



BLUR LTC

SANTA CRUZ BICYCLES





SANTACRUZ





BLUR LTC

2009 CARBON BLUR LT RELEASE



ALSO AVAILABLE IN CARBON/SILVER (SEE LAST PAGE)

WELCOME TO THE BLURVOLUTION

It was just over a year ago that we introduced a radically upgraded Blur LT featuring our latest generation VPP suspension. At the time, we were very happy with what we had achieved - the new bike was lighter, stiffer, plusher, more responsive, as well as more durable and easier to maintain than the well-loved model which preceded it. The Blur LT strengthened its reputation as a ride-everywhere trail bike that we were happy to hang our name on. Speaking as only proud parents can, we felt like we had nailed a home run with this revamp.

However, at the same time, we were involved deeply in the development of the recently unveiled carbon fiber Blur XC, and were learning things about the application of that material that had some interesting down the line ramifications for other models as well. Not only were we able to make some insanely light cross-country bikes, but we were discovering that those same bikes could surpass their aluminum kinfolk in terms of strength and stiffness. In many test scenarios, we were finding that the new materials combined with our proprietary molding process did a whole lot more than just surpass the old standards - they obliterated them.

In most of our prior experience, you could aim at the holy trinity of bike chassis characteristics - light weight, dependable strength and ride enhancing chassis stiffness - and find some sort of happy compromise between them. Bikes could be built bomber strong and stiff, but they wouldn't be very light. Or you could build them flyweight light, but have to suffer questionable sturdiness and flexy frames, which would equate to erratic handling. Or maybe get them kinda light, and kinda stiff, but suffer from a rash of warranty failures. This is the kind of design compromise that is the cornerstone of almost any material application. And what we learned about carbon fiber in the development of the Blur XC took the attainable reality for each of those relevant goalposts - strength, stiffness, light weight - and moved them waaay down the field.

So we decided to apply what we had learned to our letterman trailbike and see what we could do.

Introducing the all-new carbon fiber Blur LT:

- 140mm travel (proven geometry, and the high performance, low maintenance assurance of VPP2 suspension)
- 5.6 pound frame and shock weight (1 pound lighter than existing LT, almost as light as the old XC)
- The stiffest chassis we have ever built, bar none.
- The strongest frame we have ever built, in every test we threw at it.

It's just like the Blur LT that everyone loves. Except it's lighter, stiffer, way stronger, faster, and more responsive, and stronger. Did we already say strong? Yes, but it is worth mentioning again. You could build a lightweight trail flyer out of it, or you could build it to the hilt and never ever have to ask if the frame can handle whatever travel fork you want to put on it, or if there are rider weight limits, or if it is burly enough to handle a 6' drop to flat, or any of those niggling little concerns that people are always asking about with carbon fiber bikes. We've got one catch all answer to any "is it tough enough?" question...Yes.

This isn't some long travel lightweight XC experiment. Think of the Blur LTC as a hairy chested all-mountain ass kicker. In a hockey mask. Holding a chainsaw.

SANTACRUZ

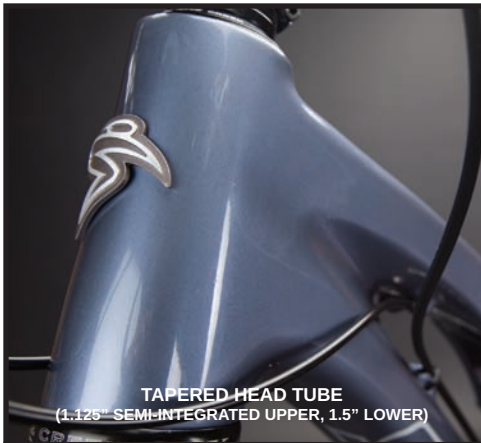




BLUR LTC

2009 CARBON BLUR LT RELEASE

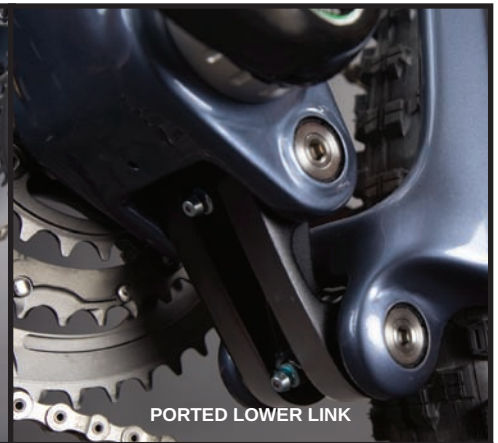
UP CLOSE AND PERSONAL



TAPERED HEAD TUBE
(1.125" SEMI-INTEGRATED UPPER, 1.5" LOWER)



MOLDED CHAIN STAY PROTECTOR



PORTED LOWER LINK



CHAIN-SLAP PROTECTOR



CARBON FIBER UPPER LINK



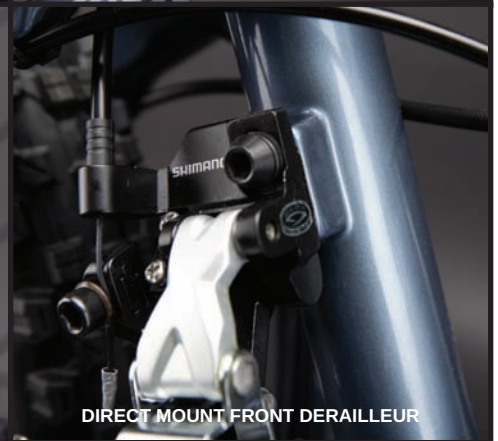
LOW PROFILE CABLE STOPS



REPLACEABLE DER HANGER



CARBON FIBER DISC BRAKE MOUNTS



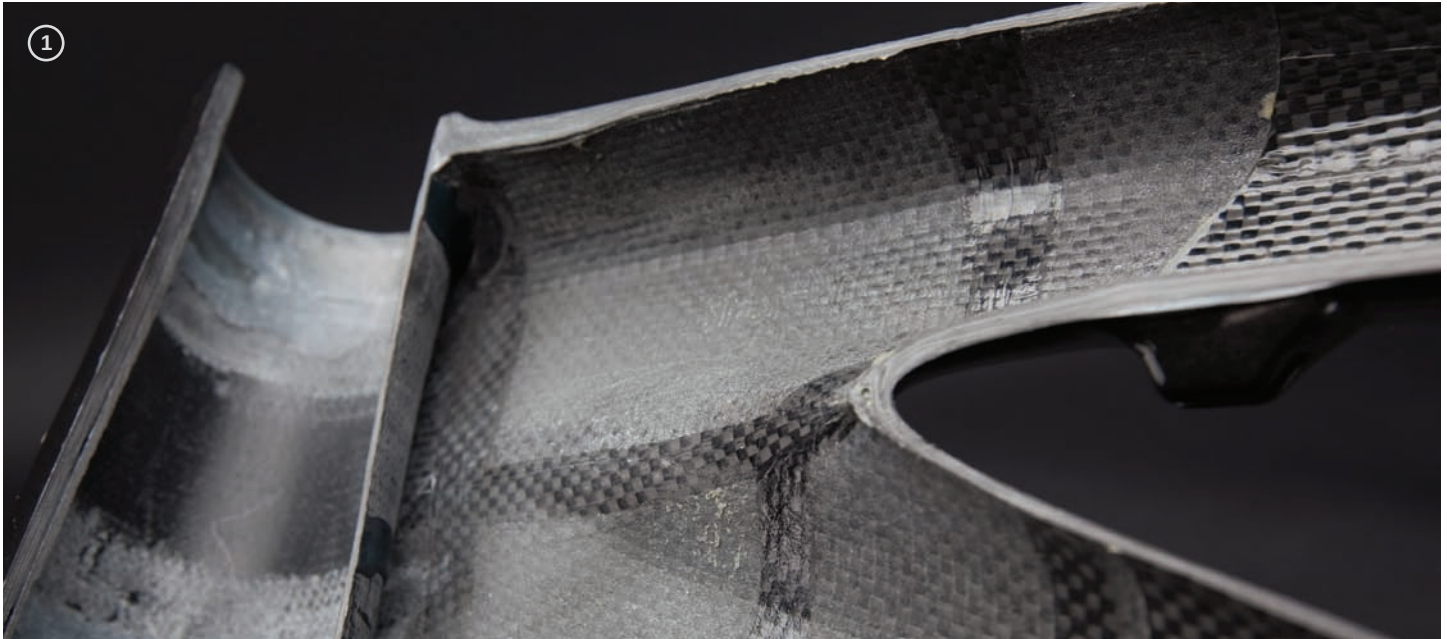
DIRECT MOUNT FRONT DERAILLEUR





BLUR LTC

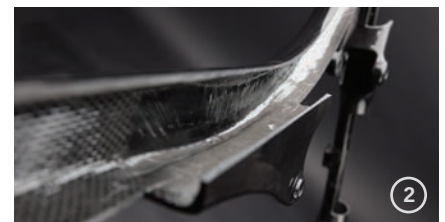
2009 CARBON BLUR LT RELEASE



CARBON TECHGNARLOGY

As alluded to in the BXC2 press release, we have some fancy carbon manufacturing going on, but we declined to give it any acronyms - it seems like that field is pretty well covered by others. In many cases, those acronyms are not indicative of anything special, but are simply a way to stuff some marketing down your throats. Anyway, here are three things that we do with our carbon fiber bikes that are unique, and that we can share with you without having to have your memory erased afterward:

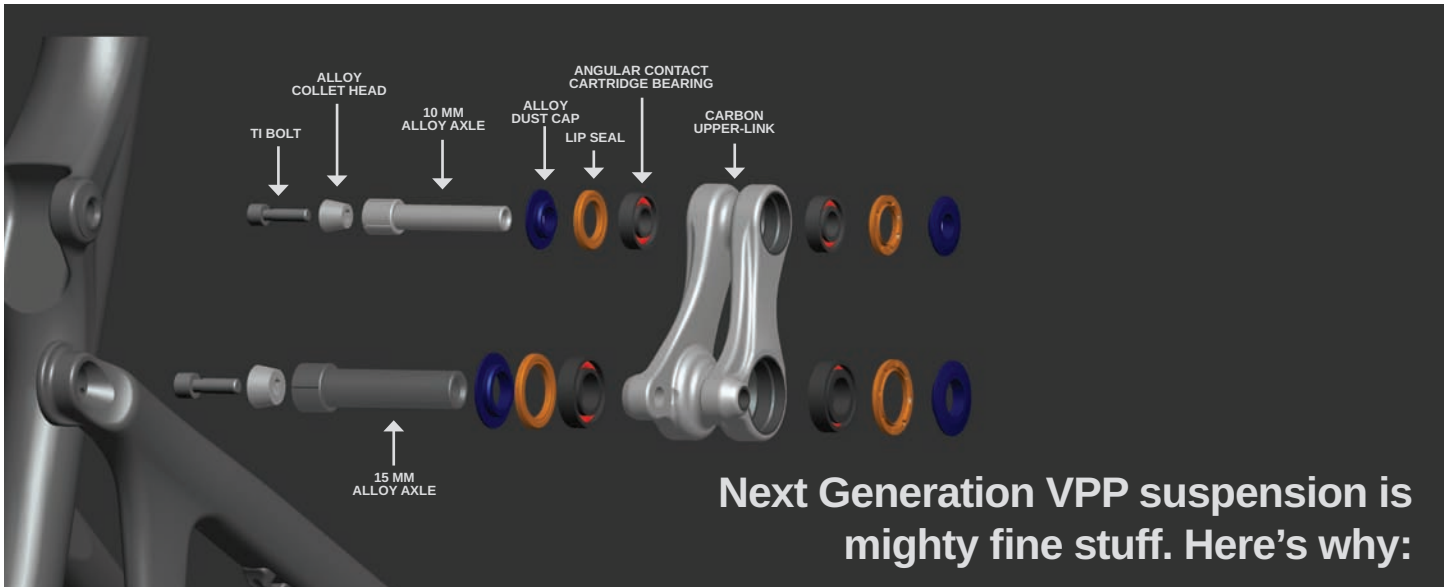
- 1) One piece lay-up and curing. By laying up and curing the front triangle all at the same time, and not assembling together pieces, we're able to decrease the amount of material used by eliminating overlapping joints that have to be bonded or wrapped with carbon. Less material means less grams. This method is extremely expensive to do, since each size has to have a lot of dedicated tooling, nothing is shared between each size.
- 2) Continuing fibers around tube junctions. The one-piece lay-up of the front triangle allows continuous fibers to be used that wrap between tubes, allowing the structure to distribute loads better, and absorb impact energy. We also are able to truly integrate the shock mounts, pivot mounts, dropouts and disk brake tabs into the structure, using all uni-directional carbon plies. The shock mount isn't merely riveted or bonded on after curing, but an integrated part of the fiber lay-up. This makes the frame incredibly strong and able to absorb impact better than any other frames we've tested.
- 3) Net shape lay-up and fiber compaction. Our lay-up process allow us to control the outside shape, inside shape, and to compact the fiber layers during the lay-up. This eliminates gaps between layers, and keeps resin from migrating to the inside of the tubes, or allowing delamination during the molding process. You can't see this without getting inside the frame, but we're more proud of how the inside of these frames look than the outside. No gaps, no filler or mystery material. No resin pools, or glued together sections. It's a frame you wouldn't be embarrassed to bring home to mom. No skeletons in the closet.





BLUR LTC

2009 CARBON BLUR LT RELEASE



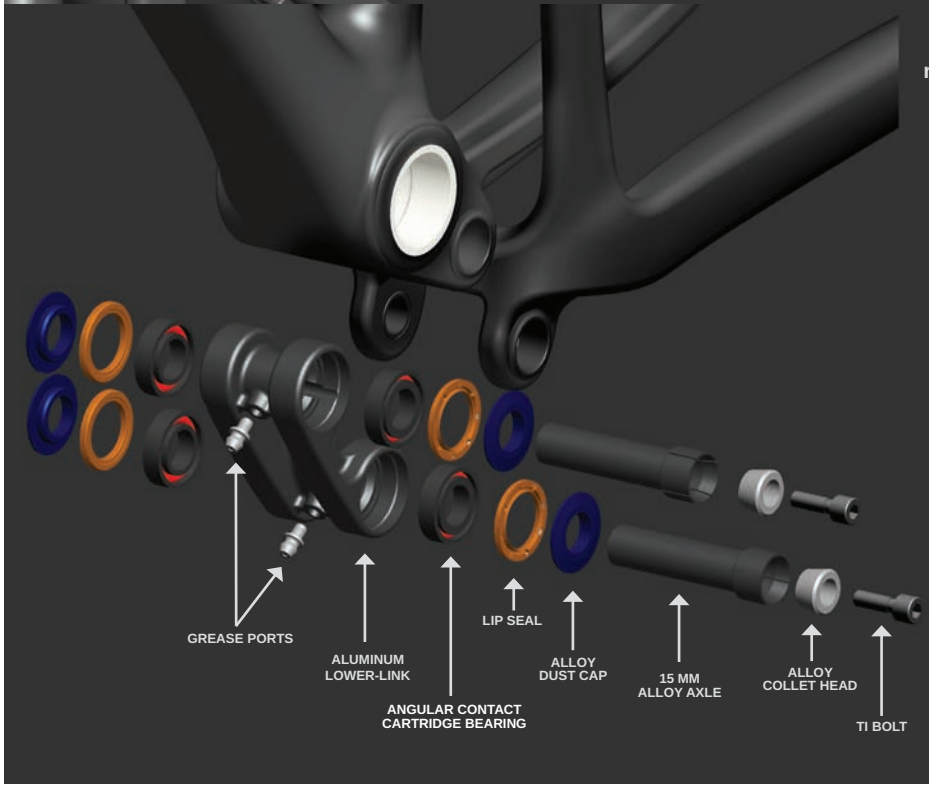
Next Generation VPP suspension is mighty fine stuff. Here's why:

PATENTED COUNTER-ROTATING LINK DESIGN allows flexibility to design and manipulate shock rates for a huge diversity of uses, from razor sharp XC performance to bomber tough and ultra plush 10-inch travel downhill duty.

SHORT LINKS (carbon fiber upper, forged aluminum lower) and large diameter axles combined with angular contact bearings bring chassis integrity and handling precision to a whole new level.

GREASE PORTS! Tons of seals! Locking collet head hardware! Super trick, low maintenance, superior durability, easy to service when the time finally comes.

You won't find this kind of stuff - whether it be quality of hardware or versatility of design or chassis integrity - anywhere else.





GEOMETRY (BASED ON 515MM A-C FORK)



WEIGHT:
5.6 LBS / 2540 G
(SIZE MEDIUM WITH MONARCH SHOCK)

MATERIAL:
UD CARBON

REAR TRAVEL:
140 MM

GEO CHART

SIZE	TOPTUBE	SEATTUBE	HEADTUBE	HEADTUBE°	SEATTUBE°	BB HEIGHT	WHEELBASE	CHAINSTAY	STANDOVER
small	21.5"	15.8"	3.9"	69°	72.5°	13.5"	41.8"	17.0"	27.8"
medium	22.5"	17.0"	4.3"	69°	72.5°	13.5"	42.8"	17.0"	28.0"
large	23.5"	19.0"	4.8"	69°	72.5°	13.5"	43.8"	17.0"	28.6"
x-large	24.5"	20.5"	5.5"	69°	72.5°	13.5"	44.8"	17.0"	29.4"

LOWER LINK
ALUMINUM, 4 ANGULAR CONTACT CARTRIDGE BEARINGS, 4 LIP SEALS, 2 GREASE PORTS.

UPPER LINK
MOLDED CARBON FIBER, 4 ANGULAR CONTACT CARTRIDGE BEARINGS, 4 LIP SEALS.

LINK HARDWARE
15MM 7075 ALUMINUM AXLES, M6 T1 BOLTS AND ALLOY COLLET HEADS.





BLUR LTC

2009 CARBON BLUR LT RELEASE

THE FAMILY TREE



SANTACRUZ





SANTACRUZ

104 BRONSON ST. #22 • SANTA CRUZ, CA 95062 • ph: 831.459.7560 • www.santacruz bicycles.com

