medalist in the super pipe, or a multi platinum Grammy winner. I'm just a regular guy; but as long as my kids think I'm a superhero, I'm all of the above and more.



### Jason Boucher

Family, wife, twins, fun, faith, bikes, 29'ers, coffee, peace, balance, Clydesdale, blog-junkie, poor sleeper, farm boy, Mac & PC.



### Dave Larson

My dream is to live in a cabin in the woods with my wife and dog, and singletrack as our neighbor.



### Don Forster

Very much a family man, entrenched in spending time with my two daughters and wife. I balance between family, spiritual, church, mission, and work.



### Wes Stobbe

Husband, father, twin, artist, friendly, shy, perfectionist, MTB, road, 4x, singlespeed, cruiser, snowboard, nature, Colorado.







**Mike "Kid" Riemer**

I met my wife on a blind date despite swearing off blind dates following a couple real doozies. Thank God I gave it one more shot.



**Katie Crocker**

Fun seeking, silly-sweet dork who loves sunshine, the outdoors, and endurance biking. Always up for belly laughs and general shenanigans!



**Joe Meiser**

Michigan boy. Grew up working on cars. These days I spend my time working on a 1920's bungalow, cooking, and riding products that we design.



**Mike Brauer**

A great day:

Morning: trail ride

Afternoon: hoppy beers

Evening: live music with good friends



**Blake Jossen**

Bike rider, vegan, concerned about the current state of humanity and the big picture. I love to ride and ride far. You can do it too.



# Welcome to Minnesota

We're based in Bloomington, Minnesota, just south of Minneapolis. It is a great place to live and work, and to be a cyclist. The Twin Cities are ripe with lakes and parks, most of which can be linked via bike paths or lanes. There are also several well-designed, legal mountain bike trails located within the metro area. Best of all, despite having six months of winter the cycling culture remains truly strong here.

Wilderness is not far off either. Within a few hours you can be out on the prairie listening to coyotes or way up north, along the Canadian border following the tracks of wolf, moose, and bear. The Boundary Waters are a fishing and canoeing paradise, while the great lake Gitchee Gumee (Lake Superior) refreshes the mind and spirit with its cool, clear water and rocky shores.

## Other Crew Favorites

Fat Lorenzo's Pizza near Lake Nokomis. Who can argue with a self-serve beer cooler while you wait? – Katie

St. Paul Art Crawl. It's an open invite to meander through the doors of artist's studios while enjoying live music and treats. – Dave

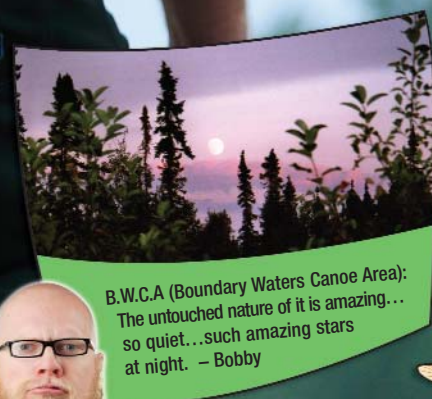
Various Twin Cities Co-ops. More that you can imagine and plenty for the stomach. Try Arise or Mayday Books, and Extreme Noise for the mind. – Blake

The Fraternal Order of Eagles (FOE), Minneapolis Aerie #34. Free music, cheap beer, and a huge slice of Americana pie. – Mike

B.W.C.A (Boundary Waters Canoe Area): The untouched nature of it is amazing... so quiet... such amazing stars at night. – Bobby

Lebanon Hills trail system. This, along with Wirth Park, revitalized mountain bike riding in Minneapolis. Now we have much better trails with a lot more being built. – Jason

Colossal Café: The best breakfast in the Twin Cities. You can't go wrong with any of these choices: apple flapjacks, cinnamon rolls the size of your head, or a bacon cream cheese omelet. – Joe





Go Date \_\_\_\_\_



ENJOY LIFE

## *Bike Power*

It might seem odd to have to say that bicycling should be fun, but if you look at some folks these days you'll see they could use a reminder!

For us, the bicycle delivers many things: stress relief, exercise, natural and environmental connection, transportation, adventure, freedom, fitness, and escape. But most of all, it provides fun.

Enjoy life while you enjoy your bike. Ride & Smile!



# Ride & Smile



Riding for me is one of the ways I choose to spend my "me" time. I like to commute by myself.

Not to say I don't mind the company of another rider or two now and again, it's just easier one rider going her own way, as opposed to five riders all trying to go their own ways at the same time. Confusion is eliminated when you ride alone. On the morning ride in, I think about the day to come, what needs to get done, and after work plans. On the ride home, I feel relaxed and tend to step up the pace a bit to make it home. I can go my own pace and keep up with me. — Katie





The alarm goes off at 4am after my only sleep of the night, a whole 50 minutes. Time to get dressed, then to the starting line to tag my 24-hour duo partner. It's my turn for two consecutive laps so he can sleep a bit. Ah, I get the sunrise lap this year.... sweet! – Dave





# El Mariachi™



29'ers may be all the rage, but in our humble opinion, this is far from a 'here today, gone tomorrow' type trend. Big wheels smooth out the trail surface, offer gobs of traction, and roll like there is no tomorrow.

El Mariachi returns with its sweet 1 x 9 build of great parts from Avid, FSA, SRAM, Shimano, WTB, and Salsa. Whether you're one of the 29'er-committed crowd or just someone who believes a big-wheeled bike is ideal for the trails you ride, El Mariachi offers you one sweet ride.

El Mariachi. Not just bigger. Better.



The words 'rigid', 'steel', and 'hardtail' stopped being used together in the early 1990's. But we're not sure why. This is what most of us were riding when we got our first taste of terra firma. It worked then and it still works now.

# Ala Carte™



The Ala Carte has been getting the job done for over 25 years now. Its True Temper OX Platinum frame and CroMoto fork deliver some sweet, steel lovin' while the balanced geometry lends itself to both climbing and descending. Our smart parts pick includes great stuff from Avid, FSA, SRAM, and WTB. Of course, we've thrown in some Salsa goodness as well.

Whether you're a retrogrouch or someone who just likes to keep things simple, functional, and realistic, the Ala Carte stands as a contemporary tribute to mountain biking's historic past.

Ala Carte. A classic ride with classic good looks.



NEW!

# La Cruz™



La Cruz rejoins the Salsa posse after a five-year absence. The disc-brake only, True Temper OX Platinum cyclocross frameset enters the fray ready for battle or daily travel. It features a select mix Shimano 105/TruVativ Elita drive-train, Avid BB7 mechanical disc brakes, and other great parts from FSA, Maxxis, WTB, and of course Salsa.

Throw down at the weekend's grassroots 'cross race. Or hit that singletrack shortcut between sections of pavement on the morning commute. Spin a skinny tire'd signature in the dirt.

La Cruz. The 700c version of a split personality.



# Complete Bikes

Business isn't easy and the bike business is no exception. We're a small fish in a much bigger pond with some much bigger fish (and a few sharks to boot). Despite being small we offer an extremely diverse product range. We do this by trying to balance what we like with what is necessary to succeed as a business.

Last year, we introduced our first complete bike: El Mariachi. This year we're adding four other models







## Casseroll™



Casseroll is our most versatile road frameset ever. With a grocery list of features and possibilities, it's the perfect solution for asphalt-slaying role-playing.

Our Casseroll recipe begins with double-budded Salsa Classico CroMoly tubing for both frame and fork. The frameset accepts large 700c x 35mm tires so you can take on some potholes and rough roads or just add a bunch of comfort to your ride. Our partially polished, stainless steel, forward-entry horizontal dropouts let you run fully geared, singlespeed, or fixed. Finishing touches include fender and rear rack mount braze-ons, and a pump peg.

Casseroll. Truly one hot dish.

For 2008, we offer two Casseroll complete bikes.

### Casseroll Triple

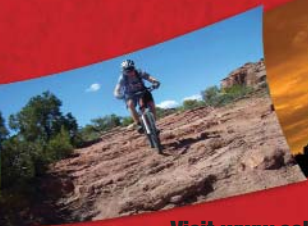
With a 3 x 10 Shimano 105 drivetrain and included SKS fenders, Casseroll Triple is ready for the steepest climbs and the wettest weather. Add a rear rack for some credit card touring or your local charity ride.

### Casseroll Single

Simple and to the point, Casseroll Single gets you where you want to go with its 1 x 1 gearing. Sweet part picks from FSA, Sugino, Surly, Tektro, WTB, and Salsa balance function and value. Want to run fixie? Flip-flop the rear hub and have at it.

to the mix, covering mountain, cross, and road. The bikes are spec'd with solid, no-compromise parts that won't leave you needing an immediate upgrade. It's all stuff that we like and ride ourselves. And to spice it up a bit, each comes with a painted-to-match Salsa CroMoto stem and a handful of other muy delicioso Salsa parts.

**I ♥ Salsa STEEL**



Visit [www.salsacycles.com](http://www.salsacycles.com) to see our complete line of products



# THINK

*If It Ain't Proto...  
It's Worthless!*

You have to be willing to take chances to make great bikes. Sometimes you get it right and sometimes you mess up. The willingness to be wrong and try something new is what separates bikes that push current standards from just putting out more of the same old thing. Product design is rarely a solo effort. There are brainstorming sessions and individual meetings that iron out problems and push projects in new directions. You have to always keep in mind the goals for, and necessary function of, a product.

This becomes an art when you've got a room full of people, all with their own ideas and opinions.

The best part of the design process? Trail R&D. Nothing makes this job or the product better than riding prototypes as much as possible. Good bikes have a certain feel that is impossible to get if you don't ride them. And there is just something about building up a new bike and climbing a steep hill, bombing a twisty descent, or just running it through the mud that feels so good.

— Blake

## Old World Inspiration

In designing the Casseroll frameset and rear dropouts, my goal was to create a road bike that performed well in many different ways, while combining classic and modern design features. We wanted a bike that would be comfortable all day long, could carry commuting essentials on a rack, fit fenders for rainy days, and have the option of running a singlespeed drivetrain if wanted.

To make the bike better for all around use, I chose to use a tall headtube (for ride position comfort), long stays and fork (for added tire and fender clearance), and moderate seat and headtube angles (for a more relaxed ride). The key geometry difference between the Casseroll and most other road bikes is its low bottom bracket height. This increases stability and predictability when cornering. A lower bottom bracket also improves handling when riding with a load.

Inspired by road dropouts of old, I designed the Casseroll semi-horizontal dropouts to add versatility to the frame, allowing for easy conversion to a singlespeed set up. The axle slots are a full inch long to accommodate lots of gearing combinations without the need to change your chain length.

While I love a classic lugged steel frame, the Casseroll called for a combination of new and old aesthetics. I chose a sloping toptube to decrease standover height, allowing more folks to achieve ideal bike fit. The straight blade fork looks (and rides) great, and uses different rakes for small and large frames for ideal handling and fit. Of course, there are still classic elements to the bike. The main one being round steel tubes. It's hard to beat round, double-buttressed steel tubing for ride quality, strength, and beauty. — Mike







## *Great Expectations*

My personal approach to Product Design is simple; take the user's wants and needs and transform them into a product that exceeds what Salsa's customers are looking for.

Every designer and engineer here is passionate about cycling both on and off the road. We dream and rap about new product concepts every day. Sometimes however, our customer's needs and wants are different than our own. We rely on interaction with you, our customer, to provide us with insights that drive our product's direction. This interaction is critical to Salsa's long-term success.

As we designed the Mamasita and the all-new Moto Rapido we focused on taking the traditional race hardtail and infusing it with functionality and style. The frames stand out ultimately as a result of their ride characteristics and the details. The Mamasita was my bike of choice for the Mohican 100, Lumberjack 100, and Translowa V3 as a result of the frame's handling, stiffness, and comfort over long distances at high intensity. We've adjusted the geometry to handle fast and nimble, and designed a scandium and carbon lightweight race frame that isn't a 'wet noodle'. The carbon seatstays and scandium chainstays provide passive suspension over rough terrain. Details like integrated disc brake hose routing on the seatstays, integrated head tube gusset on the downtube, flattened stays, and sexy paint and graphics round out the offering and make the Mamasita standout in a crowd. — Joe

## *Product Design*

Our products begin as ideas from the Salsa crew (and occasionally from friends elsewhere). Together, these ideas make up a massive wish list that seems to grow faster than we can reduce it.

Salsa wish list meetings are the best meetings we have. We argue and debate over what is necessary, what we'd like, and why. We challenge each other and our emotional ties to ideas, and eventually a list of future products takes shape.

That's when the real work begins, of course, as that initial spark of an idea is transformed into a raging inferno of carefully considered design work.



# Graphic Design

Close your eyes and think Salsa. What do you see? A maze of grey cube walls or a field of wildflowers? Do you hear elevator music or some tasty licks from Carlos Santana? Is that bottled water you taste or a margarita on the rocks?

In the end it boils down to life being too short to live dull. Consider adding a little flavor.







SALSA  
CYCLES

PREMIUM  
Tequila  
Salsa Cycles

AUTÉNTICO

Moto Baby!

El Día de los Muertos



It was very fun putting this spread together. It represents some of the projects I've created over the past 9-1/2 years. Seeing each piece brings me back to the time when it was created, much like hearing an old, old song like 'Back In Black' or 'Crazy Train'. Good times and great memories.

My goal for Salsa's graphic design is to make it visually interesting and to reinforce the feeling of fun that Salsa believes in. I like to create designs that have multiple layers, so you might notice a new element you didn't see at first. I'm thankful Salsa allows me the extra time to work on the fun details. It's nice to care about how something looks, to set the vision and standards high, and to work hard to live up to them. -Wes



Components  
[www.salsacycles.com](http://www.salsacycles.com)

www.salsacycles.com is your source for all Salsa product information. Check out full products specifications, peruse frame geometry, and read Design Notes. We want you to understand our products and the differences they offer.

But there's a lot more to our website than just product info. Meet the Salsa Crew, read our Amigos Blog and post your comments, enter our monthly Photo Gallery contest, and more!

Then, most importantly, hit that power switch, ease the chair back, and get out the two-wheeler for some non-sedentary fun.

Length mm	Wheelbase inches mm	Standover inches mm
425	39.0 991.5	29.2 741.7
425	39.3 997.8	30.1 763.8
430	39.4 1000.7	30.9 785.2
435	40.0 1016.2	31.7 804.5
440	40.4 1026.5	32.4 822.6
445	40.6 1031.7	33.2 842.8
450	41.0 1041.2	33.8 859.1
455	41.4 1051.2	34.5 875.7

Juan Solo  
Carte

29

Primer  
Campeon  
El GoGo  
Chili Con  
Crosso

Las Cruces  
La Raza  
Casseroll

# Design Notes

## Designing the Chili Con Crosso

All our Chili Con Crosso design work centered on making a dedicated cyclocross racing machine. The design, tuberset and frame geometry have been optimized for fit, comfort, and high-level performance on the 'cross course.

Even with such a narrow, precise product idea, there are always decisions to be made. With the Chili, much of our discussion centered on whether to use carbon or scandium stays. In the end we decided that we wanted the lightest frame we could make, while doing as much as possible to make it comfortable. After all, true competitive cyclocross racing is about an hour of suffering. So, we decided to skip the carbon stays, keeping the weight down, and instead shaped our scandium stays to make the rear end as comfortable as possible, without sacrificing performance.

Continued on [www.salsacycles.com/design.notes](http://www.salsacycles.com/design.notes)



Scandium size-specific, custom shaped toptube designed  
 shaped chainstays and seatstays  
 end  
 owntube cable routing  
 Fits up to 700c x 38mm tires  
 130mm rear spacing  
 Standard 1-1/8" headtube  
 Seatpost diameter: 27.2mm  
 Seatpost clamp: 30.6mm  
 Front derailleur clamp: 34.9mm  
 Bottom bracket shell: English 68mm  
 Includes Salsa Lip-Lock seat collar  
 66cm frame weighs 2.94 pounds  
 Color: Tequila Green



# AMIGOS

Wednesday, July 11, 2007

## Maah Daah Hey trip report

I'm almost caught up now and had time to sift through all my pictures and gather my thoughts on my Maah Daah Hey experience. Take a seat. This is a pretty long post.



Every summer for the past 8 or so years, my wife and I make it back to North Dakota to visit her family. This year marked my wife's 20 year class reunion and it was a good excuse to plan a trip. In a moment of great clarity, I suggested we add some time to this trip and that we go to Medora as well. I can ride Maah Daah Hey, my kids can experience the "Old West" and her sister in law can drive in from Billings, MT. She thought it was a great idea, checked with her sister, and we all committed.

The plan for me was to ride the 100 miles in two days. I was going to do it self supported. I had planned on pulling a trailer as I like to camp in style and not do the super minimalist thing. I also was concerned about water so I wanted to be prepared.

At the last minute, my sister in law's husband had his back go out and had a surgical consult so they were a no go. Crap! This meant my wife would have the kids alone for two days. While she is more than capable of this task, it doesn't really qualify as a family vacation when you are doing all the tourist stuff alone. In the end, I decided that I was still going to ride two days, but the two full days thing was out the window.

Enter Dakota Cyclery. Lauren and Jennifer saved my entire trip by shuttling me out into the middle of nowhere and back to



Monday, May 14, 2007

## Fruita Fat Tire Festival part 2

So among the highlights of the Fruita trip would have to be the riding that we got to do and seeing Katie's collection of Grand Junction bruises! Yowza! Nice work K-Rocker!

Another highlight was the end of the day mini-SalsaFest we had out at the 18 Road Trailhead on Saturday evening. You take a bunch of good, friendly bikers, hand them some beers, let them start talking, and there you have it: SalsaFest 18 Road edition. Definitely a nice way to end a long day of demo bikes.

Other cool things from the weekend?

Friday nights band, the Riveters, were awesome. Their original tunes weren't too bad, and their tweaked covers were exceptional. A Bob Dylan tune played in a refreshingly different rock n roll chick band style. Nice! I'm pretty sure the Riveters were from Grand Junction. Sounds like they're going to release a CD too so keep your ears peeled.

The Riveters were good enough to get this cowboy dancing. And that probably says a lot.



Friday, June 1

## Wood Tick Fest

That's what it has felt like during the last two weeks per ride (or something like that) on certain trails.

...that most of you know what a Wood Tick looks like. Except that beetles usually have shells.

...plants, and bushes where they hang out for a passerby...they are looking for a passerby...

Once they catch a ride they try to suck your blood. If you think about it. While sucking your blood they can also pass along diseases like Lyme disease to which there is no current cure.

From this information you can probably tell that I think ticks are a bummer. They're sneaky little bastards too that can be difficult to spot. In fact, I usually only notice them when I feel them moving up my legs.

## RECIPES



### I Dream Of Beanie Chorizo-Infused Bean Dip

I'm a pretty simple man, and this is a pretty simple, but hardy, bean dip recipe. Some might argue it's on the full-meal side of the scale. Consider filling a tortilla shell with it for lunch sometime.

- Two 16-oz cans of refried beans (preferably with green chilies)
  - 1/2 lbs ground chorizo sausage, chopped up, fried, and drained
  - 1/4 cup chopped onions
  - 1/4 cup chopped green bell peppers
  - 1/4 cup chopped red bell peppers
  - 1/2 cup canned corn, drained
  - Two or three diced jalapenos (adjust to personal taste)
- Fry up the ground chorizo. Drain the fat. Combine all ingredients in a small pot. Stir while heating to bubbling. Dip some chips and enjoy! - Kid

## PHOTO GALLERY

Amigos y Amigas! We'd love to see you putting your Salsa to good use. Each month we'll pick our favorite Gallery entry and send that lucky winner some Salsa schwag! So get shootin'. Please try to get the file size down to about 1MB, at 72 dpi, and then email your digital image to [gallery@salsacycles.com](mailto:gallery@salsacycles.com).

WIN!



Tech

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# Good Stuff

As you can see, our product line is quite diverse. There's a lot to say about all of it, but we'll keep it to this: it will help you have more fun on your bike. For a better look, check out our goods at [www.salsacycles.com](http://www.salsacycles.com).



Visit [www.salsacycles.com](http://www.salsacycles.com) to see our complete line of products

## Guaka Khan

Here's my take on the traditional guacamole. I like flavor and good color in my foods. I only use fresh ingredients and the measurements for ingredients are estimates. Flavor to taste/style. If you don't like one of the ingredients, don't use it. Be creative. Have fun. Eat good food. Guaka Khan everybody, everybody Guaka Khan!

- 2-4 avocados, peeled, seeded
- 1/2 cup minced onion. I use red onion for color, but sweet white onion is good too!
- 1 red Roma tomato, seeded, diced
- 1-2 garlic cloves, chopped
- 1/2 cup chopped cilantro leaves
- 1 lime, quartered
- Sea salt

Place avocado in a bowl and mash coarsely. Add remaining ingredients and mix gently. Squeeze juice from lime quarters and add sea salt. Test and add flavor, as you desire from above ingredients.

If you want to add some spicy goodness to your Guaka Khan, add 1 tsp ground cumin and add your favorite chopped or minced peppers. Enjoy! — Jason

