



2010 Dealer Catalog

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Razor Carbon

The Razor Carbon is our top tier, fully customized triathlon frameset which is cut and measured to meet the exact needs of each individual rider. Our Edge Composites carbon top tube and Elite proprietary wind tunnel proven full carbon aero down tube takes the shock from the road and absorbs it before it ever has a chance to reach the rider by utilizing the dampening characteristics of carbon fiber. However, by keeping our full Easton Ultralite 7005 alloy full aero rear end with an aero seat tube that extends from the top of the top tube to the base of the saddle, and a deep rear wheel cut-away and proprietary wind tunnel proven aero seat stays, one doesn't lose any power transfer (an inescapable problem for full carbon builds). It is the nature of TT & Triathlon bikes to have the rider more forward weighted; our use of carbon tubes in specific places gives the rider the maximized comfort of a full carbon build without the power loss. This unique blend of materials makes for the most responsive bike on the market, and, because it is a full custom build, the fit will always be perfect. The Razor Carbon will also be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) and most aero forks available today. This frameset includes an Easton full carbon EC90 aero fork (including steerer tube) with a 43 rake. This unique fork maximizes comfort due to its superior layout and increased rake. The properties of Easton forks in taken into heavy consideration with our full custom builds to ensure a true custom head tube angle.

The aesthetics of the Razor Carbon are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Razor Carbon's finish can be customized to the rider's own design (however elaborate it may be); these additions can be as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).



CUSTOM, ELEGANT, AERODYNAMIC

- Custom Build and Finish (Any 2 Colors of Choice)
- Proprietary Carbon Top Tube and Airfoil Downtube
 - Full Carbon Easton EC90 Aero Fork
- Easton Ultralite Head Tube and Rear Triangle
 - Chris King Headset Standard
 - Average Weight: 2.7 lbs.

\$3,999.99

Frame Set of Complete Build Available

Razor

The Razor is a fully customized triathlon frameset which is cut and measured to meet the exact needs of each individual rider. The full aluminum build creates one of the lightest and most responsive frames available. Our utilization of Easton Scandium and Ultralite tubing ensures that the Elite Razor is one of the nicest riding aluminum frames on the market today, while also making it an explosive racing machine. Additionally, this frame features an aero seat tube that extends from the top of the top tube to the base of the saddle, a deep rear wheel cut-away and proprietary wind tunnel proven aero seat stays. Produced specially to meet the exact needs of the most discriminating riders, the Razor steps it up to another notch over even the T-Class in terms of aerodynamics and ride quality. The Razor features an improved proprietary airfoil downtube with a larger bottom bracket contact point for increased strength and ride quality. It will also be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) and most aero forks available today. This frameset includes an Easton full carbon EC90 aero fork (including steerer tube) with a 43 rake. This unique fork maximizes comfort due to its superior layout and increased rake. The properties of Easton forks in taken into heavy consideration with our full custom builds to ensure a true custom head tube angle.

The aesthetics of the Razor are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Razor Carbon's finish can be customized to the rider's own design (however elaborate it may be); these additions can be as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).

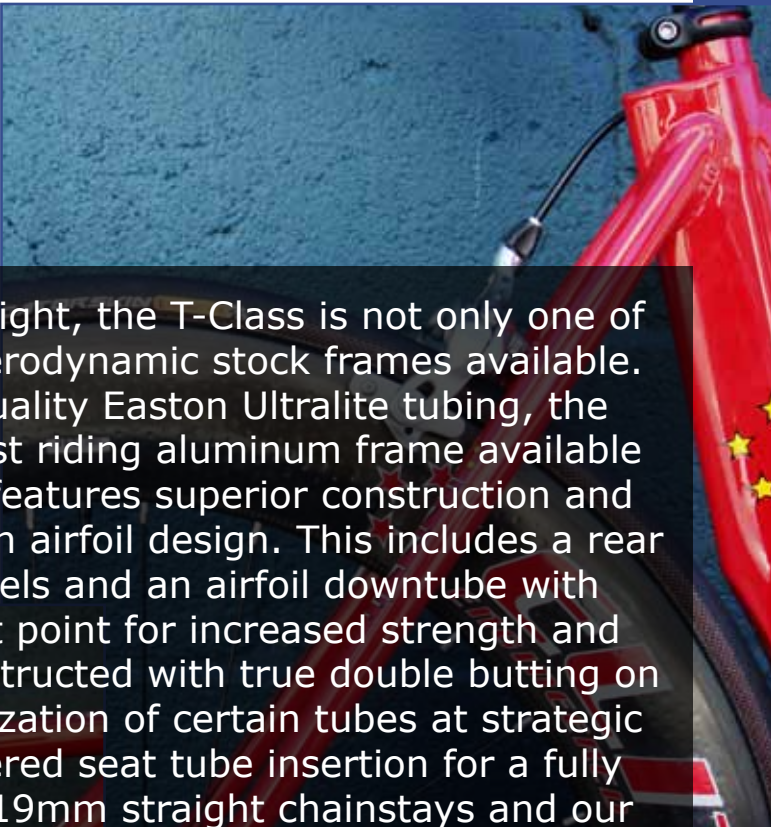


POWER, CUSTOM, AERODYNAMIC

- Custom Build and Finish (Any 2 Colors of Choice)
 - Full Easton Ultralite build
 - Full Carbon Easton EC 90 Aero Fork
 - Chris King Headset Standard
 - Any 2 Colors included
 - Average Weight: 2.7 lbs.

\$3,199.99

Frame Set of Complete Build Available



T-Class

At less than 2.5 lbs average weight, the T-Class is not only one of the slightest, also one of the aerodynamic stock frames available. Constructed with the highest quality Easton Ultralite tubing, the T-Class is quite possibly the best riding aluminum frame available today. The T-Class, as always, features superior construction and a wind tunnel tested and proven airfoil design. This includes a rear wheel cutaway on all 700c models and an airfoil downtube with a larger bottom bracket contact point for increased strength and ride quality. The T-Class is constructed with true double butting on both ends of all tubes and ovalization of certain tubes at strategic points. There is a specially mitered seat tube insertion for a fully supported 27.2 seat post. Our 19mm straight chainstays and our extra reinforced bottom bracket ensure maximum power transfer. The T-Class helps to ensure a proper fit with a shortened top tube, allowing the rider to be properly positioned on their skeletal system. The head tube height of the T-Class also allows for a proper fit by accommodating both the ability to obtain a hip angle as low as 90 degrees, or one far more relaxed. These features coupled with an extremely low bottom bracket give you a bike with amazing stability and handling. The T-Class will also be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) and most aero forks available today. This frameset includes an Easton full carbon EC90 aero fork (including steerer tube) with a 43 rake. This unique fork maximizes comfort due to its superior layout and increased rake.

The aesthetics of the T-Class are personalized to each individual rider as it is built. The client has the option to select any one color finish from the entire PPG line. For nominal additional charges, the T-Class' finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).

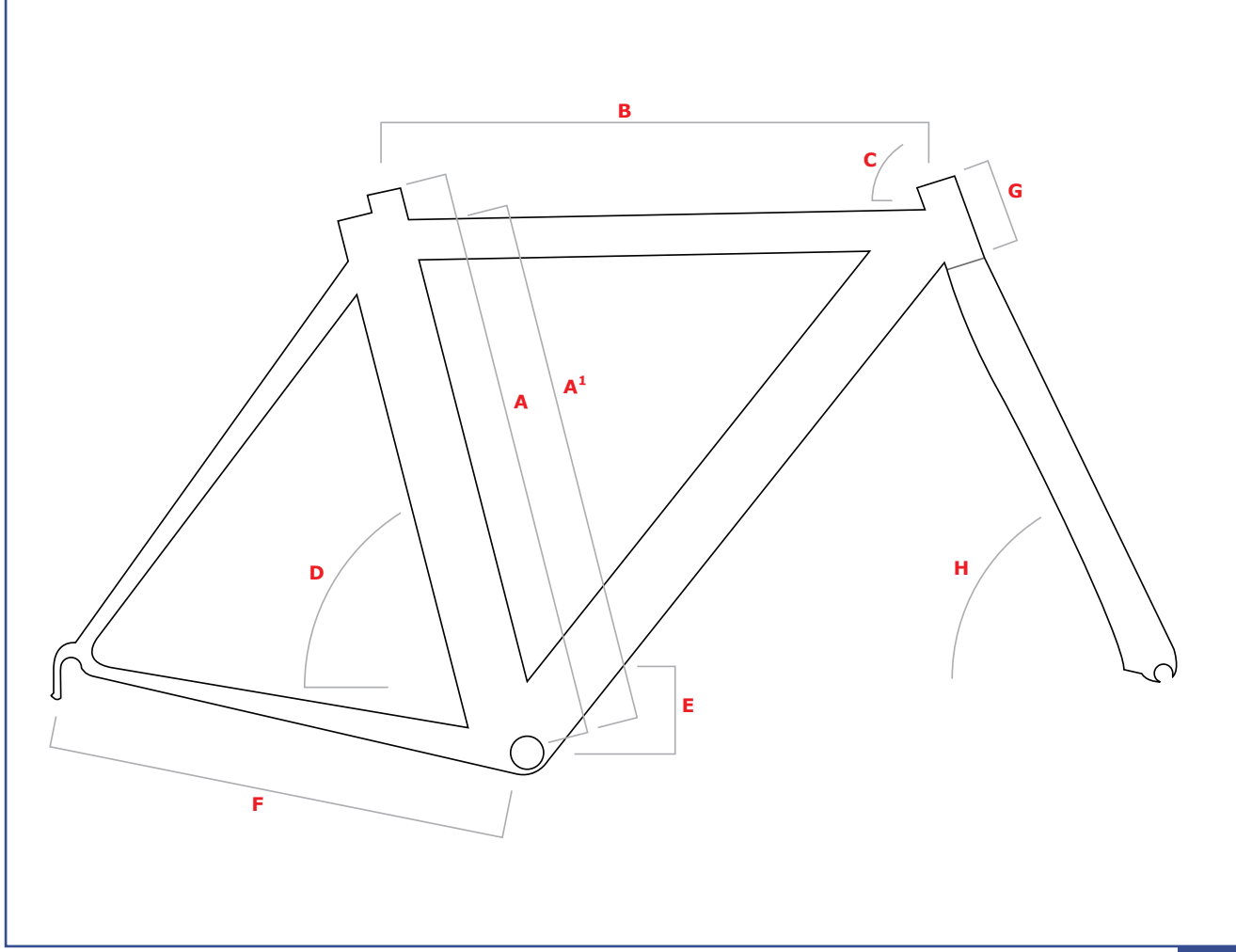


LIGHT, POWERFUL, AERODYNAMIC

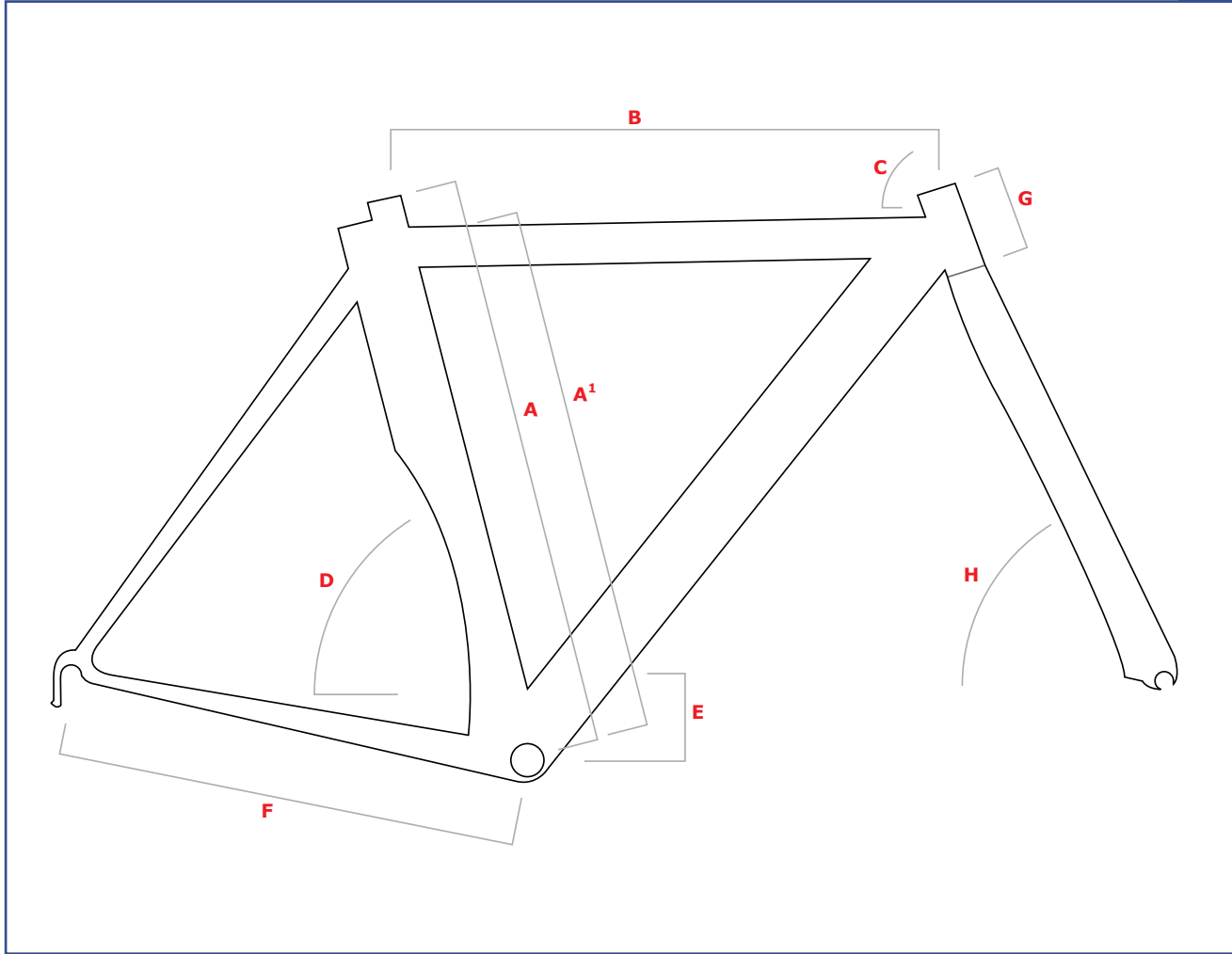
- Seven (7) Stock Sizes – (650c) XS, S
(700c) XS, S, M, L, XL
- Advanced Biomechanical Geometry
- Full Easton Ultralite Build
- Full Carbon Easton EC90 Aero Fork
- Any 1 Color of Choice
- Average Weight: 2.5 lbs.

\$2,199.99

Frame Set of Complete Build Available



Frame Size	BB to top of collar (cm)	BB to top of top tube (cm)	Top Tube (cm)	Head Tube Angle	Seat Tube Angle	BB drop (cm)	Chain Stay Length (mm)	Head Tube Height (mm)	Stack (cm)	Reach (cm)	Fork Rake	Stand Over Height (cm)
	A	A1	B	C	D	E	F	G			H	
XS	48.0	44.0	47.0	71.5	78.0	6.25	385	96.25	46.25	35.5	43 1"	67.75
S	51.0	47.0	49.0	71.75	77.5	6.0	385	115.0	49.0	37.0	43 1"	71.0



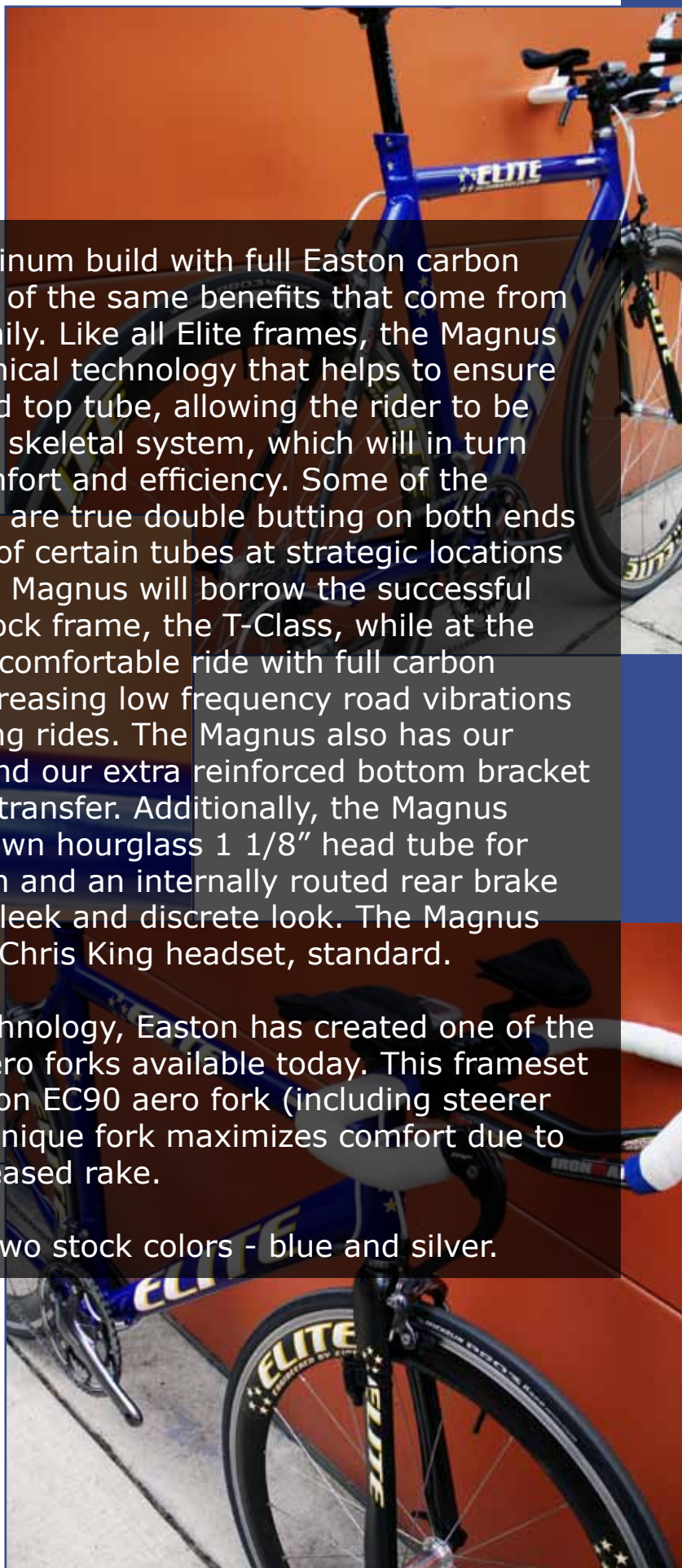
Frame Size	BB to top of collar (cm)	BB to top of top tube (cm)	Top Tube (cm)	Head Tube Angle	Seat Tube Angle	BB drop (cm)	Chain Stay Length (mm)	Head Tube Height (mm)	Stack (cm)	Reach (cm)	Fork Rake	Stand Over Height (cm)
	A	A1	B	C	D	E	F	G			H	
S	51.0	47.0	49.0	71.75	77.5	8.0	400	60.5	48.0	37.0	45 1"	71.0
SM	53.0	49.0	51.0	72.0	77.0	8.0	400	80.0	50.5	38.5	43 1 1/8"	72.0
M	55.0	51.0	53.0	72.0	77.0	8.0	400	100.0	52.0	41.0	43 1 1/8"	75.0
L	57.0	53.0	55.0	72.25	76.5	8.0	400	120.0	54.0	44.0	43 1 1/8"	76.5
XL	60.0	56.0 1cm Rise	57.0	72.25	76.5	7.5	400	175.0	57.5	44.0	43 1 1/8"	80.0

Magnus

The Magnus is a 7005 Aluminum build with full Easton carbon seatstays that shares many of the same benefits that come from being a part of the Elite family. Like all Elite frames, the Magnus utilizes the same biomechanical technology that helps to ensure a proper fit with a shortened top tube, allowing the rider to be properly positioned on their skeletal system, which will in turn provide maximum rider comfort and efficiency. Some of the specifics of the construction are true double butting on both ends of all tubes and ovalization of certain tubes at strategic locations on the frame. For 2009, the Magnus will borrow the successful geometry of our flagship stock frame, the T-Class, while at the same time creating a more comfortable ride with full carbon Easton EC90 seatstays, decreasing low frequency road vibrations for increased comfort on long rides. The Magnus also has our 19mm S-bend chainstays and our extra reinforced bottom bracket to ensure maximum power transfer. Additionally, the Magnus features our proprietary drawn hourglass 1 1/8" head tube for increased front end strength and an internally routed rear brake cable in the top tube for a sleek and discrete look. The Magnus will also be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) and most aero forks available today. This frameset includes an Easton full carbon EC90 aero fork (including steerer tube) with a 43 rake. This unique fork maximizes comfort due to its superior layout and increased rake.

The Magnus is available in two stock colors - blue and silver.



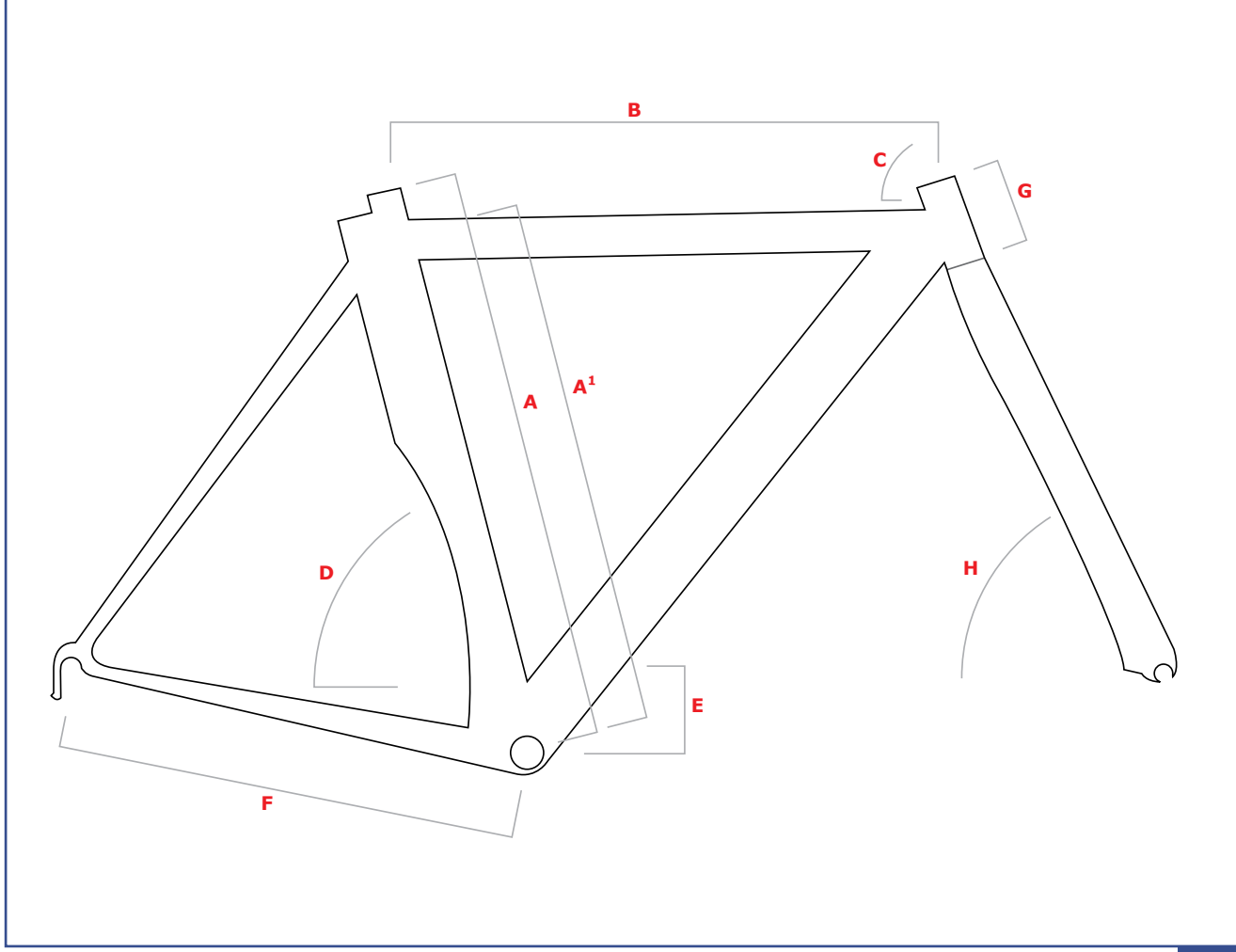


AERODYNAMIC, AFFORDABLE

- Five (5) Stock Sizes - 51, 53, 55, 57, 59
- Advanced Biomechanical Geometry
- 7005 Alloy Build with Easton EC90 Rear Triangle
- Full Carbon Easton EC90 Aero Fork
- Available in Blue or Silver
- Average Weight: 2.9 lbs

\$1,399.99

Frame Set or Complete Build Available



Frame Size	BB to top of collar (cm)	BB to top of top tube (cm)	Top Tube (cm)	Head Tube Angle	Seat Tube Angle	BB drop (cm)	Chain Stay Length (mm)	Head Tube Height (mm)	Fork Rake All 1 1/8"
	A	A1	B	C	D	E	F	G	H
51	51.0	46.0	49.0	71.5	78.0	8.0	400	90	43
53	53.0	48.0	51.0	71.75	77.5	8.0	400	110	43
55	55.0	50.0	53.0	72.0	77.0	8.0	400	130	43
57	57.0	52.0	55.0	72.25	76.5	8.0	400	150	43
59	59.0	54.0	57.0	72.5	76.0	7.5	400	165	43

2010 Triathlon Pricing - Retail					
	Shimano 105/DA	Shimano Ultegra 6700	Shimano Dura Ace 7900	Shimano Dura Ace 7970	
Magnus	\$2,699.99	\$2,999.99	\$3,899.99	\$6,499.99	
T-Class	\$3,499.99	\$3,799.99	\$4,699.99	\$7,299.99	
Razor	\$4,499.99	\$4,799.99	\$5,699.99	\$8,299.99	
Razor Carbon	\$5,299.99	\$5,599.99	\$6,499.99	\$9,099.99	

Frames	MSRP
Magnus	\$1,399.99
T Class	\$2,199.99
Razor	\$3,199.99
Razor Carbon	\$3,999.99

Parts Kits	MSRP
Shimano 105/DA 10 Speed TT	\$1,299.99
Shimano Ultegra/DA 10 Speed TT	\$1,599.99
Shimano Dura Ace 7900 10 Speed TT	\$2,499.99
Shimano Di2 Dura Ace 7970 10 Speed TT	\$5,099.99

ROAD



Handmade in USA



LIGHT, COMFORTABLE, STABLE

- Custom Build and Finish(Any 2 Colors of Choice)
- Custom Geometry and Tubeset Available
- Highest Grade of Titanium Tubesets Available
- Easont Full Carbon EC90 Fork(Curved or Straight)
- Chis King Headset - Standard
- Avg Weight: 1.8 lbs

\$4,999.99

Frame Set of Complete Build Available

Joule Pro Carbon

The Joule Pro Carbon is our top tier, fully customized road frameset which is cut and measured to meet the exact needs of each individual rider. The Joule Pro Carbon features our Edge Composites carbon top tube and Elite proprietary full carbon down tube. With this addition one gains the forgiving ride of carbon, yet maintains the power transfer of an aluminum seat tube, bottom bracket, and head tube. The Joule Pro Carbon features a specially mitered hourglass 1 1/8" alloy head tube increased front end stability and rigidity. This bike also uses all round tubing in accordance to Young's Law of Reflexology, which states that a circular shape will always be the most comfortable and strongest shape possible. Additionally, this frameset features an Easton EC90 full carbon rear triangle with a reinforced bottom bracket that ensures maximum power transfer. The Joule Pro Carbon will also be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) forks available today. This frameset includes an Easton full carbon EC90 SLX fork (including steerer tube). This unique fork maximizes comfort due to its superior layout and increased rake. The properties of Easton forks in taken into heavy consideration with our full custom builds to ensure a true custom head tube angle.

The aesthetics of the Joule Pro Carbon are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Joule Pro Carbon's finish can be customized to the rider's own design (however elaborate it may be); these additions can be as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).



COMFORT, POWER, ELEGANT

- Custom Build and Finish (Any 2 Colors of Choice)
- Proprietary Carbon Top Tube and Down Tube
 - Full Easton Carbon Rear Triangle
 - Full Easton Carbon EC 90 SLX Fork
- Easton Scandium Head Tube and Seat Tube
 - Average Weight: 2.5 lbs.

\$3,999.99

Frame Set of Complete Build Available

Joule Pro

The Joule Pro is a fully customized road frameset which is cut and measured to meet the exact needs and specifications of each individual rider. It is constructed of proprietary drawn Easton GX2 Scandium tubing to the specifications of the rider. The Joule Pro features a specially mitered hourglass 1 1/8" alloy head tube increased front end stability and rigidity. Additionally, the Joule Pro frameset uses all round tubing in accordance to Young's Law of Reflexology, which states that a circular shape will always be the most comfortable and strongest shape possible. The Joule Pro will be outfitted with a Chris King headset, standard.

Through the use of nanotechnology, Easton has created one of the lightest (300g) forks available today. This frameset includes an Easton full carbon EC90 SLX fork (including steerer tube. This unique fork maximizes comfort due to its superior layout and increased rake. The properties of Easton forks in taken into heavy consideration with our full custom builds to ensure a true custom head tube angle.

The aesthetics of the Joule Pro are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Joule Pro's finish can be customized to the rider's own design (however elaborate it may be); these additions can be as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).



LIGHT, POWERFUL, STABLE

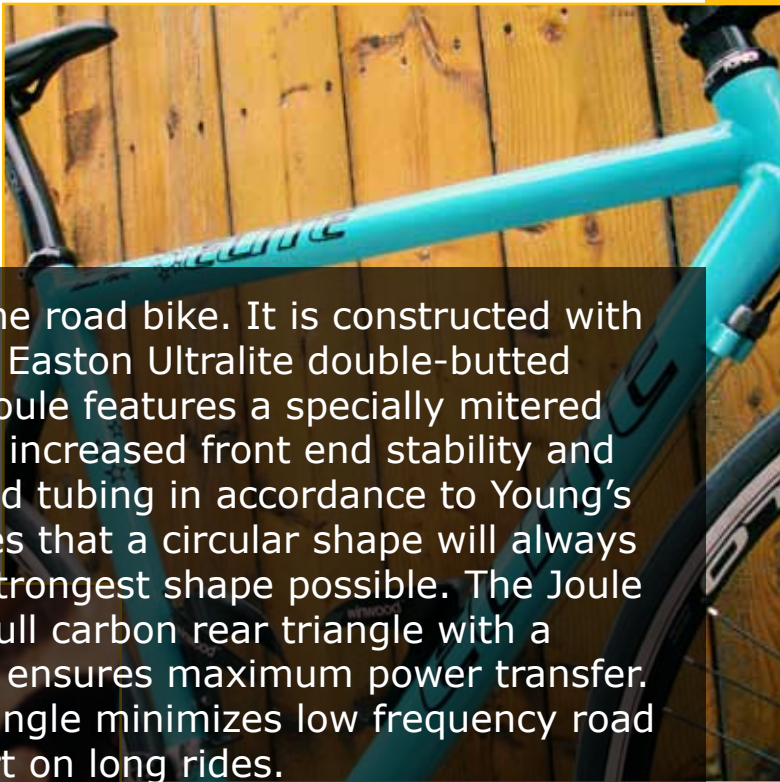
- Custom Build and Finish (Any 2 Colors of Choice)
- Full Easton GX2 Scandium Tube Set
- Easton Full Carbon Rear Triangle
- Easton Full Carbon EC 90 Fork
- Chris King Headset –Standard
- Average Weight: 2.5 lbs.

\$3,199.99

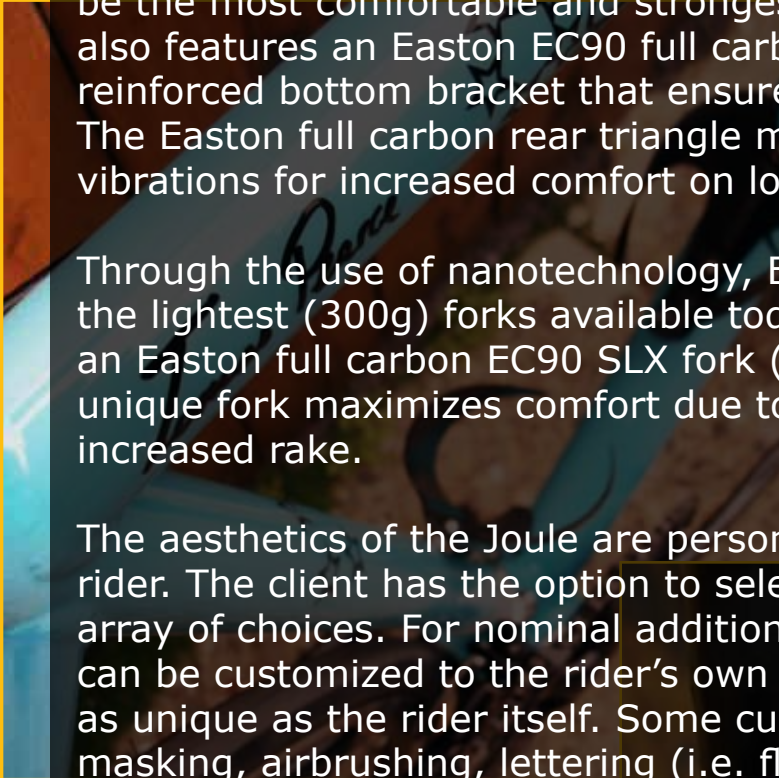
Frame Set of Complete Build Available

ROD

Joule



The Joule is Elite's answer to the road bike. It is constructed with factory tested and race proven Easton Ultralite double-buttressed 7005 proprietary tubing. The Joule features a specially mitered hourglass 1 1/8" head tube for increased front end stability and rigidity. The Joule uses all round tubing in accordance to Young's Law of Reflexology, which states that a circular shape will always be the most comfortable and strongest shape possible. The Joule also features an Easton EC90 full carbon rear triangle with a reinforced bottom bracket that ensures maximum power transfer. The Easton full carbon rear triangle minimizes low frequency road vibrations for increased comfort on long rides.



Through the use of nanotechnology, Easton has created one of the lightest (300g) forks available today. This frameset includes an Easton full carbon EC90 SLX fork (including steerer tube). This unique fork maximizes comfort due to its superior layout and increased rake.



The aesthetics of the Joule are personalized to each individual rider. The client has the option to select any color from our broad array of choices. For nominal additional charges, the Joule's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).

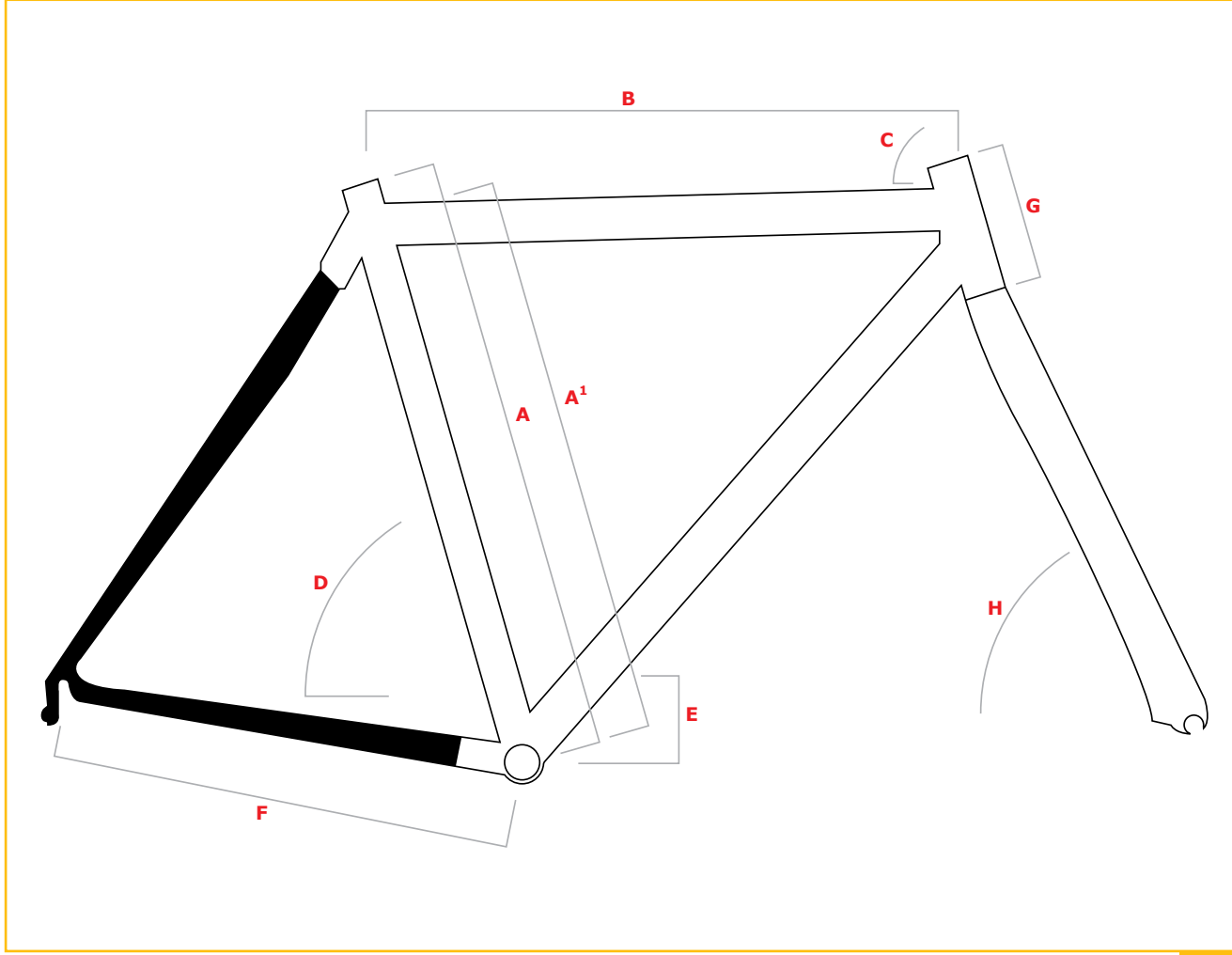


RESPOSIVE, POWERFUL, STABLE

- Four(4) stock sizes – 53, 55, 57, 59
- Full Easton Ultralite Build
- Easton Full Carbon EC90 Rear triangle
- Easton Full Carbon EC90 SLX Fork
- Any 1 Color of Choice
- Average Weight: 2.5lbs

\$2,199.99

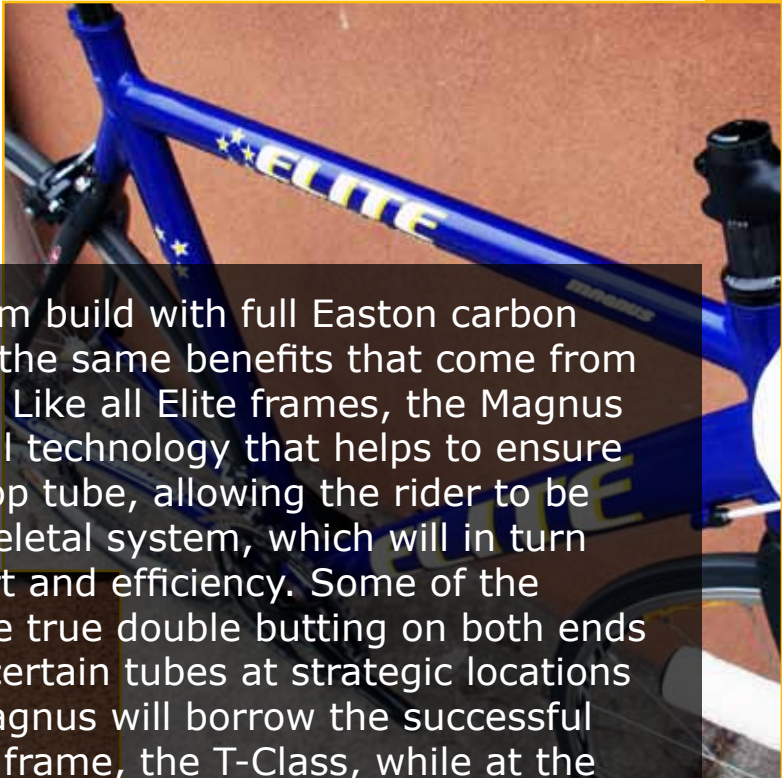
Frame Set of Complete Build Available



Frame Size	BB to top of collar (cm)	BB to top of top tube (cm)	Top Tube (cm) <i>A</i>	Head Tube Angle <i>D</i>	Seat Tube Angle <i>C</i>	BB Drop (cm) <i>E</i>	Chain Stay Length (mm) <i>F</i>	Head Tube Height (mm) <i>B</i>	Fork Rake All 1 1/8" <i>G</i>
53	53.0	50.5	53.5	73.0	74.0	26.9	410	90.0	43
55	55.0	52.5	55.5	73.5	73.5	26.6	413	110.0	43
57	57.0	54.5	56.5	73.5	73.0	26.6	413	125.0	43
59	59.0	56.5	58.0	73.5	73.0	26.3	413	140.0	43

PROFID

Magnus



The Magnus is a 7005 Aluminum build with full Easton carbon seatstays that shares many of the same benefits that come from being a part of the Elite family. Like all Elite frames, the Magnus utilizes the same biomechanical technology that helps to ensure a proper fit with a shortened top tube, allowing the rider to be properly positioned on their skeletal system, which will in turn provide maximum rider comfort and efficiency. Some of the specifics of the construction are true double butting on both ends of all tubes and ovalization of certain tubes at strategic locations on the frame. For 2009, the Magnus will borrow the successful geometry of our flagship stock frame, the T-Class, while at the same time creating a more comfortable ride with full carbon Easton EC90 seatstays, decreasing low frequency road vibrations for increased comfort on long rides. The Magnus also has our 19mm S-bend chainstays and our extra reinforced bottom bracket to ensure maximum power transfer. Additionally, the Magnus features our proprietary drawn hourglass 1 1/8" head tube for increased front end strength and an internally routed rear brake cable in the top tube for a sleek and discrete look. The Magnus will also be outfitted with a Chris King headset, standard.



Through the use of nanotechnology, Easton has created one of the lightest (300g) and most aero forks available today. This frameset includes an Easton full carbon EC90 aero fork (including steerer tube) with a 43 rake. This unique fork maximizes comfort due to its superior layout and increased rake.

The Magnus is available in two stock colors - blue and silver.

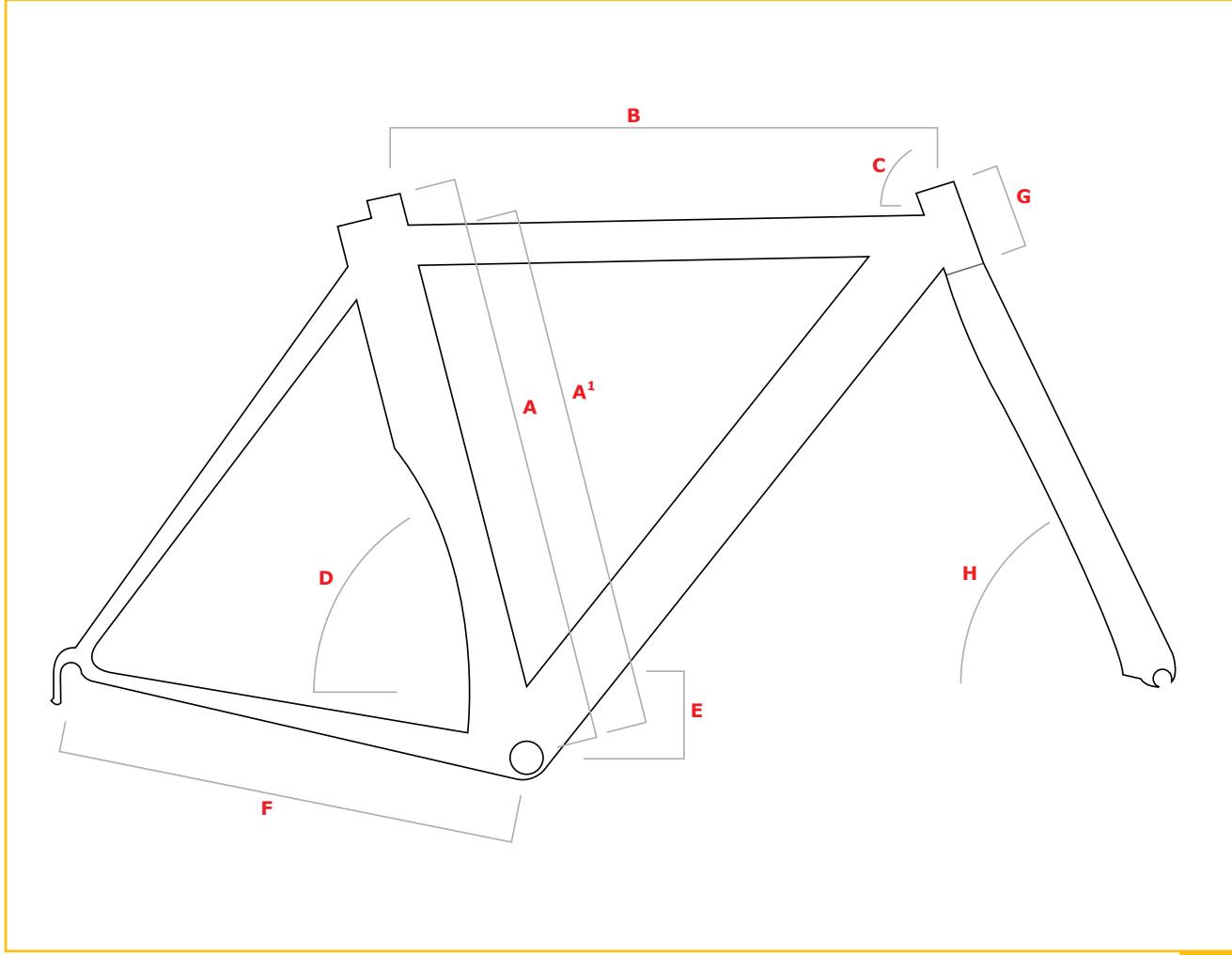


AERODYNAMIC, AFFORDABLE

- Five (5) Stock Sizes – 51, 53, 55, 57, 59
- Advanced Biomechanical Geometry
- 7005 Alloy Build with Easton EC90 Rear Triangle
- Full Carbon Easton EC90 Aero Fork
- Available in Blue or Silver
- Average Weight: 2.9 lbs

\$1,399.99

Frame Set of Complete Build Available



Frame Size	BB to top of collar (cm)	BB to top of top tube (cm)	Top Tube (cm)	Head Tube Angle	Seat Tube Angle	BB drop (cm)	Chain Stay Length (mm)	Head Tube Height (mm)	Fork Rake All 1 1/8"
	A	A1	B	C	D	E	F	G	H
51	51.0	46.0	49.0	71.5	78.0	8.0	400	90	43
53	53.0	48.0	51.0	71.75	77.5	8.0	400	110	43
55	55.0	50.0	53.0	72.0	77.0	8.0	400	130	43
57	57.0	52.0	55.0	72.25	76.5	8.0	400	150	43
59	59.0	54.0	57.0	72.5	76.0	7.5	400	165	43

2010 Road Pricing - Retail					
	Shimano 105/DA	Shimano Ultegra 6700	Shimano Dura Ace 7900	Shimano Dura Ace 7970	
Magnus	\$2,799.99	\$3,399.99	\$4,699.99	\$6,599.99	
Joule	\$3,699.99	\$4,299.99	\$5,599.99	\$7,499.99	
Joule Pro	\$4,599.99	\$5,199.99	\$6,499.99	\$8,399.99	
Joule Pro Carbon	\$5,399.99	\$5,999.99	\$7,299.99	\$9,199.99	
	Campagnolo Athena	Campagnolo Chorus	Campagnolo Record	Campagnolo Super	
Magnus	\$3,499.99	\$3,999.99	\$4,949.99	\$5,699.99	
Joule	\$4,399.99	\$4,899.99	\$5,849.99	\$6,599.99	
Joule Pro	\$5,299.99	\$5,799.99	\$6,749.99	\$7,499.99	
Joule Pro Carbon	\$6,099.99	\$6,599.99	\$7,549.99	\$8,299.99	

Retail

Paints Kits

ROFFD

ROFFD

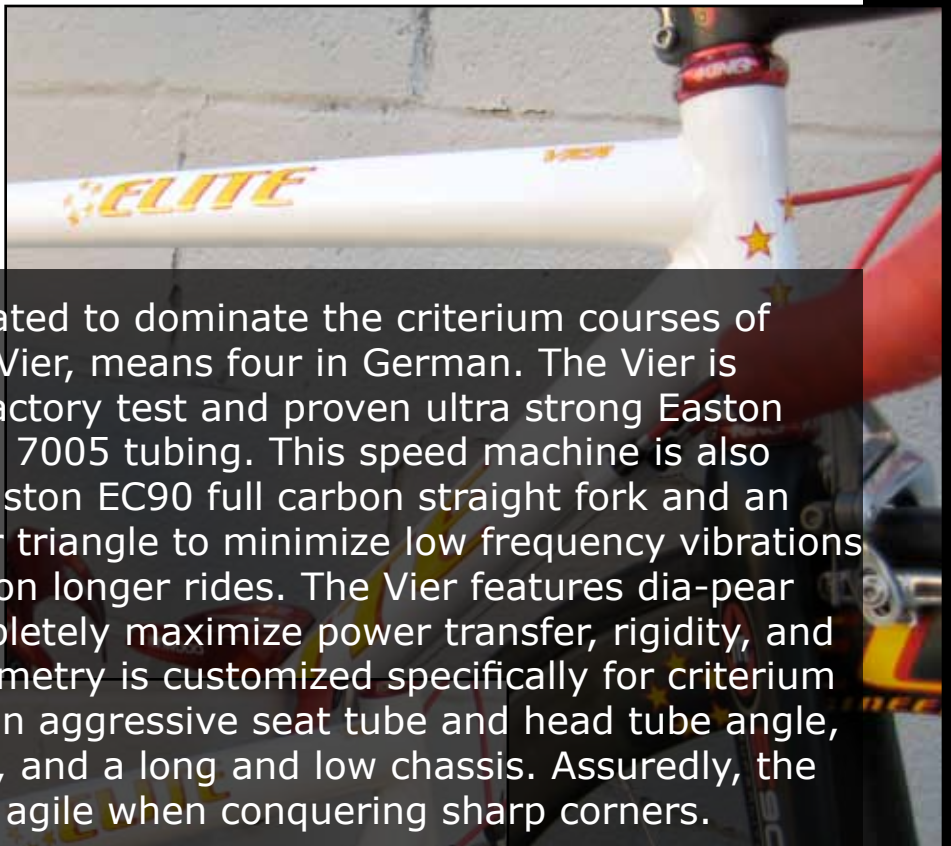
Frames	MSRP
Joule	\$2,299.99
Joule Pro	\$3,199.99
Vier	\$3,199.99
Joule Pro Carbon	\$3,999.99
Kilo Joule Pro(Ti)	\$4,999.99

Parts Kits	MSRP
Shimano 105/DA 10 Speed Road	\$1,399.99
Shimano Ultegra 10 Speed Road	\$1,999.99
Shimano Dura Ace 7900 10 Speed Road	\$3,299.99
Shimano Dura Ace Di2 7970 10 Speed Road	\$5,199.99
Campy Athena 11 Speed Road	\$2,099.99
Campy Chorus 11 Speed Road	\$2,599.99
Campy Record 11 Speed Road	\$3,549.99
Campy Super Record 11 Speed Road	\$4,299.99

Vier

The Vier has been created to dominate the criterium courses of the world. The name, Vier, means four in German. The Vier is constructed with full factory test and proven ultra strong Easton Ultralite custom drawn 7005 tubing. This speed machine is also paired with both an Easton EC90 full carbon straight fork and an Easton full carbon rear triangle to minimize low frequency vibrations for increased comfort on longer rides. The Vier features dia-pear shaped tubing to completely maximize power transfer, rigidity, and all out speed. The geometry is customized specifically for criterium style racing, utilizing an aggressive seat tube and head tube angle, a high bottom bracket, and a long and low chassis. Assuredly, the Vier will be stable and agile when conquering sharp corners.

The aesthetics of the Vier are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Vier's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).





POWER, AGILITY, AGGRESSIVE

- Custom Build and Finish (Any 2 Colors of Choice)
- Full Proprietary Easton Ultralite Main Triangle
 - Full Easton Carbon Rear Triangle
- Full Easton Carbon EC90 SL Straight Fork
 - Chris King headset - Standard
 - Average Weight: 2.5 lbs.

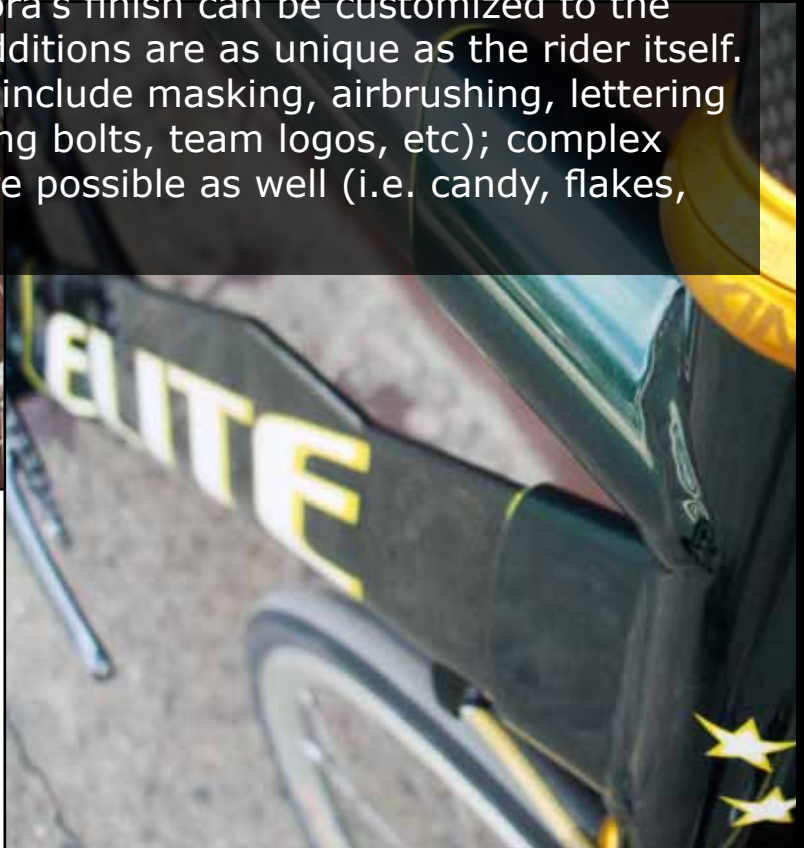
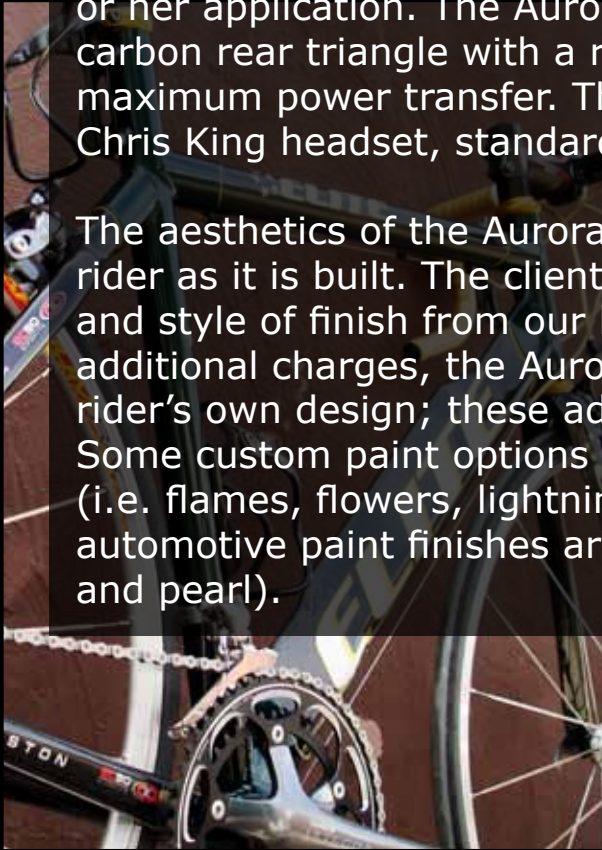
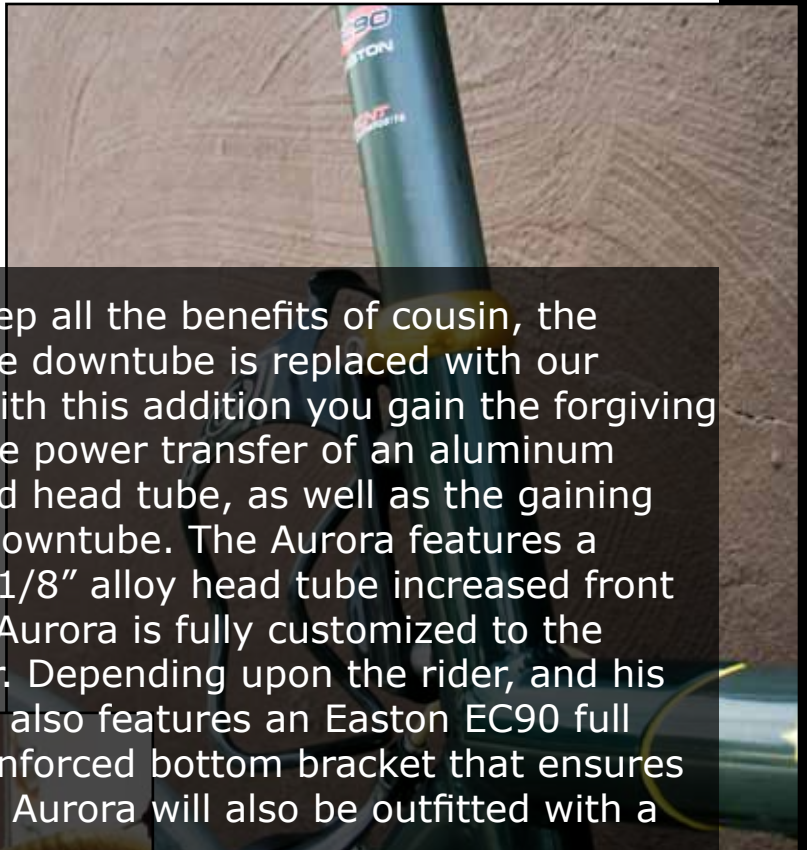
\$3,199.99

Frame Set of Complete Build Available

Aurora

The full custom Aurora will keep all the benefits of cousin, the Joule Pro Carbon, however, the downtube is replaced with our proprietary aero downtube. With this addition you gain the forgiving ride of carbon but maintain the power transfer of an aluminum seat tube, bottom bracket, and head tube, as well as the gaining the aerodynamicys from the downtube. The Aurora features a specially mitered hourglass 1 1/8" alloy head tube increased front end stability and rigidity. The Aurora is fully customized to the exact specifications of its rider. Depending upon the rider, and his or her application. The Aurora also features an Easton EC90 full carbon rear triangle with a reinforced bottom bracket that ensures maximum power transfer. The Aurora will also be outfitted with a Chris King headset, standard.

The aesthetics of the Aurora are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Aurora's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).





COMFORT, ELEGANT, AERODYNAMIC

- Custom Build and Finish (Any 2 Colors of Choice)
- Proprietary Carbon Top Tube and Airfoil Downtube
- Full Carbon Easton EC90 Aero Fork
- Easton Ultralite Head Tube and Easton EC90 Rear Triangle
- Chris King Headset Standard
- Average Weight: 2.7 lbs.

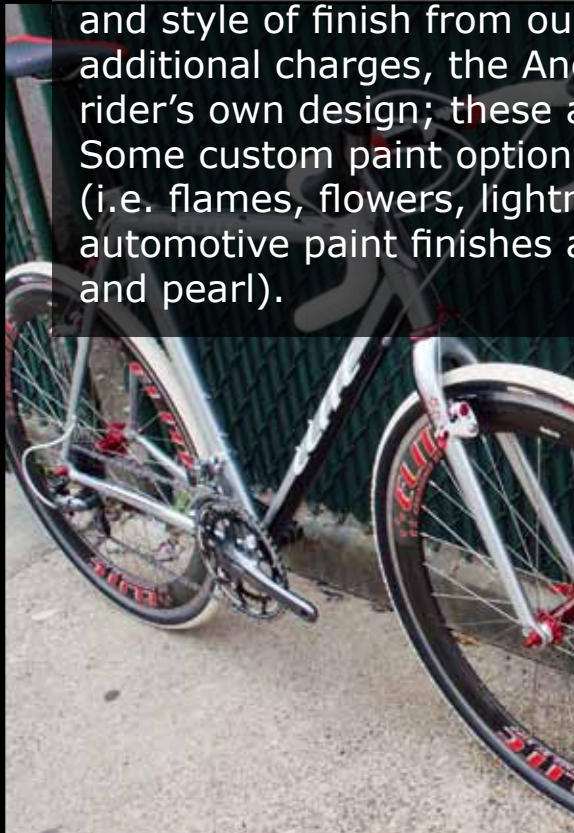
\$4,199.99

Frame Set of Complete Build Available

Angry John

The Angry John is a true custom cyclocross racing bicycle constructed with full factory test and proven ultra-strong Easton Ultralite custom drawn 7005 tubing. The Angry John features dia-pear shaped tubing to completely maximize power transfer, rigidity, and all out speed. The Angry John features a full carbon Easton fork and Chris King headset, standard.

The aesthetics of the Angry John are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Angry John's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).





LIGHT, POWERFUL, STABLE

- Custom Build and Finish
- Full Easton Ultralite build
- Full Carbon Easton EC 90 Cross Fork
- Chris King Headset Standard
- Unlimited Color Options
- Average Weight: 2.7 lbs.

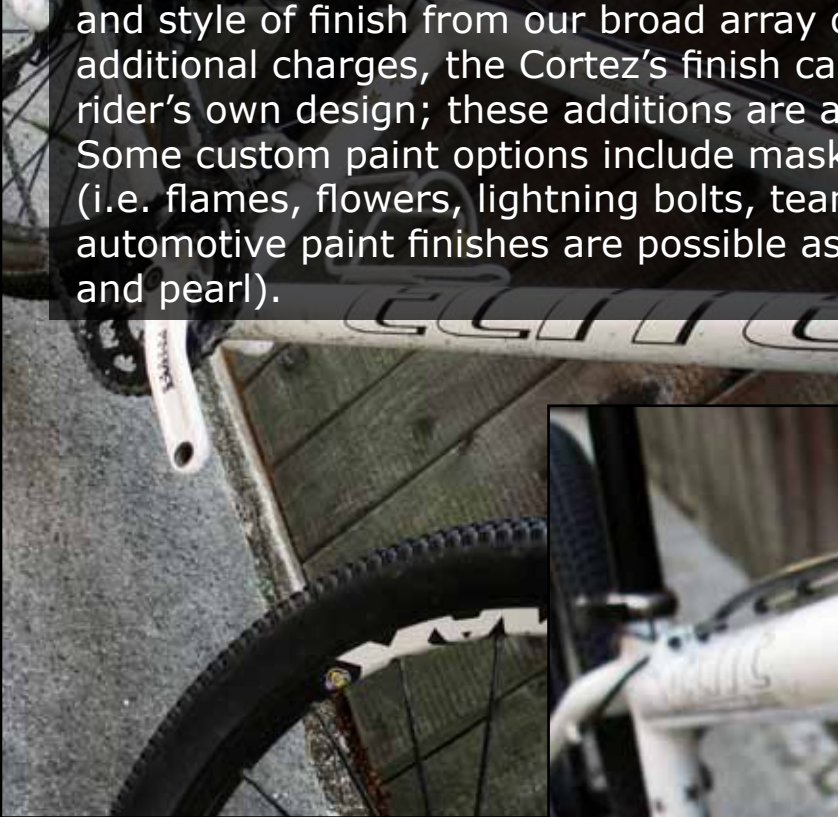
\$3,199.99

Frame Set of Complete Build Available

Cortez

The Cortez is a true custom Mountain racing bicycle constructed with full factory test and proven ultra-strong Easton Ultralite custom drawn 7005 tubing. The Cortez features round shaped tubing to completely maximize power transfer, rigidity, and all out speed. The Cortez features a Fox fork(unless otherwise requested) and Chris King headset, standard.

The aesthetics of the Cortez are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Cortez's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).





COMFORT, POWER, STABLE

- Custom Build and Finish
- Full Easton Ultralite build
- Chris King Headset Standard
- Unlimited Color Options
- Average Weight: 2.7 lbs.

\$3,199.99

Frame Set of Complete Build Available

Kaarlo

The Kaarlo is our full custom track frameset. The Kaarlo exhibits all of the benefits of the Razor by using the same enhanced proprietary drawn Scandium tubing. Additionally, this frame features an aero seat tube that extends from the top of the top tube to the base of the saddle, a deep rear wheel cut-away and proprietary wind tunnel proven aero seat stays. The Kaarlo features an improved proprietary airfoil downtube with a larger bottom bracket contact point for increased strength and ride quality. It will also be outfitted with a Chris King headset, standard.

This frameset includes an Easton full carbon EC90 aero fork with a 43 rake to increase front center and stability at high speeds. This unique fork also maximizes comfort due to the increased rake and trail and additionally lessens instances of toe overlap, but can be customized for customers desires.

The aesthetics of the Kaarlo are personalized to each individual rider as it is built. The client has the option to select any two colors and style of finish from our broad array of choices. For nominal additional charges, the Kaarlo's finish can be customized to the rider's own design; these additions are as unique as the rider itself. Some custom paint options include masking, airbrushing, lettering (i.e. flames, flowers, lightning bolts, team logos, etc); complex automotive paint finishes are possible as well (i.e. candy, flakes, and pearl).



LIGHT, POWERFUL, AERODYNAMIC

- Custom Build and Finish (Any 2 Colors of Choice)
- Full Easton Ultralite build
- Full Carbon Easton EC 90 Aero Fork
- Chris King Headset Standard
- Any 2 Colors included
- Average Weight: 2.7 lbs.

\$3,199.99

Frame Set of Complete Build Available

**ALSO AVAILABLE IN CARBON*

SPECIALTY

Handmade in USA

Frames	MSRP
Kaarlo(track)	\$2,999.99
Kaarlo Carbon(track)	\$3,799.99
Cortez(mtn)	\$2,999.99
Angry John(cyclo)	\$2,999.99
Aurora	\$3,999.99

Parts Kits(road)	MSRP
Shimano 105/DA 10 Speed Road	\$1,399.99
Shimano Ultegra 10 Speed Road	\$1,999.99
Shimano Dura Ace 7900 10 Speed Road	\$3,299.99
Shimano Dura Ace Di2 7970 10 Speed Road	\$5,199.99
Campy Athena 11 Speed Road	\$2,099.99
Campy Chorus 11 Speed Road	\$4,549.99
Campy Record 11 Speed Road	\$3,549.99
Campy SuperRecord 11 Speed Road	\$4,299.99

Parts Kits(tt)	MSRP
Shimano 105/DA 10 Speed TT	\$1,299.99
Shimano Ultegra/DA 10 Speed TT	\$1,599.99
Shimano Dura Ace 7900 10 Speed TT	\$2,499.99
Shimano Dura Ace Di2 7970 10 Speed TT	\$5,099.99



Elite Aero Wheels

Specifications:

Rims	Front	Rear
700c Tubular	570g	740g
700c Clincher	785g	955g
650c Tubular	525g	690g
650c Clincher	670g	840g

Build:

- Hubs: White Industries or Chris King
- Spokes: DT swiss custom single butted steel spokes
Laced according to specifications or rider
- External Nipples for easy truing

Decals:

White Fill/Silver Outline
White Fill/Gold Outline
Blue Fill/Orange Outline
Red Fill/Silver Outline

CK Pink Fill/Silver Outline
Hot Pink Fill/Silver Outline
Red Outline only
Blue Outline only
Bronze Fill only

*See overall page for pricing



Elite Disc Wheels

Specifications:

650c Tubular(912g)

700c Tubular(950g)

The Elite disc is for flat out speed. If you're serious about burning up the road, this is the wheel to help ignite your ride. This all composite disc wheel is constructed with a honeycomb core, making it an extremely light weight, stiff, performance wheel. Engineered by Zipp, they are manufactured flat with 19mm cross section for minimal small frontal and trailing surface area. Unidirectional carbon skins are hand laid on honeycomb core with no raised surfaces for smooth transfer from bike frame to off back of rear wheel. Cured utilizing aerospace composite manufacturing methodology to create an unsurpassed lateral stiff, responsive, with overall low weight wheel.

Decals:

White Fill/Silver Outline

White Fill/Gold Outline

Blue Fill/Orange Outline

Red Fill/Silver Outline

CK Pink Fill/Silver Outline

Hot Pink Fill/Silver Outline

Red Outline only

Blue Outline only

Bronze Fill only

\$1,474.99



Powertap SL+

Specifications:

650c Clincher
700c Clincher

The Elite Powertap SL+ is, like its sisters, hand built to the riders specifications of riding conditions and weight in order to be the strongest wheel to read power. This wheel is available in 650c and 700c with a Mavic Open Pro rim.

Wholesale: \$1,039.99

MSRP: \$1,599.99



Aero Powertap SL+

Specifications:

650c Clincher
650c Tubular
700c Clincher
700c Tubular

The Elite Aero Powertap SL+ is, like its sisters, hand built to the riders specifications of riding conditions and weight in order to be the strongest and fastest wheel to read power. This wheel is available in 650c and 700c with our Zipp engineered 58mm deep dish rims.

Decals:

White Fill/Silver Outline
White Fill/Gold Outline
Blue Fill/Orange Outline
Red Fill/Silver Outline

CK Pink Fill/Silver Outline
Hot Pink Fill/Silver Outline
Red Outline only
Blue Outline only
Bronze Fill only

Wholesale: \$1,527.49

MSRP: \$2,349.99

WHEELS

Handmade in USA

Wheels	Retail
Front	\$899.99
Rear	\$1,099.99
Set	\$1,999.99
Front w/Elite Disc	\$2,374.99
Front	\$999.99
Rear	\$1,249.99
Set	\$2,249.99
Front w/Elite Disc	\$2,474.99
Front	\$899.99
Rear	\$2,349.99
Set	\$3,249.99
Front w/Elite Disc	N/A

White Ind

Chris King

PowerTap



**Secifications:**

Compatability: all
Shell: Lycra Nylon
Interior: 5mm Neoprene
Weight: 56g

Outer Lycra nylon shell with 5mm neoprene interior, designed to fit securely to all saddles from low profile Selle Italia SLR's to thick nosed San Marco Azoto Tri-Gel. This 2oz(56g) saddle cover is available in 5 unique colors

Colors:

Red
Silver
Black
Orange
Blue

\$19.99

**Secifications:**

Semi-low 51mm Profile

Length: 274mm

Rear Width: 130mm

Nose Width: 41mm

Weight: 340g

Cro-moly Rails

The Elite Zaddle uses an ergonomic design to relieve pressure on nerve endings. Its generously tapered wings alleviate chaffing and hamstring fatigue; while providing a frictionless free floating pedal stroke. Couple this with a padded rear section and cro-moly rails and you have one of the most comfortable saddles on the market.

\$109.99



David Greenfield



**kaarlo Max
Hamalainen**



Ryan MacArthur



Keith Hatton



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