



*in the old west it was
Colt's 45 caliber single action...*



**TWO OF THE MOST
RESPECTED HANDLES
IN THE WORLD...**

... in motorcycling it's

**Reach
For it!**

MAGURA

M A D E I N G E R M A N Y

THE WORLD'S MOST RESPECTED NAME IN HANDLEBARS AND CONTROLS

Respect has to be earned — *often the hard way*. With the kind of handles pictured above, that respect was earned over a long period by a lot of people who learned they could depend on smooth, *fast action*, time after time. Tough construction and the ability to do the *best* job possible are other criteria that add to respect — until one brand stands clearly apart from the others. Sam Colt's .45 Single Action Army, the *Peacemaker*, held that reputation in its field at the same time the products of Gustav Magenwirth were starting production in Urach, Germany under the name of **Magura**. Both firms have kept technological pace in their industries and sports, and now **Magura** produces the finest range of motorcycle handlebars and controls in the world, in a modern factory with automated machinery. Their ISDT

clutch and brake levers have been the standard of the *6-Days* for years. New **Maguralloy MX** Handlebars are the lightest, strongest FIM/AMA-legal bars made. An 80°-action throttle is gaining fast acceptance with international riders. Their new 'Power Lever' brake and clutch controls are typical. Malleable alloy tougher than *any* plastic, harder to bend and break, yet super light, and with a blade design already copied because of its advantages; these are the features that will continue to earn respect for **Magura** products the world over. *Get some. You'll see why!*

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