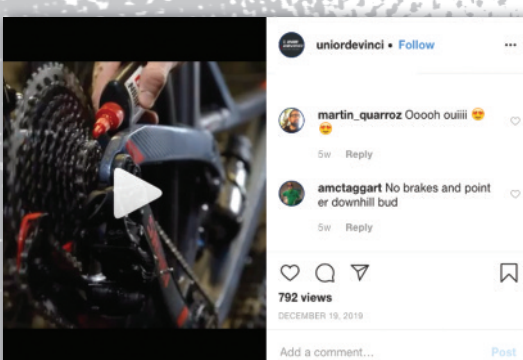
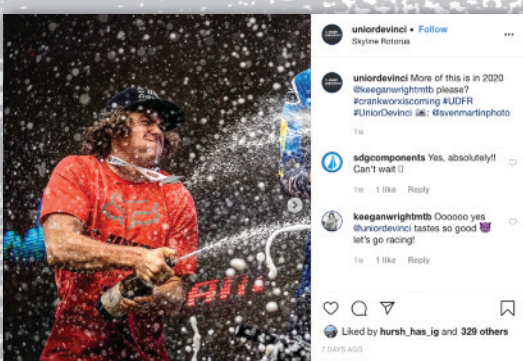




FIGHTING THE WAR ON FRICTION

A LUBE FOR EVERYDAY & EVERY CONDITION



SYNTHETIC CHAIN GUARD WET FORMULA
Exclusive 100% synthetic bike chain lube. Special surface active formula reduces rolling resistance of drivetrain and improves shifting performance. Deep chain penetration ensures quiet operation, protects drivetrain under load and extends chain life by shielding it from the elements – dirt, grime & water. Waterproof. Ideal for use on both short and long rides.

Available in: 4oz

- EXCELLENT IN WET, RAINY CONDITIONS**
- EXCELLENT IN COLD, SNOWY CONDITIONS**
- FAIR IN DRY, DUSTY CONDITIONS**
- GOOD IN IDEAL CONDITIONS**



CHAIN PRO DRY FORMULA
Ultra-clean formula bike chain lube designed for use in dry conditions. Surface active chemistry promotes smooth shifting under load, quiets chain noise and significantly improves life of drivetrain. Fast penetration and setup promotes a clean, trouble-free operating environment in dry, dusty conditions. Waterproof. Ideal for everyday use. Experience the difference.

Available in: 4oz

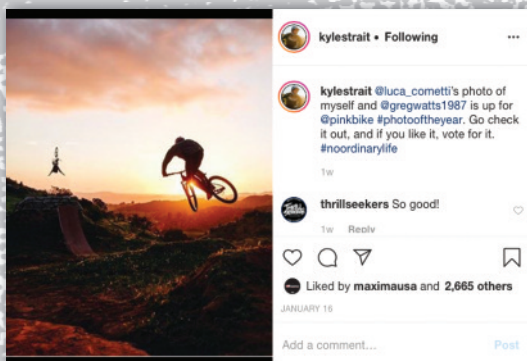
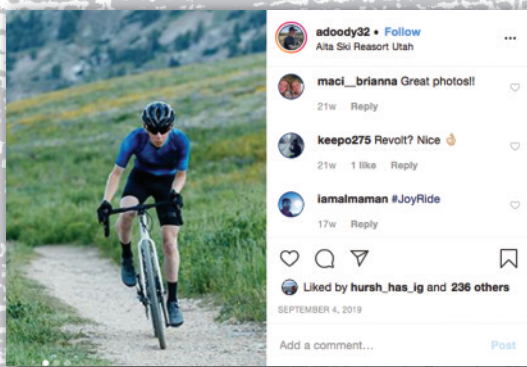
- EXCELLENT IN DRY, DUSTY CONDITIONS**
- EXCELLENT IN IDEAL CONDITIONS**
- FAIR IN WET, RAINY CONDITIONS**
- FAIR IN COLD, SNOWY CONDITIONS**



CHAIN WAX ALL CONDITIONS
Parafilm™ bike chain lube goes on wet to penetrate rollers and side plates, then sets up to a soft, pliable wax. Chain is encased in a protective layer and shielded from the harsh elements of dirt, grime & water. Special low melt point wax replenishes drivetrain by drip-feeding clean lube from the inside layers outward, significantly reducing abrasive wear and eliminating corrosion. Smooth, quiet, trouble-free operation in all conditions. Waterproof. Long lasting protection for all cyclists.

Available in: 4oz

- EXCELLENT IN DRY, DUSTY CONDITIONS**
- EXCELLENT IN IDEAL CONDITIONS**
- EXCELLENT IN WET, RAINY CONDITIONS**
- FAIR IN COLD, SNOWY CONDITIONS**



**SC1
HIGH GLOSS COATING**

Restore that factory shine! SC1 High Gloss is formulated for the bicycle industry. SC1 conditions and polishes painted surfaces, rubber, plastic and is safe for use on carbon fiber and matte finishes. SC1 makes the clean-up process easier. Excellent for use on bikes to prevent mud and dirt from adhering to frame and components. SC1 repels water and leaves a long lasting luster. Fresh, clean scent.

- The Original NEW BIKE IN A CAN
- Returns surfaces to factory shine and color
- Wicks away mud, dirt and other finish-dulling debris
- Surface-tenacious formulation stays in place in all conditions
- Fresh scent pleasant for use indoors

Available in: 17.2 FL. OZ. Aerosol



**SC1 BIKE POLISH
BICYCLE-SPECIFIC SPRAY POLISH**

Built from the same technology that delivers SC1's unrivaled durability and shine, Maxima SC1 Bike Polish was developed to restore that brand-new look to your bike. Surface-tenacious, bicycle-specific formulation forms a durable film that repels mud, dirt and debris. Specifically formulated for bicycle finishes, SC1 Bike Polish leaves a dry, long lasting luster. SC1 Bike Polish utilizes the same unique chemistries and same fresh scent as the Original SC1 aerosol, to now deliver "New Bike in a Bottle."

- Polishes and aids in clean up
- Deflects and helps prevent build-up of mud, dirt and debris
- Fresh, clean scent
- Contains no CFCs

Available in: 12oz Pump Bottle

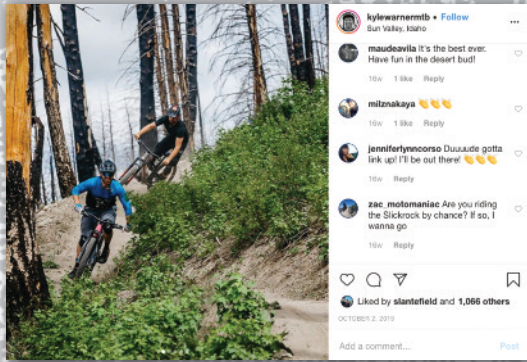
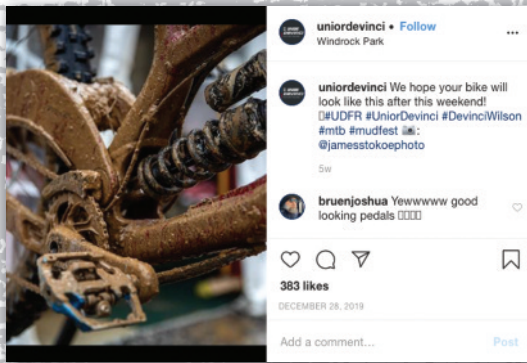


THE ORIGINAL
STILL
NUMBER 1
SHINE ON



ACCEPT NO SUBSTITUTES

RIDE, CLEAN AND SC1 YOUR RIDE TO KEEP IT WORKING AND LOOKING ITS BEST | RESTORES THAT NEW BIKE SHINE



DEGREASER TOUGH ON GREASE

Heavy-duty degreaser specially designed to remove lube, dirt, mud, sand and other contaminants from bike drivetrains. Unique and proprietary formulation thoroughly cleans all bike drivetrains without harming rubber or metal surfaces. Non-toxic, non-flammable and eco-friendly formulation contains no VOCs, harmful acids, CFCs or solvents and is 50 state VOC compliant. Can also be used as a bike wash if diluted to a 1:10 solution with water.

Available in: 16oz Pump Bottle



MATTE FINISH CLEANER NO SHINE FINISH

Fast-acting, all-purpose cleaner designed to remove mud, dirt and debris from matte finishes. Specially blended surfactants and detergents lift away solids without sticking to the surface, leaving the surface clean and residue-free. Non-toxic, non-flammable and eco-friendly formulation contains no VOCs, harmful acids, CFCs or solvents and is 50 state VOC compliant.

Available in: 16oz Pump Bottle



ADVANCED MICRO CHEMISTRY LIFTS AWAY DEBRIS, GENTLE ENOUGH FOR EVERYDAY USE



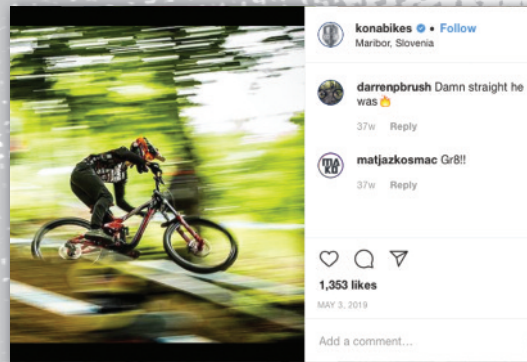
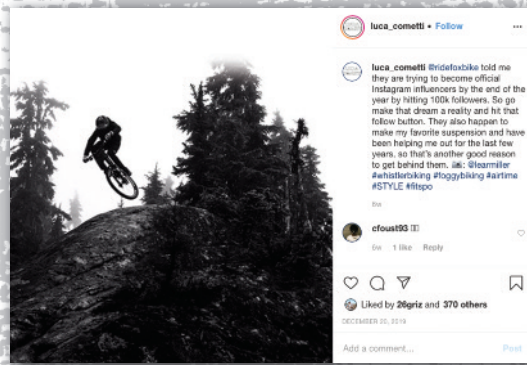
BIO WASH BIODEGRADABLE FORMULA

BIO Wash is a unique, biodegradable all-purpose cleaner. Fast-acting cleaning agents lift away dirt while scrubbing grime and oil based deposits. Specially engineered surfactants lower surface tension allowing better penetration and wetting of soils. Tough on dirt, yet BIO Wash is gentle enough to use on delicate surfaces including paint, plastic, chrome, anodizing, rubber, carbon fiber and almost anything you throw at it. Safely and easily clean your equipment. Advanced micro chemistry protects aluminum, magnesium and other alloys. Contains no harmful acids, CFCs or solvents. 50 State VOC compliant. User friendly formula cleanly washes from the surface. Be a responsible downstream user – Eco-friendly formula is non-toxic and biodegradable.

- Eco-friendly formula
- Professional strength
- Advanced micro chemistry
- Powerful cleaning action on dirt & oil
- Gentle enough for everyday use
- Safe on paint, plastic, carbon fiber, rubber and alloys
- Special additives protect aluminum, magnesium and other alloys

Available in: 32oz Spray Bottle & 5-Gal Pail





NEW TUBELESS SEALANT HIGH PERFORMANCE TUBELESS TIRE SEALANT

High performance tire sealant specifically designed for the tubeless systems of both mountain bikes and road bikes. The advanced formulation combines fast-acting polymers with suspended rubber particles to instantly seal punctures, providing a patch as durable as the tire itself. Developed with top professional teams, Tubeless Sealant is robust enough for the professional, immediately sealing punctures up to 1/4" and long lasting enough for the leisure rider, remaining functional for up to 6 months.

For use on all mountain and road bike tubeless systems to prevent flats and seat beads. Can be used with aluminum or carbon wheels.

YouTube



CHECK THE VIDEO OUT ON OUR YOUTUBE CHANNEL. MAXIMA RACING OILS
https://www.youtube.com/watch?v=iV9_i9MEnMg

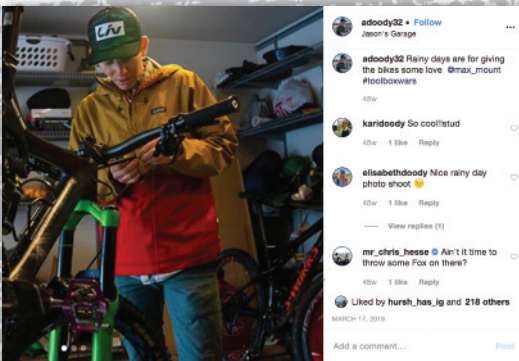
- Professional grade formulation
- Seals faster than the competition
- Forms durable seal that will not re-open
- Effective in all conditions and environments
- Safe on aluminum and carbon wheels
- Eco-friendly

Available in: 16oz Bottles

THE NEW STANDARD



SEALS FASTER THAN THE COMPETITION | FORMS DURABLE SEAL THAT WILL NOT RE-OPEN
ROAD OR MTB | SAFE ON ALUMINUM AND CARBON WHEELS | ECO-FRIENDLY



NOT YOUR ORDINARY, EVERYDAY BIKE CARE

MPPL MULTI-PURPOSE PENETRANT LUBE

Multi-Purpose Penetrant Lube is a superior, all-purpose penetrating lubricant. Provides light lubrication and excellent barrier against rust & corrosion. Great for displacing moisture or loosening rusted nuts and bolts. MPPL forms a protective film on metal and will not harm plastic or painted surfaces.

Available in: 4oz Bottle & 14.5 FL. OZ. Aerosol



BRAKE FLUIDS WITH PROFESSIONAL STRENGTH STOPPING POWER



SUSPENSION CLEAN SPECIALTY CLEANER

Suspension Clean is specifically formulated for the bicycle industry professional. Suspension Clean's unique formula quickly and easily cleans suspension internally and externally leaving a dry, residue free surface. Professional formula integrates strong industrial cleaners with a powerful spray. Overspray will not harm o-rings or most seal materials. Displaces moisture. User friendly scent.

Available in: 18.1 FL. OZ. Aerosol



ELECTRICAL CONTACT CLEANER CITRUS SCENTED

The best contact cleaner on the market. Citrus scented cleaner is a blend of special cleaning agents that displace moisture and remove grease, oil and other contaminants. Extra heavy propellant charge provides maximum spray pressure for hard to reach areas. Outstanding for use on derailleurs or when a fast drying cleaner is needed. 50 state VOC compliant.

Available in: 17.5 FL. OZ. Aerosol



ASSEMBLY LUBE ADVANCED PROTECTION

Specialty, film forming lubricant designed to protect moving components and wear surfaces during assembly. Prevents metal-to-metal contact and offers excellent rust and corrosion protection during long service periods and storage. Fully formulated with high levels of anti-wear & extreme pressure additives and surface active chemistry to reduce friction. Non-foaming.

Available in: 4oz Bottle



ASSEMBLY GREASE ADVANCED PROTECTION

Maxima Assembly Grease is designed to stay in place, eliminating migration off of parts during assembly and storage. High levels of anti-wear (zinc) and extreme pressure agents provide excellent protection for all metal surfaces. Next generation additives preserve metals from corrosion during storage.

Available in: 16oz Jar and 1oz Pillow Pack



DOT 4 RACING BRAKE FLUID 600 SERIES RACING BRAKE FLUID

Synthetic, zero-fade racing brake fluid designed to ensure maximum stopping power and protection for critical brake system components under the most extreme racing conditions. Extensively developed formulation maintains unparalleled responsiveness and performance by preventing water contamination and vaporization in any environment. Advanced chemistry resists oxidation under excessive temperature, prevents corrosion and is compatible with SBR and EPDM rubbers. Exceeds the requirements of US FMVSS 116 DOT 3 & DOT 4, SAE J1703 and SAE J1704.

Available in: 16.9oz/500ml Bottle

DOT 5.1 BRAKE FLUID RACING BRAKE FLUID

High performance brake fluid designed to lubricate and protect critical brake system componentry while providing reliable stopping power. Anti-vapor lock formulation maintains responsiveness and performance by fighting both water contamination and vaporization. Advanced chemistry resists corrosion, oxidation and is compatible with SBR, EPDM and natural rubbers. Exceeds the requirements of US FMVSS 116 DOT 5.1, DOT 3 & DOT 4, SAE J1703, SAE J1704 and ISO 4925 (Classes 3, 4 and 5.1).

Available in: 4oz & 16.9oz/500ml Bottle

SG-920 SEAL GREASE SMOOTH GLIDE TECHNOLOGY, LIGHTWEIGHT FORMULA

SG-920 Seal Grease is specially formulated to reduce friction, producing a smooth butter-like action to moving surfaces. Excellent for use on fork and shock seals, during break-in and as a light assembly lube. Designed to stay in place and to eliminate stiction. SG-920 offers excellent anti-wear and extreme pressure protection for all metal surfaces. Next generation additives preserve metals from corrosion during storage.

Available in: 1oz Jar

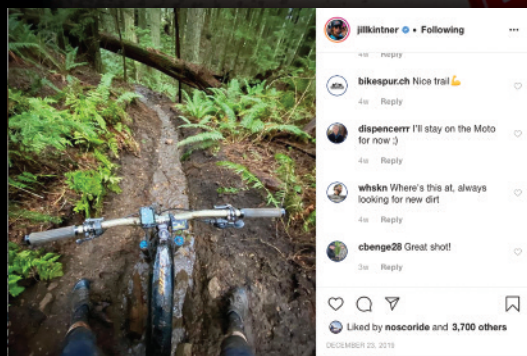
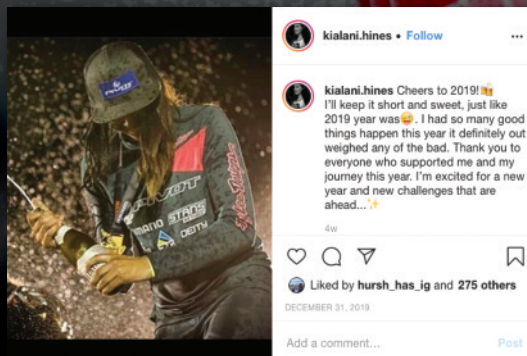
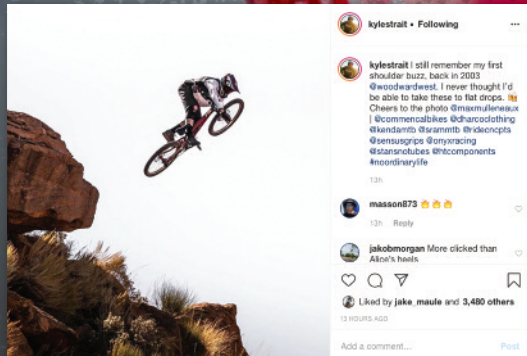
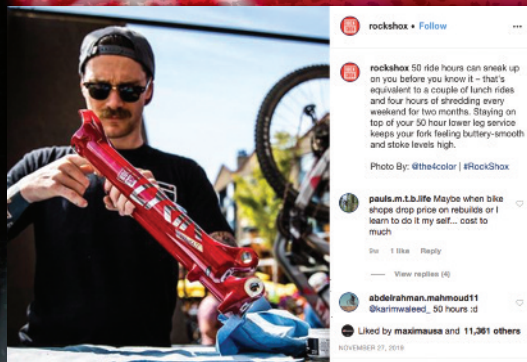


WATERPROOF GREASE HI-TEMP, TACKY FORMULA

Multi-purpose lithium complex grease has excellent resistance to water washout and clings to metal surfaces under the most severe conditions. Provides excellent protection against high loads, extreme temperatures, moisture, rust and corrosion.

Available in: 16oz Jar





OUR PARTNERSHIP WITH ROCKSHOX DATES BACK MORE THAN 2 DECADES



PLUSH IS THE REAL DEAL
THE WORLD'S BEST SUSPENSION NEEDS THE WORLD'S BEST SUSPENSION FLUID



MTB SUSPENSION SPECIFIC FORMULA
ONE FLUID, ONE SOLUTION, ALL BRANDS!

PLUSH SUSPENSION FLUID
ANTI-STICTION FORMULA 3WT • 5WT • 7WT • 10WT

PLUSH is an advanced suspension fluid for high performance MTB suspension systems. PLUSH is designed for use in both forks and shocks. Surface active technology eliminates stiction, reduces friction and considerably lowers the force needed for easy breakaway in the initial stroke of travel, providing smooth action throughout the entire range of travel. Advanced additives extend seal life and protect the system from wear and corrosion. Ultra-clean detergents offer smooth, trouble-free operation.

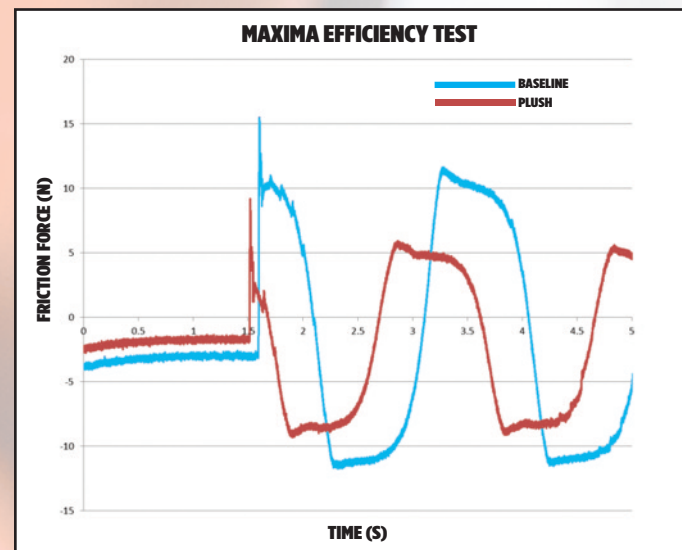
“Zero Fade” high viscosity index (VI) fluid ensures consistent damping action over a wider operating temperature range than conventional suspension oils. Enjoy a PLUSH ride from start to finish with incredible all-terrain feel and responsive suspension feedback.

PLUSH was developed with the world’s fastest racers, on the world’s toughest circuits. Proven in XC, Enduro, All Mountain, DH and Freeride. PLUSH is optimized for today’s sophisticated suspension systems. There is no better choice for your MTB.

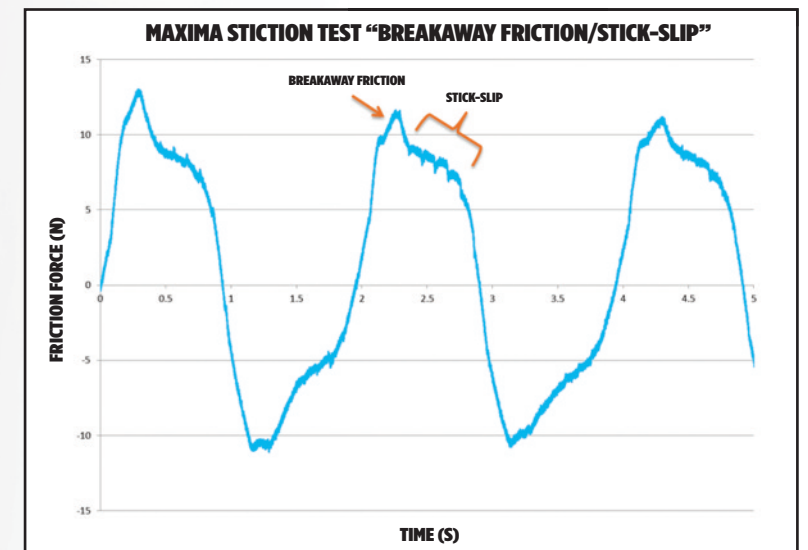
- Improves traction, control and overall handling
- Eliminates stiction and reduces friction
- Exceeds manufacturers’ seal swell tolerances
- Developed for use in front forks & rear shocks

Available in: 16oz Bottles & 5-Gal Pails

FOR USE WITH ALL MTB SUSPENSION BRANDS.



EFFICIENCY TEST (SRV) REFERENCE TESTING



STICTION TEST BREAKAWAY FRICTION / STICK SLIP



MAXIMA LOGO BLACK (CURVE BILL)



PROMO MAXIMA LOGO BLACK (CURVE BILL)



MAXIMA LOGO RED (CURVE BILL)



M SQUARED (FLAT BILL)



M SQUARED (FLAT BILL)



M SQUARED RETRO TRUCKER SNAPBACK (FLAT BILL)



79 MC CLUB BLACK (FITTED)



79 MC CLUB INDIGO (FITTED)



MAXIMA BOLT HEATHER GREY (FITTED)



MAXIMA BOLT VINTAGE BLACK (FITTED)



MAXIMA LOGO HEATHER GREY (REGULAR FIT) & (FITTED)



MAXIMA LOGO BLACK (REGULAR FIT) & (FITTED)



MAXIMA BIKE VINTAGE BLACK (FITTED)



MAXIMA BIKE HEAVY METAL (FITTED)



MAXIMA BIKE COOL BLUE (FITTED)



SHOP APRON - HD CANVAS 5-POCKET, ONE SIZE FITS ALL



M SQUARED BLACK (FITTED)



M SQUARED LIGHT GREY (FITTED)



MAXIMA POLO SHIRT BLACK



79 MC CLUB BLACK ZIP HOODIE



79 MC CLUB LIGHT BLACKBERRY ZIP HOODIE



MAXIMA LOGO BLACK PULLOVER HOODIE



MAXIMA LOGO GREY PULLOVER HOODIE



MAXIMA BOLT CHARCOAL HEATHER (FITTED) LIGHTWEIGHT ZIP HOODIE



MICRO FIBER TOWELS 3-PACK



SC1 SCENTED AIR FRESHENER



MAXIMA WATER BOTTLE



MAXIMA BIKE KOOZIE LIME GREEN



NOTEBOOK A5 - 100 PAGE EMBOSSED PADDED HARD COVER



PEN - BLACK METAL STYLUS W/MAXIMA LOGO



PEN - BLACK/RED PLASTIC W/MAXIMA LOGO



PEN HOLDER METAL OIL DRUM



KEYCHAIN - OILY GUY



KEYCHAIN - HORIZONTAL LOGO



4 MIL DECAL MAXIMA OVAL M 4"



4 MIL DECAL MAXIMA LOGO 6", 9" & 25"



MAXIMA VINTAGE DECAL SHEET SIZE: 8.5" X 6" (22CM X 15.5CM)



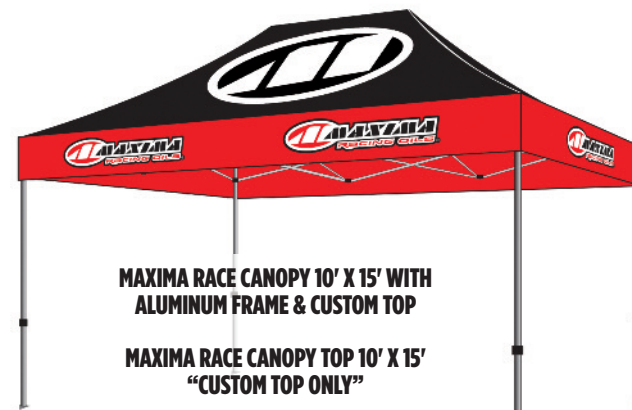
MAXIMA PLASTIC SHOP SIGN / SIZE 40" X 9"



BANNER - MEDIUM SIZE 3' X 6' (91CM X 183CM)



BEACH FLAG BLADE DESIGN W/STAKE (SIZE: 111" X 29") (282CM X 73.5CM)



MAXIMA RACE CANOPY 10' X 15' WITH ALUMINUM FRAME & CUSTOM TOP

MAXIMA RACE CANOPY TOP 10' X 15' "CUSTOM TOP ONLY"



MAXIMA LANYARD MADE IN THE USA



LED COUNTER/SLATWALL DISPLAY



COUNTER DISPLAY 2-SHELF



FLOOR DISPLAY METAL, 5-SHELF

JUST ANOTHER GOOD DAY WITH THE BIKE

#MaximaBike



@MAXIMAUSA

