

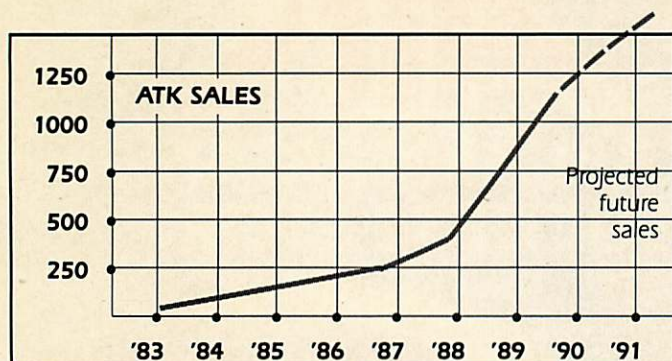
1989

**ATK**

AN AMERICAN  
SUCCESS STORY



# AN AMERICAN SUCCESS STORY



ATK is the fastest-growing motorcycle company in the world! In less than five years ATK has quadrupled its production, increased the dealer network ten times over and achieved unprecedented public acclaim. From its humble beginnings in 1985, ATK has lived by an easily understood credo—make it simple and make it the best! It all started with the idea that America needed a motorcycle built by American off-road riders for American conditions. ATK is the only company in America producing off-road motorcycles. Why aren't there more? We don't know, but we do know that when we built a bike that suited the demands of serious riders, they beat a path to our door.

What did the American off-road rider want? A simpler, easier-to-maintain, less complicated, lighter and more reliable machine. How did ATK reach those goals? ATK refined the chassis design until the complete bike consists of only 180 part numbers. The incredibly reliable air-cooled Rotax motors aren't saddled with bulky radiators, flimsy hoses or extra weight. There are no complicated shock linkages hanging down under an ATK swingarm. Suspension ratios are derived by careful placement of the White Power Super Adjuster. Does the suspension work? **Motocross Action** called the ATK suspension "the best-suspended production bike sold!" And one of the things that make an ATK handle and feel better is the fact that it weighs almost 20 pounds less than its water-cooled competition. The ATK 250 weighs only 205 pounds (less than some of the Japanese 125s), while the ATK 406 tips the scales at a phenomenal 213 pounds.

## THE SUM OF THE PARTS

If the sum total of the ATK motorcycle innovations ended with simplicity, easy maintenance and light weight, we could go home proud at the end of a day, but they don't stop there! Each component was selected with care for use on the ATK motorcycle lineup. White Power forks and shocks are the largest-selling aftermarket suspension units in the world. Riders often pay as much as \$1400 to buy them across the counter. Not only do the Dutch-made suspension units come stock on the ATK, but they feature race-tested and hand-valved ATK internals. The powder-coated blue frame is made in America using the finest chromoly tubing. Many manufacturers claim to use chromoly, but few actually live up to the claim. ATK does! Check our welds against any production frame in the world. You'll see the quality in the ATK.

For 1989, ATK introduces an all-new chromoly steel swingarm. By using chromoly steel instead of aluminum, the ATK rear suspension is lighter, cleaner, smaller and of greater tensile strength. Other manufacturers are caught up in the fash-

ion of aluminum. We think their time would be better spent worrying about the function of the motorcycle.

Where's the air filter? It's in the gas tank, where else? The next time you're riding in the mud and slop, crossing streams or riding in the dust of 20 other riders, you'll come to appreciate the high-breather ATK airbox. By tucking the airbox up under the gas tank, ATK kills two birds with one stone. First, cleaner air is drawn into the Mikuni carb and, second, the remainder of the ATK air snorkel system is used to house a massive quantity of still air. Still air provides the best combustion and energy usage, and ATK is the only manufacturer to have an airbox design that guarantees that its engine will breathe deeply.

The first thing that most people notice about an ATK are the brakes. The front brake is a powerful hydraulic disc unit, and the rear has a special lightweight countershaft disc. Why isn't the rear brake on the rear wheel? Because if it was, the rear wheel would weigh five pounds more than it has to, and every one of those pounds would have to go up and down with each bump on the track. Unsprung weight is the enemy of good suspension. ATK eliminates all excess unsprung weight. How does an ATK stop? On a dime. The countershaft disc is more efficient, lighter, less complicated and easier to use. Topping off the revolutionary countershaft disc is ATK's exclusive backwards-facing rear-brake pedal. It can't be bent, damaged or broken by a berm, root, rock or other bike because it doesn't stick out.

## COMMON SENSE

The best thing about the innovations on the ATK motorcycle lineup is that they all make sense. We knew they would. That's why we put them on each and every bike that rolls out of the ATK factory. And that factory is right here in the good old USA! It's no secret that we could have had our bikes built in a foreign country; that's the way everybody else does it, but it wouldn't be right. By building, designing, testing and racing ATK motorcycles in the USA, we are Johnny-on-the-spot whenever an idea, concept, flaw or hot setup comes to our attention. Each and every bike that comes from ATK benefits from the knowledge and experience that it took to build the one before it. There is no such thing as a production run at our factory. Anything we learn in the morning will be on the next ATK to get the final quality check in the afternoon. We don't save our best ideas for next year. If it works, we work it in.

Take the time to look at an ATK the next time you get one to slow down long enough to see it. We'd like to tell you about the unique chain adjusters that don't change the wheelbase of the bike. We want to show you the Anti-Chain Torque device that stops the devastating effects of acceleration and braking from wrecking your bike's handling. We wish you would notice that we put the gas cap off to one side to make it easy to get the gas into the bike (and we made the tank mildly translucent so you can tell how much gas you have left). We hope that you'll get a thrill out of touching the electric starter button on the ATK 604E four-stroke. We truly believe that one look at a 1989 ATK 250/406/604 won't be enough to show you all of the functional ideas, innovations and conveniences that make ATK the finest off-road motorcycle on the market.



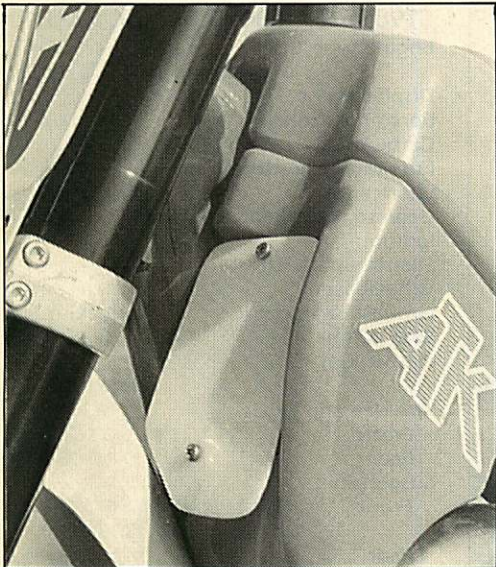
# FEATURES



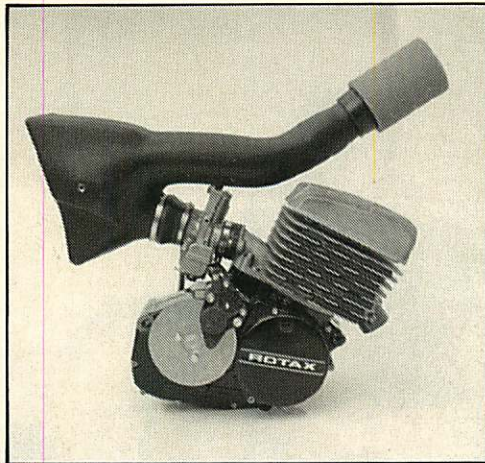
ATK'S INNOVATIVE CHAIN TORQUE ELIMINATOR.



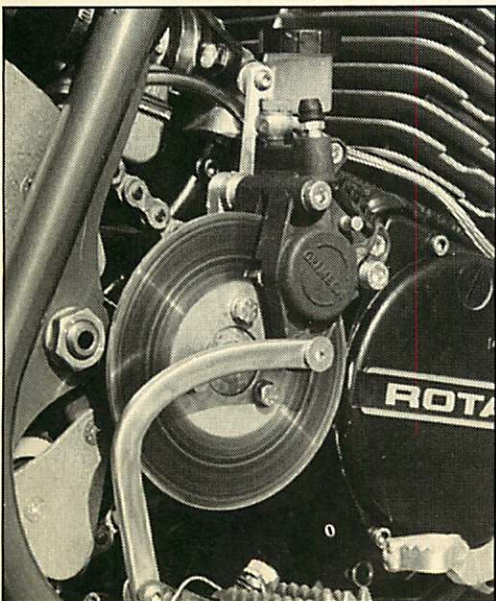
WHITE POWER, THE FIRST AND BEST UPSIDE-DOWN FORK.



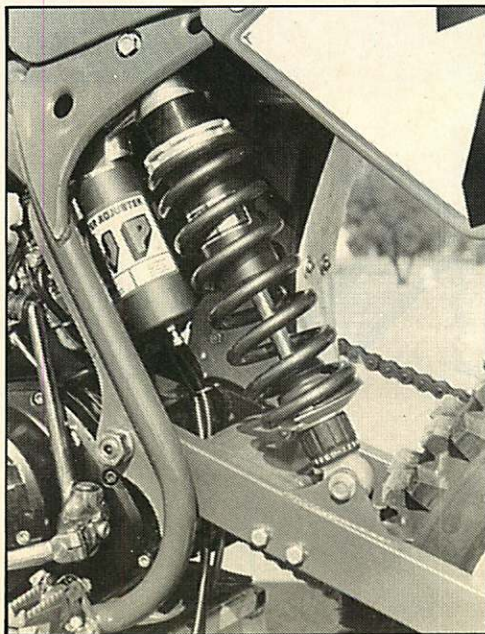
HIGH AND DRY AIRBOX.



SUPER-HIGH-VOLUME STILL AIRBOX AND UNI-FOAM FILTER.



THE WORLD'S MOST UNIQUE AND EFFECTIVE REAR BRAKE.



THE ULTIMATE: WHITE POWER SHOCK AND SIMPLE DESIGN.

**"HOW DOES THE ATK HANDLE? SUPERBLY! IT FLOWS OVER ROUGH GROUND WITHOUT A SHAKE, WOBBLE OR A SWAP. AND LIGHTWEIGHT? MIND-BOGGLING."**  
*DIRT BIKE MAGAZINE, SEPT. '88*

**"PERFECT SCORES: THANKS TO THE HAND-MADE NATURE OF EACH ATK 406, THE HANDLING IS SUPERB AND THE SUSPENSION IS THE BEST PRODUCTION COMBO AVAILABLE."**  
*MOTOCROSS ACTION MAGAZINE, FEB. '89*

**"FEW MOTORCYCLES WILL MATCH THE 604'S STRAIGHT-LINE STABILITY ACROSS CHOPPED GROUND. WITH THE A-TRACK, THE REAR SUSPENSION IS NEARLY MAGICAL."**  
*CYCLE WORLD MAGAZINE, MAR. '89*

# ATK





### 1989 ATK 250/406

**Engine type** . . . . . Single-cylinder, air-cooled  
(250—rotary valve/406—piston port)  
case-reed-valve two-stroke.

**Displacement** . . . . . 250—244cc/406—399cc

**Bore and stroke** . . . . . 250—72mmX61mm/  
406—84mmX72mm

**Carburetion** . . . . . 250—35mm/406—38mm  
Mikuni Flat Slide

**Fuel tank capacity** . . . . . 2.7 gals. (12.1L)

**Lubrication** . . . . . Premix

**Gearing, front/rear** . . . . . 15/50

**Ignition** . . . . . CDI

**Silencer/spark arrester** . . . . . Yes/optional

**Wheelbase** . . . . . 57 in. (1448mm)

**Ground clearance** . . . . . 14 in. (356mm)

**Seat height** . . . . . 37 in. (914mm)

**Dry weight** . . . . . 250—205 lbs./  
406—213 lbs.

#### Tire size and type:

**Front** . . . . . 3.00X21 Pirelli Lagunacross  
**Rear** . . . . . 110/100-18 Pirelli Lagunacross

#### Suspension:

**Front** . . . . . White Power 4054. 11.8 in.  
**Rear** . . . . . White Power piggyback shock,  
adj. comp., reb. and preload



### 1989 ATK 604 ELECTRIC START

**Engine type** . . . . . Single-cylinder, SOHC,  
four-valve, air-cooled four-stroke

**Displacement** . . . . . 562cc

**Bore and stroke** . . . . . 94mmX81mm

**Carburetion** . . . . . 38mm Mikuni flat-slide

**Fuel tank capacity** . . . . . 4.7 gals.

**Lubrication** . . . . . Dry sump

**Gearing, front/rear** . . . . . 15/50

**Ignition** . . . . . CDI

**Silencer/spark arrester** . . . . . Yes/yes

**Wheelbase** . . . . . 58 in. (1473mm)

**Ground clearance** . . . . . 13.5 in. (343mm)

**Seat height** . . . . . 37.5 in. (950mm)

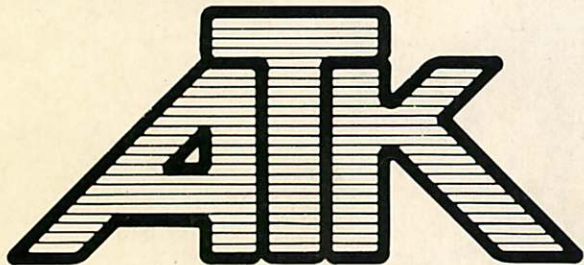
**Dry weight** . . . . . Electric—259 lbs./  
None—247 lbs.

#### Tire size and types:

**Front** . . . . . 3.00X21 Pirelli  
**Rear** . . . . . 110/100X18 Pirelli

#### Suspension:

**Front** . . . . . White Power 4054 USD forks,  
11.8 in. (300mm) travel  
**Rear** . . . . . White Power piggyback  
single shock, adj. comp./reb.,  
13.0 in. (330mm) travel



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