



seven cycles

Custom-made to exceed your riding aspirations.



Mountain Bike Design Guide

Personal Information

Name: _____

Mobile phone number: _____

E-mail address: _____

Home address: _____

City: _____ State: _____ Zip: _____

Gender: _____ Age: _____ Weight: _____

Years riding: _____ Hours/week: _____

Store Contact: _____

Your Riding Goals

What are three goals, events, or other reasons you're getting a Seven? (You will have an opportunity to discuss these interests in detail during your interview with Seven Cycles.)

1: _____

2: _____

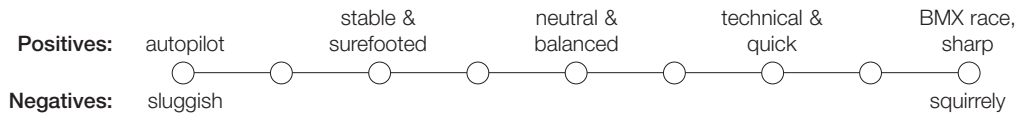
3: _____

How and where will you ride your Seven? This information helps Seven determine your frame's geometry and tubeset selection.

| Riding Category | never | rarely | sometimes | half the time | often | always | Category description | Common tire sizes, inches [1] | | |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|-------------------------------|------------|---------|
| | | | | | | | | 29" [2] | 27.5" [2] | 26" [2] |
| Mountain XCO Race | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Speed, 90 minutes all out, on the edge of control. | 2.25 to 2.3 | N/A | |
| Cross Country | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 3+ hour fast rides. Punchy climbs and technical descents. | 2.25 to 2.35 | N/A | |
| Downcountry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Long flowing descents and longer climbs. Stable, not technical. | 2.3 to 2.5 | N/A | |
| Mountain Adventure | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ready for anything. Long distances. | 2.4 to 3.0 | N/A | |
| Fat Biking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 4" to 5" tires for sand, snow, and the toughest terrain. | N/A | 4.6 to 5.0 | |
| Bikepacking [4] | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strategic bikepacking [5]. For loaded bags. Versatility and durability. | 2.3 to 3.0 | N/A | |

Bike Handling [7]

Choose your Seven's control on our Handling Continuum.



Performance Profile Choose a percentage for your Seven's three primary performance attributes.

'c' = popular stock carbon. [6]

| Modification from standard performance | | +20% | +10% | 0% | +10% | +25% | +40% | |
|--|---|-----------------------|-----------------------|-----------------------|-------------------------|-------------------------|-----------------------|---|
| more... | | ← | ← | | → | → | → | more... |
| Power Profile | More speed on sustained climbs, lighter frame | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> c | <input type="radio"/> | <input type="radio"/> | More powerful acceleration on punchy climbs & sprints |
| Control Profile | More control, quicker handling in technical situations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> c | <input type="radio"/> | <input type="radio"/> | More surefooted on long open descents |
| Comfort Profile | More comfort, smoother ride, & improved tire traction. Lighter frame. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> c | <input type="radio"/> | More cargo capacity for bikepacking & touring |
| ← Lighter Frame | | | | Sweet Spot | More responsive → | | | |
| ← Smoother | | | | | Stiffer → | | | |

Kit Pricing Includes one set of wheels, either 29" or 27.5". You can order a second set of wheels separately.

| | Shimano | | | SRAM | | |
|---------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | SLX Mechanical | XT Mechanical | XTR Mechanical | GX AXS | XO1 AXS | XX1 AXS |
| Alpha Build | <input type="checkbox"/> \$2,973 | <input type="checkbox"/> \$3,326 | <input type="checkbox"/> \$4,432 | <input type="checkbox"/> \$4,016 | <input type="checkbox"/> \$4,849 | <input type="checkbox"/> \$5,337 |
| Core Build | <input type="checkbox"/> \$3,896 | <input type="checkbox"/> \$4,249 | <input type="checkbox"/> \$5,355 | <input type="checkbox"/> \$4,685 | <input type="checkbox"/> \$5,518 | <input type="checkbox"/> \$6,006 |
| Factory Build | <input type="checkbox"/> \$5,337 | <input type="checkbox"/> \$5,679 | <input type="checkbox"/> \$6,775 | <input type="checkbox"/> \$6,108 | <input type="checkbox"/> \$6,791 | <input type="checkbox"/> \$7,429 |
| Team Build | <input type="checkbox"/> \$5,597 | <input type="checkbox"/> \$6,774 | <input type="checkbox"/> \$7,870 | <input type="checkbox"/> \$7,203 | <input type="checkbox"/> \$8,036 | <input type="checkbox"/> \$8,524 |
| Reserve Build | <input type="checkbox"/> \$6,767 | <input type="checkbox"/> \$7,109 | <input type="checkbox"/> \$8,205 | <input type="checkbox"/> \$7,538 | <input type="checkbox"/> \$8,371 | <input type="checkbox"/> \$8,859 |

Piece Group Set

| Group brand | Shimano | | | SRAM | | |
|---|--|--|--|--|---|---|
| Model | SLX M7100 mechanical 1x 12-spd | Deore XT M8100 mechanical 1x 12-spd | XTR M9100 mechanical 1x 12-spd | GX AXS 1x 12-spd | XO1 AXS 1x 12-spd | XX1 AXS 1x 12-spd |
| Shift and brake lever | SLX mechanical, 1x 12-spd | XT mechanical, 1x 12-spd | XTR mechanical, 1x 12-spd | GX AXS 1x 12-spd | XO1 AXS, 1x 12-spd | XX1 AXS, 1x 12-spd |
| Derailleurs | Front: N/A // Rear: SLX 12-spd mechanical | Front: N/A // Rear: XT SGS 12-spd mechanical | Front: N/A // Rear: XTR 12-spd mechanical | Front: N/A // Rear: GX1 Eagle AXS, 12-spd | Front: N/A // Rear: XO1 Eagle AXS, 12-spd | Front: N/A // Rear: XX1 Eagle AXS, 12-spd |
| Brake caliper & rotors 180 mm front & rear, 6-bolt | SLX - XC M7100, 2-piston hydraulic // Rotors: RT66 | XT M8100, 2-piston hydraulic // Rotors: RT68 | XTR M9100, 2-piston hydraulic // Rotors: MT905 | G2 RSC hydraulic // Rotors: Centerline | G2 Ultimate hydraulic // Rotors: Centerline 2-piece | |
| Crankset, chainring, & bottom bracket | SLX // Chainring: 1 x 12-spd, 32t // BB-MT501 | XT // Chainring: 1 x 12-spd, 32t // BB-MT800 | XTR // Chainring: 1 x 12-spd, 32t // BB-93 | GX // Chainring: 1 x 12-spd, 32t // BB DUB | XO1 // Chainring: 1 x 12-spd, 32t // BB DUB | XX1 // Chainring: 1 x 12-spd, 34t // BB DUB |
| Cassette & chain | SLX 10-51t, 12-spd // Chain: SLX | XT 10-51t, 12-spd // Chain: XT | XTR 10-51t, 12-spd // Chain: XTR | 1275 XG 10-52t, 12-spd // Chain: GX | 1295 XG 10-52t, 12-spd // Chain: XO1 | 1299 XG 10-50t, 12-spd, // Chain XX1 |

Support Packages

| Package build | Alpha Build | Core Build | Factory Build | Team Build | Reserve Build |
|--|---|---|--|---|---|
| Description | Best price, best value. Invest in the frame first; it's forever. Parts wear out and are replaceable. Quality equivalent to big companies' house-brand offerings. | Our most popular kit. Balance of price vs. quality. This kit provides a better riding experience than any equivalently priced big company house-brand options. | Best balance of performance, weight savings, and durability. Our toughest kit. Good for riders hard on equipment but still want lightweight. | Price no object to provide the fastest, lightest, and race-proven bike available | Chris King carbon wheels and the Enve carbon cockpit including bar, stem, and seat post. |
| Fork | Rock Shox RL 120 mm | Fox 34 Step-Cast Factory 120 mm | | | |
| choose a wheel size | <input type="checkbox"/> Wheelset, 29", 6-bolt | Industry Nine 1/1 Trail, aluminum | Industry Nine Trail 270, 24h, aluminum | Industry Nine Trail 280, carbon | Enve M5, Hubs: Industry Nine Hydra |
| | <input type="checkbox"/> Wheelset, 27.5", 6-bolt | Industry Nine 1/1 Trail, aluminum | Industry Nine 1/1 Trail, aluminum | Industry Nine Trail 280, carbon | Enve M5, Hubs: Industry Nine Hydra |
| Tires, 29" or 27.5" | Maxxis Ardent 2.25", tubeless, folding, black, Dual, EXO | | | | |
| Headset & spacers | Cane Creek 40, black // Spacers: aluminum, black | | Chris King Inset 7, matte black // Spacers: aluminum, black | Chris King Inset 7, matte black // Spacers: titanium | |
| Cockpit: handlebar, stem, seat post, grips | RaceFace aluminum Chester 740 mm, Ride XC, Half Nelson Lock-On | RaceFace aluminum Aeffect R, Half Nelson Lock-On // Seat post: Fox Transfer dropper + remote lever | Bar: RaceFace Aeffect R, aluminum // Seat post: Rock Shox Reverb AXS dropper + remote // Stem: Industry Nine A35, aluminum, black // Grips: RaceFace Half Nelson Lock-On | | Bar: Enve M7, carbon // Post: Rock Shox Reverb AXS dropper // Stem: Industry Nine A35, aluminum, black // Grips: RaceFace Half Nelson Lock-On |
| Bottom Bracket | Group Set Matching | | Chris King Threadfit T47, matte black | | |
| Saddle | Fizik Antares R3, black | | | | |

Select Your Frame Model

| Hardtail Frame | Price |
|---|---------|
| <input type="radio"/> Titanium - S level | \$3,895 |
| <input type="radio"/> Titanium - SL level | \$4,695 |
| <input type="radio"/> Titanium - XX level | \$5,495 |
| <input type="radio"/> Carbon-Titanium - PRO level | \$6,495 |

| Suspension Frame | Price |
|---|---------|
| <input type="radio"/> 120 mm suspension, SL level | \$6,995 |
| <input type="radio"/> 100 mm suspension, SL level | |

Select Your Fork

- 140 mm travel
- 120 mm travel
- 100 mm travel
- Rigid carbon

Frame mounts:

Water bottle mounts 2 3 [17]

- Rack mounts on dropouts
- Rack mounts on seat stays

Tire Size:

max: _____ optimal: _____

Chainstays [18]:

- 7/8" diameter 1" dia.
- Inline Dropped +\$295
- Chopped +\$495
- Awesommetric [20] rear end +\$495

sevencycles.com/chainstays



Seatstays [19]:

- Inline Moto

sevencycles.com/seatstays



Travel Bike Couplers [21]:

- S&S BTC™ couplings +\$1,995
- Bike case & travel package +\$790

Graphics Options [22]

Stock graphics: (primary color/accent color)

- White/black Clear/white
- Red/white Black/white
- Etched Panel +\$250

Factory Favorites:

- Slate blue/gunmetal
- Olive/chocolate
- Cream/cherry

For details about our graphics options, visit sevencycles.com/graphics



For **paint options** starting at \$895, use our paint template [23] sevencycles.com/paint-templates



Legend: default option no charge option upcharge option

Price Estimator

To determine the total estimated bike price enter each price element in the following:

Frame price: \$ _____

Paint price: \$ _____

S&S couplers: \$ _____

Other frame upgrades: \$ _____

Graphics upgrade: \$ _____

Frame subtotal: \$ _____

Group Set Name: _____

Build Kit Level Alpha Core

- Factory Team Reserve

See all build kit prices on page 2.

Build kit price: \$ _____

Wheelset upgrade: \$ _____

Component upgrade #1: \$ _____

Component upgrade #2: \$ _____

Component upgrade #3: \$ _____

Kit & upgrade subtotal: \$ _____

Bike fitting session: \$ _____

Parts shipping: \$ _____

Bike assembly: \$ _____

Total bike price: \$ _____

This pricing is for estimating purposes only; this is not a final guaranteed price quote.

50% Deposit: \$ _____

Seven requires \$2,500 of this deposit to begin the design process and to hold a place in production for your bike.

Estimated balance due: \$ _____

Notes:

Choose a password:

(4-10 characters. Letters only. Case sensitive.)

Providing a password allows you to track your bike during the framebuilding process:

sevencycles.com/where-is-my-bike



| | |
|------------------------|--------------|
| Rider Signature | Date: |
|------------------------|--------------|

Next step: Your Seven designer will email you and provide you an order process timeline and projected build date. Seven's lead times change constantly. Visit our website for our current lead time.

sevencycles.com/lead-time



Thank you for ordering a Seven! We look forward to working with you on a bike that will help you ride faster, farther, and have more adventures than you thought possible.