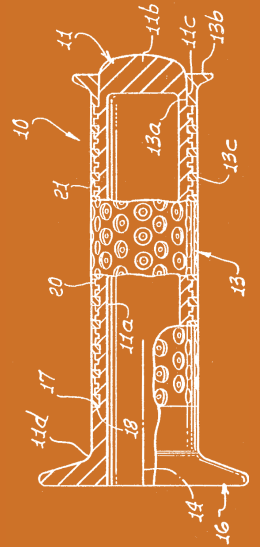


Timeline Part I: The Grip Era [1975-1984]

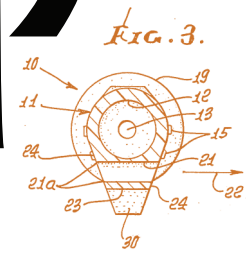


Text by Lee Silver

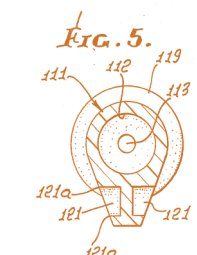
Photos by Dann Thombs



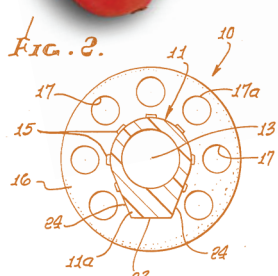
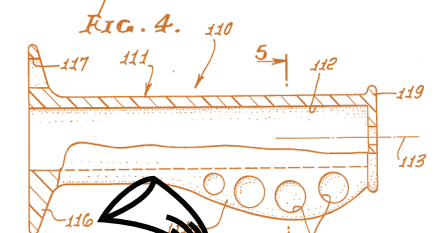
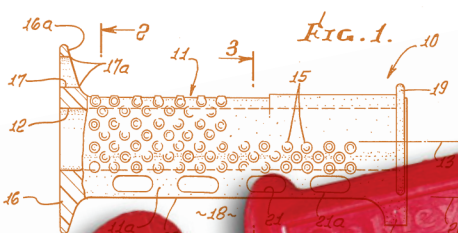
THE OAKLEY GRIP



1975



This grip was the one that started it all. It was originally designed for motocross and supercross. The grips had a 'tab' on each end that was supposed to aid your leverage, but it just used to get in the way when you pulled back the throttle. The Oakley grip had 2 versions, 1st gen had the original Oakley logo that used a knobbie tire as the letter O, and the 2nd gen had the newer thermonuclear protection logo.



OAKLEY PRODUCTS

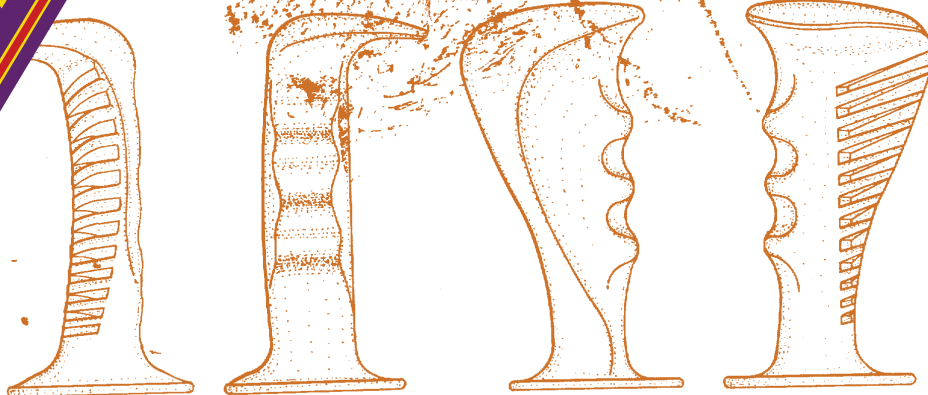


THE OAKLEY GRIP

1978

Oakley Grip II

These grips had the same design tread as the original grips, only they had a more traditional look to them. They did away with the leverage tabs on the ends, that only seemed to get in the way every time you cranked the throttle, so traction in 360 degrees was aided further. They were made out of the same rubber compound as the original grips (Unobtainium 49) They were also later re-released with a different, softer unobtainium compound called Unobtainium 45.



1980



Grip 3

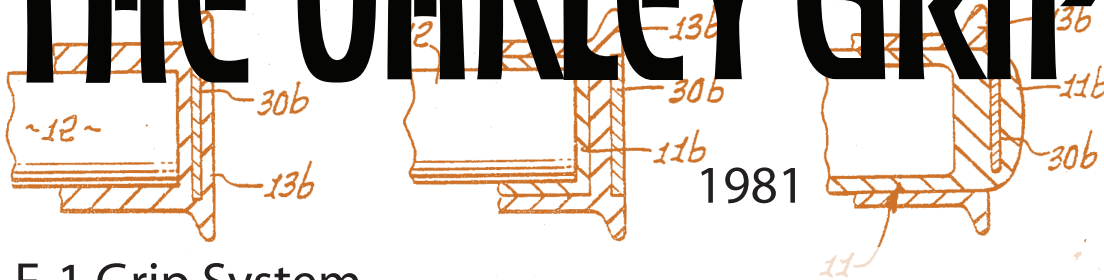
These looked like ski pole grips, and were released about the same time as the .5's. Made out of a slightly stiffer rubber compound (Unobtainium 52) there were many copies of the grip 3, Cobra grips being the worst offenders. They were an acquired taste, and you either loved them or hated them, but they stood out a mile, and made a real statement in whatever colour they were in.

Grip .5

The .5's were released about the same time as the 3's and were made from very soft unobtainium 45. They looked very similar to the grip II, only with an imprinted octopus tread pattern that allowed traction in 360 degrees. As with the grip 3, the point five grip came in a clear plastic bag.



THE OAKLEY GRIP



F-1 Grip System

The F-1 grips were the first grips to have a two-piece construction, with a softer Unobtanium 49 sleeve peppered with holes, so that the harder Unobtanium 60 tread underneath could be seen and felt. Once again, these were copied many times by other manufacturers, but their rubber compounds were just rock hard.



1982

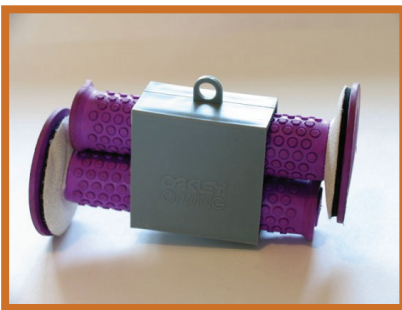


B-1B Guidance System

This and the F-1 both had sleeves and were two-piece grips. These were also the first grips to come with donuts as standard. The B-1Bs were very cool - less chunky than the F-1, with a sleeve that had a similar octopus tread like the original Oakley Grip had.

B-2 Guidance System

The B-2s were the grips that went back to the single piece unobtanium design. Made from Unobtanium 49, what was cool about these grips, is that you see how they progressed as they grew, and yet they played off the old styles designs - almost as if they were doing retro before retro was a thought. They also came with donuts as standard.



1984

O-Wing

This was the last grip Oakley made. They had the same type tread as the earlier F-1 grips had, only without the sleeve. Firstly they came out in the standard colours (Blue, Yellow, Red, Black and White) then, they came out in neon colours, or "freestyle colours" - (Green, Purple, Yellow Pink, Orange.) The O-Wing did not come in a box - they came with a grey plastic clip with an Oakley logo to hold them together. The other interesting thing about these grips, is that they went back to the single piece of unobtanium design. They also came with donuts as standard. The O-Wing seem to be considered by Oakley as a flagship grip - I wonder if going back to a single compound with no sleeves was a cost cutting measure, as was the grey plastic clip instead of a box.

THE OAKLEY GRIP

My closing thought is that I love them all, but the trouble was, as with all the grips, the unobtainium deteriorated rather rapidly, hence the reason they are so rare – most rock hard A'me grips would often outlive the bike, yet every pair of Oakleys found on old school BMXs will always be trash or goo it tells you something - back in the day you needed a set every month if you rode hard, as they'd peel apart just by looking at them.



HANG ON TO YOUR BIKE!

THE OAKLEY GRIP

IT GRABS YOU AND WON'T LET GO

- ☛ BEST BICYCLE MX GRIPS AVAILABLE
- ☛ MADE FROM A NEW REVOLUTIONARY RUBBER
- ☛ SUCTION GRIP OCTOPUS TREAD PATTERN
- ☛ ENGINEERED FOR GREATER HAND SUPPORT
- ☛ CAM SHAPE PROFILE PROVIDES GREATER COMFORT
- ☛ COMES IN THESE COLORS:

Black No. 1169
Yellow No. 1169-1
Red No. 1169-2

AVAILABLE AT YOUR LOCAL CYC DEALER

CYC DISTRIBUTING, INC. • NATIONWIDE SERVICE

P.O. BOX 467 • HAWTHORNE, CA 90250 • (213) 538-2822

CYC BMX

DIE CUT STICKER-PACK \$1.00
OAKLEY PATCH \$2.00
OAKLEY POSTER \$3.00

OAKLEY

23086 TERRA DR., LAGUNA HILLS, CA. 92653