

A dramatic, low-angle photograph of a surfer riding a wave. The surfer is silhouetted against a bright sun that is low on the horizon, creating a strong lens flare and illuminating the scene. The wave is dark and curved, with the surfer positioned near the crest. The sky is a deep blue. The overall mood is adventurous and energetic.

***Have a Pepsi day
The Safe Way!***

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Publisher, John Baron, Imperial Century, Inc.
Art Director, Susan Bredesen

Cover shot of Paul Hoffman on the Pepsi Ramp/Warren Bolster

YOUR FIRST RIDE



Skateboarding can be a lot of fun, especially if you start out right. These essential steps will help you to gain insight into the sport.

1. Call your nearest skateboard instructor for lessons on how to skate safely.
2. Put on elbow and knee pads, helmet, wrist guards, shoes, and padded shorts.
3. Start on a **flat** area.
4. Place either your right or left foot 4 inches from the front of the board; the ball of your foot should be over the front truck.
5. Push with the free foot.
6. Once you are traveling slowly, place both feet on the board with each centered over the trucks and coast.
7. Try to maintain your balance by bending your knees and squatting down and then standing up. No matter what stance, you should always feel in total control.
8. Once you have mastered going straight, apply pressure to the edges of the skateboard with your feet in the direction you want to turn.
9. When you can turn in either direction and have an intimate familiarity with all stances on the board, you are ready to go back to your favorite instructor to learn how to skate on sloping ground.
10. Remember! Never skate faster than you can run and never try anything new unless you have had good instruction.

Do you want to be the best or one of the most respected skateboarders in your area? If so, take a tip from the professionals — "Practice often, warm up before you skate, and always wear protective equipment."



Skateboarding is a sport that demands respect. So use your common sense — it's the key to many enjoyable hours of skating. Know your limits and stay within them. Be totally familiar with your equipment and what it can do safely. Carefully explore new terrain. Attempt new maneuvers only when you know you're in total control. **Practice** a lot in safe places. **Always** wear protective equipment.

You'll get HOT and love the sport if you use common sense and protect yourself!

what it takes

TO BE HOT

1. Safety

**2. Main-
tenance**

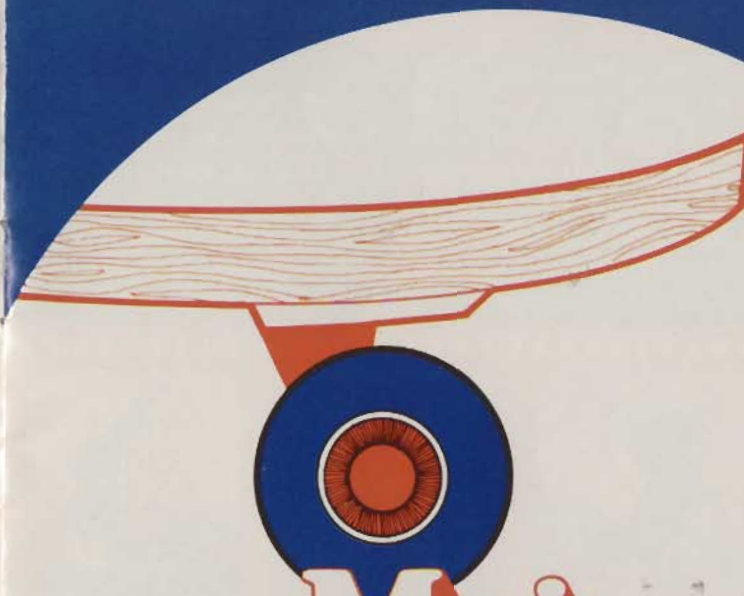
3. Practice



Protective Equipment

Technological improvements in shoes, helmets, elbow and knee pads, gloves, wrist supports, and padded shorts are keeping pace with the demands of today's sophisticated skateboarders. The professionals wear protection for each specific skating situation because they realize their physical well-being is important.

You should realize the same thing. Whether you skate free-style or bank and bowl, you should always wear protective equipment appropriate for the situation. You'll feel better and skate better when you know you're taking care of yourself.



Maintenance

Professional skateboarders constantly check their equipment because they demand perfection. You should have the same high standards for equipment maintenance. Do you inspect your board, wheels, and trucks every time before you ride, and after your board takes a lot of wear? Is your protective equipment in good shape? Stay on top! Fine tune your wheels, trucks and board to guarantee the best service and most reliable action. Always wear protective equipment.

Maintaining high standards with your equipment will give you confidence and protection. You'll enjoy the sport!

TRICKS

Pepsi Skateboard Team Members show how it's done! The following tricks are performed by professional skateboarders who have numerous years of experience. The tricks are extremely difficult and should be attempted only after investing hundreds of hours of hard work in mastering the basics of rolling, falling, and balance. Know your limitations and don't try to advance too fast. Wear your protective equipment and always get professional instruction.

MARK SMITH

• • •
**SQUATTING
NOSE
G-TURN**



Push to gain speed. Place one foot on the nose of board, slightly in front of wheels, and the other foot against the kicktail for support. Shift your weight as you squat down to raise the tail of the board. The G-turn should be smooth and stylish with the arms being raised shoulder height for balance.

GREGG AYRES

• • •
**BACKWARD
PIROUETTE
KICKFLIP**



Once you learn how to do the standard kickflip, then practice 180° switch foot kickflips. These are the basic parts of the backward pirouette kickflip. When you land going backwards, at first you will feel unbalanced, but with lots of hard work this unnatural motion will become second nature.

ALAN SCOTT

• • •
**CREATIVE
FOOTWORK-
WALKING
THE EDGES**



Apply pressure to the side top edge of the deck. As the board tips over onto its side, balance on the edge of the board and walk toward the front, placing the ball of your foot on the outside wall of the wheel for added balance. Then walk to the back of the board using the wheels as the most stable areas for support.

JERRY VALDEZ

• • •
**NO
HANDS
HEADSTAND**



Take your most comfortable handstand position while kneeling next to the board. Grab the nose and tail for support and push with your feet. Once you have enough speed, extend into a regular headstand. When you feel balanced release your hands and raise them so they are perpendicular to your body.

LONNIE TOFT

• • •
**8
WHEELER
INGENUITY**



To learn the laid back style of skateboarding you need an eight-wheeler. Once you have the board set up correctly push with your foot to gain speed, then squat down with your weight centered above the front trucks. Raise your left hand for balance and use your right arm for support and to keep board from flipping over.

LONNIE TOFT

• • •
PEPSI
RAMP
RIDING



Don't attempt to ride any ramp on an eight wheeler until you get the board wired after lots of practice. Once you master 8 wheelin, you will then find doing ramp kick turns is very similar to riding a four wheel board.

STACY PERALTA

• • •
STOP
AND GO
360°



Place your rear foot slightly behind the rear truck. Your front foot should be on the nose of the board. As you spin, apply force on the back of the board so that the bottom of the tail or shoe makes positive contact with the skating surface. Try to hit 90°, 180°, 270° and 360° of the circle, while looking stylish during each pose.

STACY PERALTA

• • •
BANK
AND BOWL
BASIC
KICK TURN



Approach the bank with good speed. Keep your back foot above the rear trucks and partially on the kicktail. Choose your line and when you arrive at the top of your path shift your weight partially to your back foot. The front of the board will raise. Use your front foot to control the height. Use your upper body to pivot the nose around. Once you are facing back down the bank, shift your weight so that it is centered between both feet.

PAUL HOFFMAN

• • •
NOSE
360°s



Extend your toes out over the nose of the board to make a nose wheelie. Then rotate your upper and lower body with as much force as possible while lifting your other foot off the ground. The front wheels will spin insanely. To increase the speed of rotation tuck your arms into your body.

RUSS HOWELL

• • •
TWO BOARD
HANDSTAND
INTO ONE
BOARD
HANDSTAND



Take two skateboards and place them side by side. Push to gain speed then raise your legs and body up into the most comfortable handstand position. Once you gain perfect balance take your hand off the board that will not be used for the final position. Then place that hand on the same board as your other hand to complete the one board handstand.

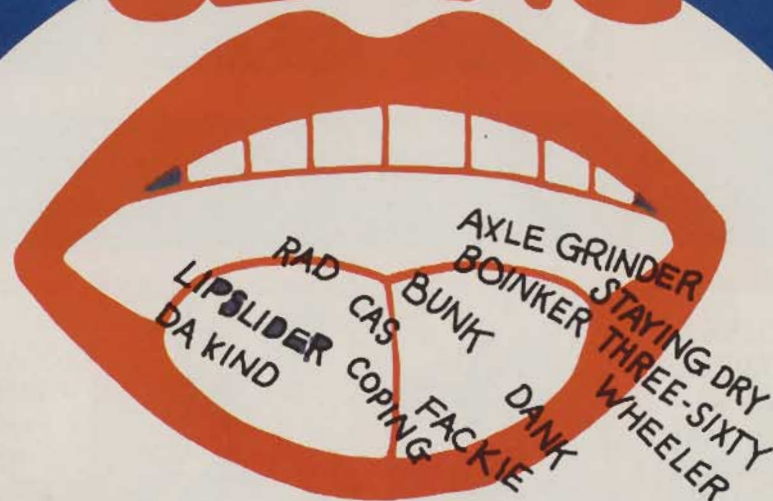
GORDY LIENEMAN

• • •
THE G-TURN



Once you gain the correct speed from pumping, then change your feet so the front ball of your foot is on the nose and the bottom edge of your rear shoe is against the kicktail. Shift your weight so that the tail raises in the air, thus creating a nose wheelie. Now turn the board around in a tight 180° arc and shift your weight so the rear wheels make contact with the pavement and the front ones raise into the air similar to the beginning of a tail 360° which is a logical conclusion to the G-turn.

SLANG



AXLE-GRINDER (AXLE-SCRAPER) — n. Either the front and rear axles or both are ground down by contact with the coping, cement lips or edges, while getting radical at your favorite spot.

BOINKER — n. Hitting coping.

BOWL — n. Skateboarding surfaces that are shaped like containers you find in the kitchen. How many super skating surfaces could you find in the house if you were only 1" tall?

BUNK — adj. Describes an undesirable situation or unacceptable product or event which usually means disgust and dissatisfaction.

CAS (CASUAL) — adj. Describes situations in the past, present or future which are acceptable to the speaker.

COPING — n. The rounded lip above the tiles in a pool and in bowls which redirects the skateboarders motion back onto the skating surface.

DA KIND — n, adj. Describes the ultimate level of quality.

DANK — adj. Describes unpleasant situation or poor quality objects which stretch the personal limits of acceptability.

FACKIE — n. Manuever where a skateboarder changes direction without changing stance. The focus of the rider switches from goofy foot to regular or from regular to goofy.

FLOATER — n. Freefall in a vertical situation before the wheels again make contact with the skating surface. Usually happens while riding the vertical in pipes, walls, pools and banks.

GETTING AIR — When rider and skateboard become airborne.

HELICOPTER — n. When board and rider complete a total 360 rotation in the air.

INSANE — adj. Describes an action, thought, and/or object which is beyond the every day reality or possibility. Can also mean admiration, awe, and/or happiness.

LIPSLIDER — n. When the wheels, front, back or both slide along the skating surface to the left or right of the forward motion. This manuever is possible in almost any skating situation.

RAD (RADICAL) — adj. Performance which transcends previously recognized limits of performance. Can apply to individuals, objects, situations, etc.

SHREDDING — adj. When you are skateboarding really well or at least think you are.

STAYING DRY — When you are not skateboarding at your best.

THREE-SIXTY — n. Manuever where skater and board rotate one or more complete revolutions. One of the most popular and difficult freestyle tricks.

WHEELER — n. The number of wheels or fraction of a wheel in contact with the skating surface. A no wheeler (tail tap) is the ultimate.



QUIZ

- | | YES | NO |
|--|--------------------------|--------------------------|
| 1. Should you wear a helmet, elbow and knee pads, shoes, gloves, and wrist supports? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Should you check your wheels, bolts, screws, board, and trucks before or after your board experiences some heavy usage? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Should you skateboard on public streets? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do pedestrians have the right-of-way on sidewalks and in crosswalks? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Should you skateboard in the dark? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Where there are no sidewalks, should you follow the same rules for bicycles? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Should you carry your board across an intersection after looking both ways first? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Should you skateboard in driveways? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Do the top professionals wear protective equipment? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Should you check the terrain for rocks, cracks, dirt, and foreign objects before you skate? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Are skateboard parks the safest place to skateboard? | <input type="checkbox"/> | <input type="checkbox"/> |

Your answers should read:

1. Yes 2. Yes 3. No 4. Yes 5. No 6. Yes 7. Yes
8. No 9. Yes 10. Yes 11. Yes

GEAR UP!

☐ VINYL HELMET (Free Style)

Airy, lightweight protection for freestylers. Strips of "cushy" foam wrapped in vinyl, and shaped for looks and comfort. Easy on and off! Sizes: S, M, L.



\$7.50

☐ HARD HELMET (Bank & Bowl)

Double padding inside with cushiony foam for comfort and extra protection. Hard plastic outside is as good looking as it is good protection for bank and bowl riders. Sizes: S, M, L.



\$11.00

☐ ELBOW PADS

Non-slip nylon elastic band holds riveted plastic cup protection in place. "Slide" protection design cushions impact of falls. Sizes: S, M, L.



\$9.00

☐ KNEE PADS

The rugged plastic cup is riveted to padded nylon band. Stays in place with sturdy velcro. Comfort and "slide" protection. Sizes: S, M, L.



\$12.00

PLEASE SEND ME THE SKATEBOARD PRODUCTS INDICATED BELOW:

ITEM	QUANTITY	SIZE	PRICE PER UNIT	TOTAL
Vinyl Helmet				
Hard Helmet				
Elbow Pads				
Knee Pads				
Leather Glove				
Free Style Shoe				
Bank & Bowl Shoe				
Skater-Aid				
Pro-Style Skateboard				
Skateboard Bag				
Sticker	1		Free	
Skateboard Club T-Shirts				

Please add \$2.00 for postage and handling. California Residents add 6% Sales Tax. VISA and Mastercharge accepted. # _____

Sub-Total _____
6% Tax _____
TOTAL _____

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San Diego, CA 92126
(714) 566-4500

Name _____

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City/State _____ Zip _____

Allow 4 weeks for delivery.

FOR SAFETY CHECK YOUR SAFETY EQUIPMENT NEEDS

☐ BANK & BOWL SHOE

Heavy duty construction and the unique custom-molded polyurethane sole make this shoe the hottest new footwear for bank and bowl riders. Sizes: Boys' 2, 3, 4, 5, 6. Men's 7, 8, 9, 10, 11, 12.



\$20.00

☐ FREE STYLE SHOE

Lightweight maneuverability and good looks make this shoe a favorite for free style enthusiasts. Sizes: Boys' 2, 3, 4, 5, 6. Men's 7, 8, 9, 10, 11, 12.



\$15.00

☐ LEATHER GLOVE

High quality two-tone leather glove with reinforced fingers and padded palm. Elastic wrist band attaches with velcro. Sizes: S, M, L.



\$14.00

☐ SKATEBOARD CLUB T-SHIRTS

You can become an official member of the Pepsi Skateboard Club by ordering a Pepsi T-Shirt. For \$3.50 you get the official club T-shirt, a club membership card, and a free Pepsi sticker. Sizes: XS, S, M, L.



\$3.50

☐ PRO-STYLE SKATEBOARD

Hard almond wood board with kicktail, sealed precision bearings and heavy duty trucks. 29".



\$24.95

☐ SKATEBOARD BAG

Custom designed, heavy duty constructed bag for carrying board, safety gear, and accessories. Durable, good looking, convenient! One size.



\$18.00

☐ STICKER

Pepsi logo stickers measure 2 3/4" by 7 1/2". Bright Pepsi colors for your board! Self adhesive. One size.



FREE

☐ SKATER-AID

An all-in-one first aid kit containing the most needed items for skateboarders. Items include bandages, antiseptic towels, etc.



\$3.00

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The Pepsi Skateboard Team
puts on hundreds of safety
demonstrations throughout
the country every year.

Laurie McDonald and Jerry Valdez
look good in their
Safety Equipment.

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