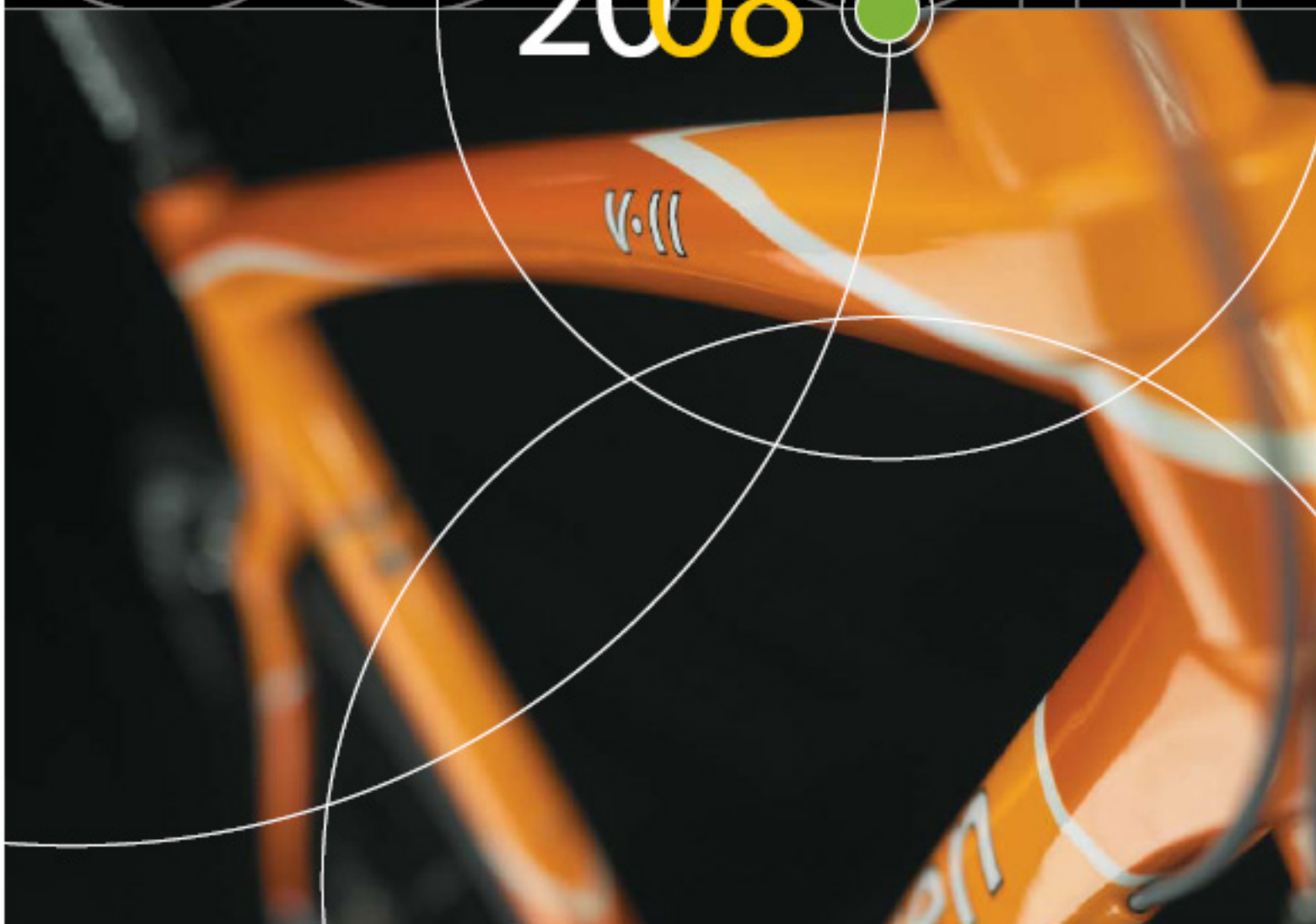


seven

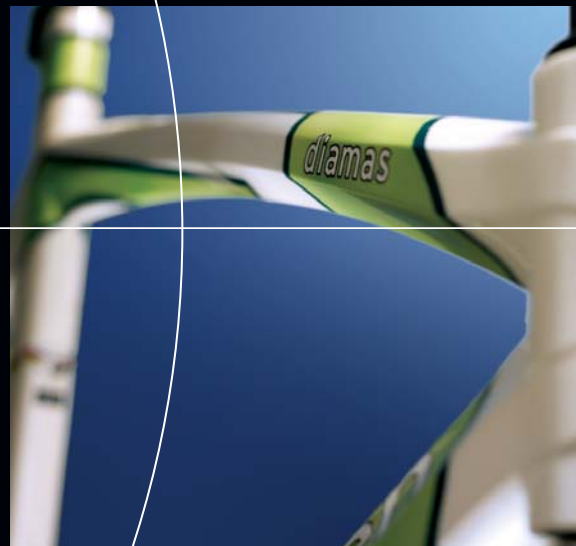
2008



At Seven, our vision is rooted in the simple desire to make your cycling better. Innovation drives us, whether in the creation of cutting-edge products, comprehensive processes, or benchmark service. Because most important to fulfilling our vision is fulfilling yours.

evolution

For more than a decade, Seven Cycles has been successfully combining the seemingly incompatible: groundbreaking designs and timeless classics, progressive styling and optimum functionality, hand-craftsmanship and sophisticated process engineering, and comprehensive customization with remarkable turnaround. Only from a complete dedication to innovation has this been possible. Sometimes revolutionary, often evolutionary, but always grounded in the pursuit of continuous improvement and the goal of perfecting one bike. Yours. Welcome to Seven Cycles.





DIAMAS

V-II

ELIUMSG

ELIUMRACE

AERIOS

TRIAD

road08

ID8

AXIUMSG

AXIUMRACE

LUMA

ALARIS

AXIUMSTEEL

Seven's 2008 road bike line-up features twelve exceptional high-performance models, offering a broad range of talents and capabilities. From full-on race to all-day comfort.

The revolutionary Diamas overcomes the constraints of conventional tubes and lugged construction to combine full customizability with the most advanced carbon fiber frame technology. The result is high-performance, aerodynamics, and dramatic aesthetics—built specifically for you. The Diamas employs Seven's A6™ proprietary high-modulus carbon tubing and patent-pending joint interface technology.

DIAMAS

"Seven doesn't build bicycles so much as craft precision instruments." –Outside



SHOWN WITH 6° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

Model Details

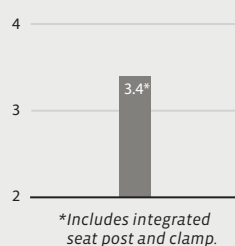
SUGGESTED USE



MATERIALS & TUBING

A6™ Proprietary High-Modulus Carbon Fiber

AVERAGE FRAME WEIGHT (LBS)



A6 Carbon Technology Platform™

Security and innovation. These two words best sum up our A6 Carbon Technology Platform (CTP™). The result of more than a decade of carbon bonding experience, the CTP Surface System maximizes bond strength and durability by sophisticated joint interface technology and superior bonding surface area. Textured "standoffs" molded directly into each part ensure ideal glue gap for 100% epoxy strength, while precision-machined interface surfaces create the most exacting fit-up possible.

What's more, Seven's patent-pending joint interface technology not only enables us to fully customize frame geometry, but also provides added joint integrity. And like all Sevens, our A6 carbon frames are built to order, 100% in-house, which ensures just-in-time materials prep and machining, maximizing cleanliness and attention to detail.



To learn more about Seven's A6 CTP, visit www.sevencycles.com

For a complete list of available options, see page 26.

Like the Diamas, the V-II combines full customizability with the most advanced carbon fiber frame technology. Developed on Seven's A6 Carbon Technology Platform™, the V-II goes beyond the limits of conventional tubes and lugged construction to better leverage carbon's excellent formability. The high-performance V-II road frame features proprietary multi-modulus carbon tubing.

V-II



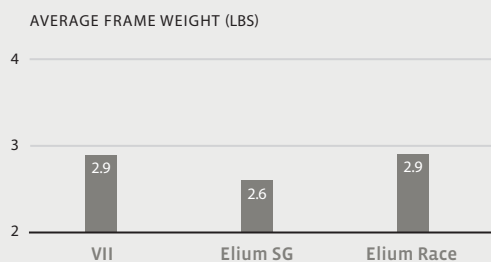
SHOWN WITH 10° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

Model Comparison



MATERIALS & TUBING

VII	A6™ Proprietary Multi-Modulus Carbon Fiber
Elixir SG	Cirrus TC™ Ultra-Butted™ Ti & Carbon Fiber
Elixir Race	Argen TC™ Butted Ti & Carbon Fiber



A closer look at the Elixir's laser cut three-point lugs reveals a design that not only looks beautiful, but also serves important structural considerations. The lugs are welded in house to allow for essentially infinite customization of the frame's geometry.



The Elium SG features carbon fiber in the frame's upper half and titanium in the lower to best leverage each material's attributes. The carbon is designed to reduce weight and provide road shock damping, while the titanium enhances durability and impact resistance. Light, forgiving, yet responsive, the Elium SG excels at long rides and climbing.

ELIUM SG

"It's a bit like showing up to go to the beach in a Ferrari." –New York Times



SHOWN WITH 10° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD SATIN FINISH. PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

The Elium Race is a competition-specific road bike that shares the overall design philosophy of the Elium SG, but offers maximum chassis rigidity, super-agile handling, and instant acceleration. It's a thoroughbred race bike possessing a temperament best suited for road racing, crits, and competitive club rides.

ELIUM RACE

"The feeling is incredibly satisfying stomping the pedals." –pezcyclingnews.com



SHOWN WITH 5° OF TT SLOPE (AVAILABLE 0°–15°) AND ONE OF THREE AVAILABLE STANDARD RACE-ONLY PAINT SCHEMES.

Featuring compact geometry and proprietary tube butting technology, the Aerios is specifically designed for ultra-light weight. A climber's dream, it's also a great choice for lighter riders and the hyper weight conscious. The frame employs our Cirrus™ Ultra-butt™ 3-2.5 titanium tubing. Ultra-butt™ varies the wall thickness over the length of the tube, shaving weight wherever possible.

AERIOS

"Another amazing bike from Seven." –Bicycling



SHOWN WITH 12° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD SATIN FINISH. PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

The Triad is the third model developed using our A6 Carbon Technology Platform™. It takes the most traditional approach in the application of Seven's patent-pending joint interface technology; but don't let its understated aesthetic fool you. The Triad is a high-performance road frame with enough discipline for racing, yet comfortable enough for your next century.

TRIAD



SHOWN WITH 6° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

Designed for light weight and enhanced road damping, the ID8's groundbreaking use of materials inspired a revolution in bicycle frame design. First unveiled in 1997, it was the first frame to strategically combine carbon and titanium tubing. The ID8 offers a smooth, forgiving ride with ample responsiveness, making it a great bike for club rides, recreational rides, or your next century.

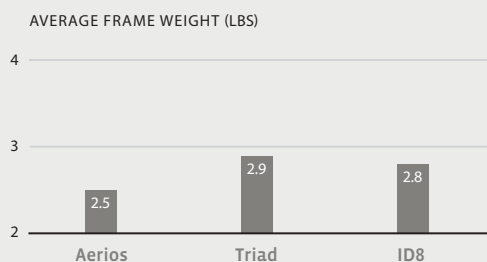
ID8

"The level of refinement gives the ID8 a score of ten in build quality." —Road Bike Action



SHOWN WITH 8° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD SATIN FINISH. PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

Model Comparison



MATERIALS & TUBING

Aerios Cirrus™ Ultra-Butted Ti™ **Triad** A6™ Proprietary Multi-Modulus Carbon Fiber **ID8** Argen TC™ Butted Ti & Carbon Fiber

Seven's manufacturing tolerances are the tightest in the industry. Consider our proprietary tube butting technologies, which allow us to hold wall thickness variations to within 0.001" —about the thickness of a human hair. Tolerances this tight are critical to controlling elements such as weight, stiffness, compliance, and durability.



An enduring legend, the Axiom SG boasts pure performance without compromise. It's perfectly balanced for light weight, responsiveness, and durability and is one of the most popular bikes in our lineup. The Axiom SG excels at road racing, club rides, group rides, centuries, and everything in between. It can even be custom-designed for light touring.

AXIOM SG

"It's a top-notch, all-around, no-compromises bike." –Bicycling



SHOWN WITH 10° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD SATIN FINISH. PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

Specifically designed for competition, the Axiom Race's enhanced lateral rigidity, acceleration, and agility provide the power transfer of oversized aluminum, but without its harshness. Perfect for those who like to feel the road beneath them, the Axiom Race excels at road racing, crits, and competitive club rides.

AXIOM RACE

"Exactly what you would expect from a bona fide racing machine." –Pro Cycling



SHOWN WITH 6° OF TT SLOPE (AVAILABLE 0°–15°) AND ONE OF THREE AVAILABLE STANDARD RACE-ONLY PAINT SCHEMES.

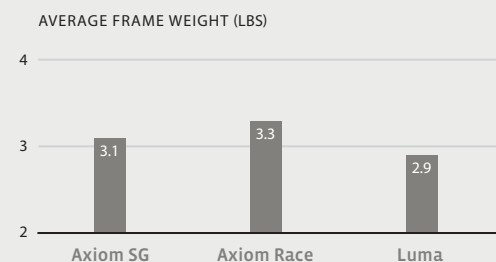
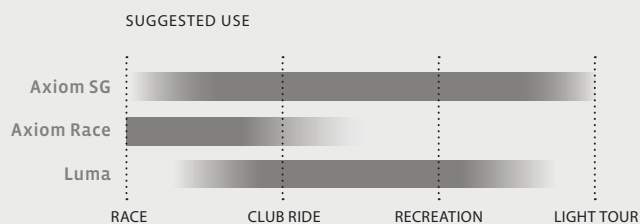
The Luma combines attributes of our Ti/carbon Elixir with the practicality of our Alaris model. This versatile road frame features a one-piece wishbone seat-stay assembly and straight-gauge titanium for greater affordability. But don't let its price fool you. The Luma is a capable, high-performance bike, designed for a variety of road riding and racing.

**L
U
M
A**



SHOWN WITH 7° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

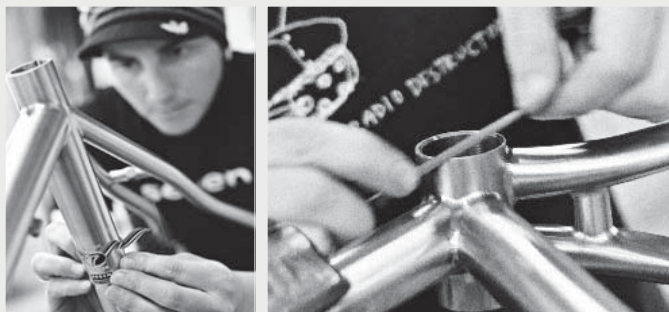
Model Comparison



MATERIALS & TUBING

Axiom SG Argen™ Butted Ti™ **Axiom Race** Argen™ Butted Ti **Luma** Integrity TC™ Straight-Gauge Ti & Carbon Fiber

Within each of Seven's three major production processes—machining, welding, and finishing—each craftsperson works on only one frame at a time, from beginning to end. This instills a sense of pride and attention to detail not possible in traditional production systems, such as assembly lines.



With quiet confidence and understated appeal, the Alaris is a versatile high-performance road frame designed for greater affordability. It features our Integrity 325™ straight-gauge titanium, which draws on nearly 30 different tube sizes to create the most refined ride characteristics in its class.

ALARIS

"Clean. Smooth. Sexy. Exotic. Personalized." –Bicycling.com



SHOWN WITH 0° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD SATIN FINISH. PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

The Axiom steel is a classic ride in a modern creation. Though steel is the original bike frame material, this model is a tribute to how far steel frame construction has evolved. The Axiom steel is highly versatile, surprisingly lightweight, and of course, fully customizable.

AXIOM STEEL

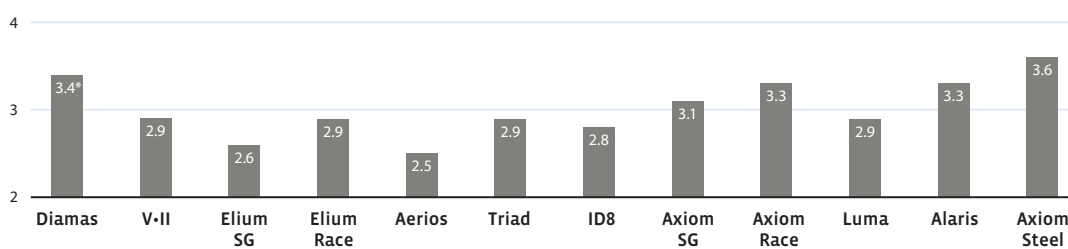


SHOWN WITH 6° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

road frame comparison

	SUGGESTED USE				TUBING & MATERIALS
	RACE	CLUB RIDE	RECREATION	LIGHT TOUR	
Diamas					A6™ proprietary high-modulus carbon fiber
V-II					A6™ proprietary multi-modulus carbon fiber
Elium Race					Argen TC™ butted titanium and carbon fiber
Elium SG					Cirrus TC™ Ultra-butt™ titanium and carbon fiber
Aerios					Cirrus™ Ultra-butt™ titanium
Triad					A6™ proprietary multi-modulus carbon fiber
ID8					Argen TC™ butted titanium and carbon fiber
Axiom SG					Argen™ butted titanium
Axiom Race					Argen™ butted titanium
Luma					Integrity TC™ straight-gauge titanium and carbon fiber
Alaris					Integrity 325™ straight-gauge titanium
Axiom Steel					Origin™ butted steel

AVERAGE FRAME WEIGHT (LBS)



*Includes integrated seat post and clamp.

DETAILS & FEATURES



Form & Function

While beautiful to look at, the sinuous bends in our titanium seat and chain stays serve important performance-enhancing functions. In our seat stays, the dual curves not only improve vertical compliance, but allow for a shorter—thus stiffer—brake bridge for surer braking. The bends in our large diameter chain stays are placed to provide optimum tire and heel clearance, as well as to accommodate any wheel choice or chain ring combination.



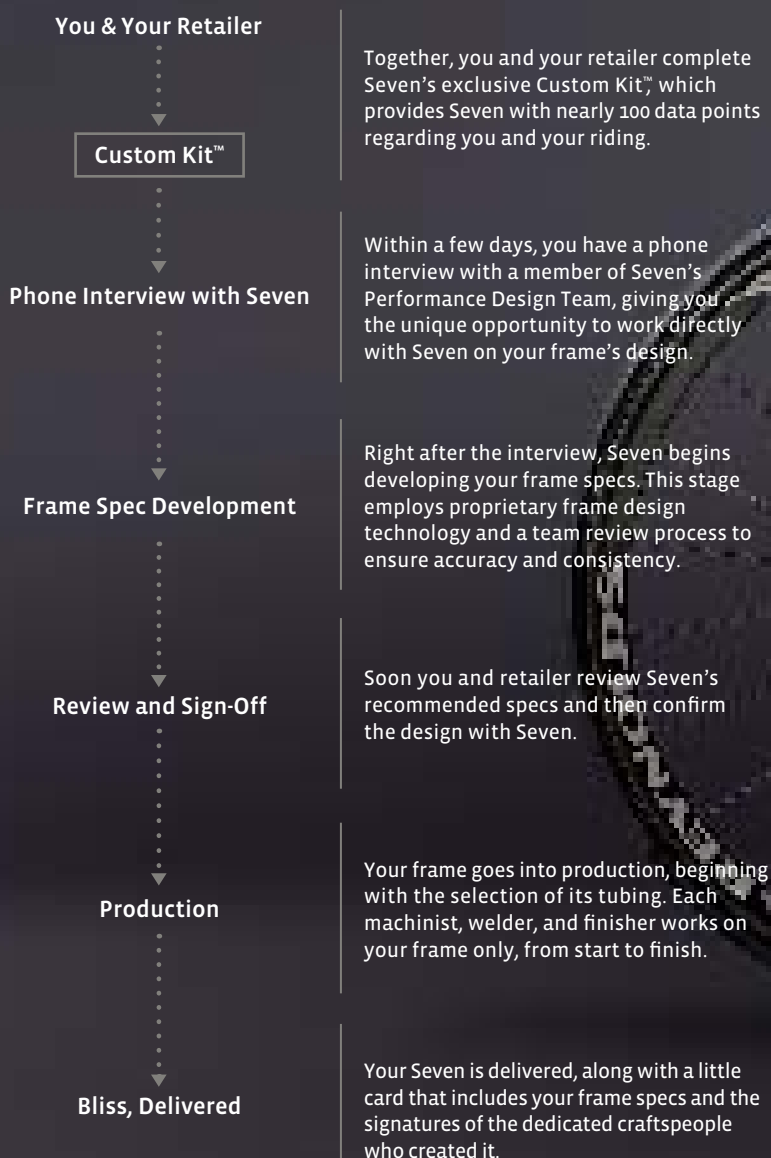
Precision

Seven's exclusive precision-machined seat top—available on select models—is designed to keep the seat post securely in place with minimal bolt torque. This lightweight aluminum collar distributes binding force evenly to avoid damage to the seat post. In addition, all Sevens are equipped with a super-light composite seat tube sleeve, which provides a precise fit-up with a 27.2 seat post and prevents it from seizing in the frame.

uncustomary customization

At Seven, customization means that every aspect of your bike is everything you want it to be. Our exclusive Custom Kit™, client interview, and proprietary fit methodology combine to create the most comprehensive approach to custom frame design available.

The Essential Steps to Creating Your Seven



For more details, see the Custom Kit™ at the back of this brochure.

1 Fit & Comfort

Proper fit is essential for ergonomic comfort and biomechanical efficiency. Correct fit ensures that you'll not only feel better on the bike, you'll ride better, too.

3 Tubing & Materials

When it comes to ride characteristics, the tubing in your frame is as important as its geometry. We hand-pick each tube to optimize weight-to-performance and finely tune compliance and stiffness for each rider.

the 5 elements of customization

"To say Seven's custom process was thorough is an understatement." —Cycling Weekly, UK

2 Handling & Performance

Quick and agile or stable and resolute, Seven carefully tailors your frames's geometry to create the handling, response, and performance you desire.

4 Features & Options

We design your Seven for perfect compatibility with whatever components you choose. What's more, Seven offers the most extensive array of options—from rack, fender, and extra bottle mounts, to wheel size and couplings.

5 The Future

At Seven, customization includes making sure that your bike serves you for many years and thousands of miles. We consider what your future goals and needs may be and help you steer clear of gimmicks or fads.

Seven's mountain line-up includes some of the most accomplished bikes in professional off-road competition. Why does that matter to you? Because there's simply nothing like the feeling of being able to put your complete trust in a bike. Even if your career doesn't depend on it.

IMX

SOLA

DUO-LUX

mtn08

DUO 5.0

VERVE

SOLASTEEL

Light weight and telepathic handling are the hallmarks of the IMX. The frame features a strategic blend of carbon fiber and custom butted titanium tubes for an XC race bike with versatility enough for all-day adventure. The IMX excels at single-track, fire roads, and long climbs.

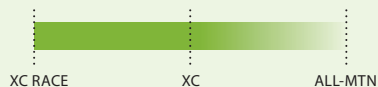
IMX



SHOWN WITH DISK BRAKES (AVAILABLE V-BRAKES OR BOTH) AND 80MM FORK (AVAILABLE 80MM-120MM).

Model Details

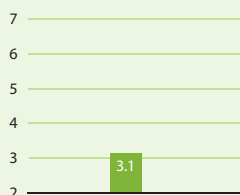
SUGGESTED USE



MATERIALS & TUBING

Argen TC™ Butted Titanium & Carbon Fiber

AVERAGE FRAME WEIGHT (LBS)



Mary's Lucky Seven

Don't tell Mary McConnelloug it's not about the bike. Sure, hard work, determination, and a positive attitude are at the heart of Mary's success. But McConnelloug feels she has a secret weapon in her Seven Sola.

Mary got her first Sola in 2002; the same bike she won her first U.S. National Championship on in 2003. Though the bike remained as sharp and reliable as the day it was built, Seven gave Mary a new Sola in 2004: an extra-light, special edition Sola designed specifically for Mary's

Olympic medal bid. Since then, McConnelloug has continued to race this very bike through three World Cup seasons and to three more elite U.S. National Championship titles, which is an unheard of lifespan for most competition bikes.

Over the years, Mary has amassed an impressive stable of Sevens and could have any new Seven she wanted. But she believes in sticking with what works. Plus there's no denying her Sola has been one lucky Seven.

A favorite among pro racers and weekend warriors alike, the Sola is a thoroughbred cross-country bike that does just about everything well—from technical descents to wide-open climbs. With a resume that includes Olympic and World Cup competition, four elite U.S. national championships, and five Pan Am medals, the Sola is one of the most accomplished bikes in competitive mountain biking history.

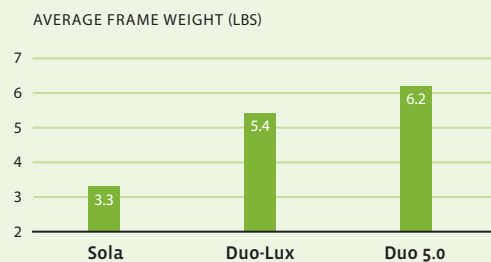
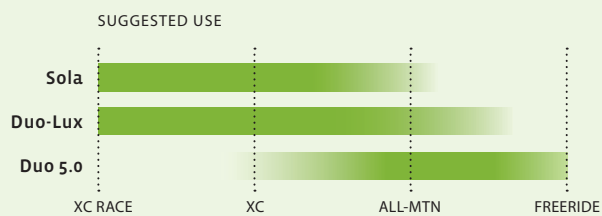
SOLA

“The Sola is simply a wonderfully inspiring bike to ride.” –Singletrack, UK



SHOWN WITH DISK BRAKES (AVAILABLE V-BRAKES OR BOTH) AND 100MM FORK (AVAILABLE 80MM-120MM).

Model Comparison



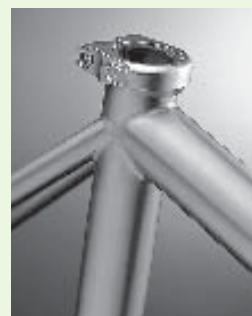
MATERIALS & TUBING

Sola Argen™ Butted Ti™

Duo-Lux Argen™ Butted Ti

Duo 5.0 Integrity TC™ Straight-Gauge Ti

Seven's welds are legendary for their beauty, uniformity, purity, and strength. Our highly-skilled welders use a proprietary TIG welding process, which employs specially modified welding torches, lenses, and cups, as well as a multi-pass weld technique, precisely alternating the weld pattern to help maintain perfect frame alignment.



The Duo-Lux is a lightweight race-inspired XC bike with all-mountain versatility, offering 100mm of rear suspension. It features Maverick's Mono-Link™ suspension technology for excellent tracking and traction, with no pedal feedback. Available in 26" or 29" wheel versions, the Duo-Lux floats up climbs, threads through singletrack, and screams down descents.

DUO-LUX

"An XC race bike with all-mountain attitude." –Mike Broderick, Team Kenda-Seven



SHOWN WITH DISK BRAKES (AVAILABLE V-BRAKES OR BOTH) AND 80MM FORK (AVAILABLE 80MM-150MM).

The most abusive off-road riding demands bombproof materials and optimized handling. Tough, light, and customizable, the Duo 5.0 employs a super-durable straight-gauge titanium front triangle and an anodized aluminum rear. It features Maverick's Monolink™ suspension technology for 120mm of rear travel with excellent tracking and traction and no pedal feedback.

DUO 5.0

"The Duo begged us to move our cautious fingertips away from the brake levers and just let 'er rip." –Mountain Bike



SHOWN WITH DISK BRAKES (AVAILABLE DISK BRAKE ONLY) AND 120MM FORK (AVAILABLE 100MM-150MM).

For a complete list of available options, see page 26.

The Verve is a versatile high-performance hardtail designed for maximum durability and greater affordability. Its bomb-proof straight-gauge titanium construction makes it an excellent choice for extra abusive riders.

VERVE

"Ultimate dependability, durability, and simplicity with infinite custom options." –Adventure Sports



SHOWN WITH DISK BRAKES (AVAILABLE V-BRAKES OR BOTH) AND 100MM FORK (AVAILABLE 80MM-120MM).

The steel hardtail is the original mountain bike. What makes the Sola steel as relevant today as ever is its tremendous value. It offers precise fit, optimized handling, perfect component compatibility, and endless custom options in a lightweight high-performance package.

SOLA STEEL

"This is the much-acclaimed Holy Grail of steel hardtail attributes." –Bike

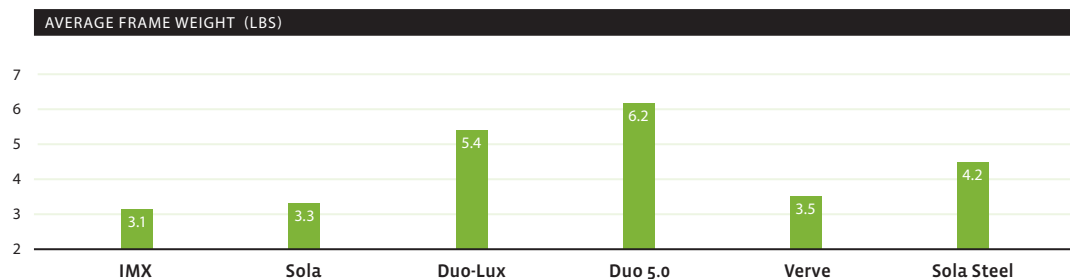


SHOWN WITH DISK BRAKES (AVAILABLE V-BRAKES OR BOTH) AND 100MM FORK (AVAILABLE 80MM-120MM).

For a complete list of available options, see page 26.

mountain frame comparison

	SUGGESTED USE				TUBING & MATERIALS
	XC RACE	XC	ALL-MTN	FREERIDE	
IMX					Argen TC™ butted titanium and carbon fiber
Sola					Argen™ butted titanium
Duo-Lux					Argen™ butted titanium
Duo 5.0					Integrity 325™ straight-gauge titanium
Verve					Integrity 325™ straight-gauge titanium
Sola Steel					Origin™ butted steel



DESIGN SOLUTIONS



Two Niners

When *CyclingNews.com* set out to do the definitive 29" vs. 26" wheel test, they came to Seven to create two carefully considered comparison bikes. Though the "Two Niner" mountain bike may continue to be a hotly debated topic, if you've already made up your mind about their virtues, you'll be happy to know that just about all Seven mountain bikes are available in a 29" wheel version. (To read *CyclingNews.com's* test, visit their 2006 Tech archive.)



Integrated Disk-Ready Dropout

Seven's exclusive disk-ready frame dropout provides an excellent example of our attention to detail. Precision machined from the highest quality .25" thick titanium plate, the sculpted design optimizes weight to performance by removing material where possible and leaving full thickness where necessary. It's also as beautiful as a part can be. Why do we go to such great lengths to design and build a lighter, sleeker, more purposefully engineered part? Because that's what we do at Seven.



HT/DT Gusset

Perfect component compatibility is an important objective in our approach to customization. To accommodate the most current suspension forks, Seven mountain bikes employ a reinforcing gusset at the head tube/down tube juncture. This allows us to raise the down tube to avoid the potential for interference with the fork crown when turning the handlebar beyond 90°. The welded gusset is laser cut from the same high-quality material as the frame.

Seven's Specialty line includes a truly impressive selection of 'cross, triathlon, track, touring, and tandem options.

specialty08

CYCLOCROSS

TRIATHLON

TRACK

SINGLE SPEEDS

TANDEMS

TOURING

IMX 'Cross

Featuring a strategic blend of butted titanium and carbon fiber, the IMX is a super-lightweight, high-performance 'cross racer. Yet it's durable enough for even a New England 'cross season.

Tsunami

Raced to three consecutive 'cross championship titles, the lightweight Tsunami features Seven's Argen™ butted titanium tubing for easy shouldering and durability. *Cyclingnews.com* said, "It left me with the impression of a Seven as a lifetime purchase; a frame that would be with its owner forever."

Mudhoney

Featuring Seven's Integrity 325™ straight-gauge titanium tubing, the Mudhoney was designed to withstand even the most notorious 'cross conditions. Fully customizable, have yours made race ready or choose fender and rack mounts for added versatility.

Tsunami Steel

Raced to a master's U.S. National Championship, the Tsunami steel is a storied 'cross bike featuring Seven's Origin™ butted steel tubing. Like all Sevens it is built to order according to your needs for racing, exploring, or just getting around.

"Fast on pavement, steady on dirt, and manageable on singletrack." —Bicycling

IMX 'CROSS

cyclocross



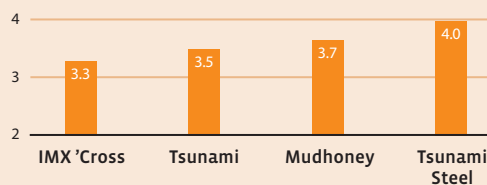
SHOWN WITH CANTI BRAKES (AVAILABLE DISK, V-BRAKES, OR ALL).



SHOWN WITH CANTI BRAKES (AVAILABLE DISK, V-BRAKES, OR ALL).

Model Comparison**MATERIALS & TUBING**

IMX 'Cross	Argen TC™ Butted Ti & Carbon Fiber
Tsunami	Argen TC™ Butted Ti
Mudhoney	Integrity 325™ Straight-Gauge Ti
Tsunami Steel	Origin™ Butted Steel

AVERAGE FRAME WEIGHT (LBS)

For a complete list of available options, see page 26.

All Seven road models can be custom designed for the specific demands of multi-sport racing. Aerodynamic, light weight, and fully customizable, the Diamas provides the perfect combination of high-performance attributes for the competitive triathlete. Other excellent models include the Axiom and Elixir, available with aero down tube option. See our complete road offerings for details.

triathlon

"A customized bike is the ne plus ultra of the bicycling world." –New York Times



SHOWN WITH 8° OF TT SLOPE (AVAILABLE 0°–15°) AND STANDARD PAINT AVAILABLE AT NO ADDITIONAL CHARGE.

One of the many great things about Seven's approach to frame building is that any one of our models can be custom designed as a single speed. This IMX, featuring an eccentric bottom bracket and disk-specific dropouts, is just one example of our many offerings. For more information, see the side bar at the right.

single speeds



SHOWN WITH DISK BRAKES AND ECCENTRIC BB AVAILABLE FOR AN ADDITIONAL CHARGE.

For a complete list of available options, see page 26.

Seven offers custom designed track versions of most Seven road models. (Check page 26 for available model options.) Geometry and tubing is tailored for the unique demands of racing on the track. Shown here is a track-specific Elium Race with optional custom paint.

track

"Museum worthy welds, featherweight frames, and hyper-meticulous craftsmanship." –Outside



SHOWN WITH 1° OF TT SLOPE (AVAILABLE 0°–15°) AND CUSTOM PAINT AVAILABLE FOR AN ADDITIONAL CHARGE.

One Speed, Three Options

Call it a craze or call it a way of life, the simplicity and purity of the single speed has made it an increasingly popular two-wheel phenomenon. If you've got a need for one speed, you've come to the right place. Seven offers single-speed versions of 29 frame models in three different dropout/bottom bracket configurations. That's 87 single speed possibilities!

Choose traditional track-style horizontal dropouts and a standard threaded BB, vertical dropouts with an eccentric BB, or Seven's sliding style ("slider") dropout with a standard threaded BB.

Seven's slider dropout system for Ti frames is lighter than other slider systems and is easier to set up, since there's no chain tensioner to adjust. Our system employs an aluminum-to-aluminum interface and is textured so the parts grip each other tightly. What's more, Seven's bolt-on design allows for use of a derailleur in the future.



Perhaps more than any other frame, a high-performance tandem demands comprehensive customization. In addition to optimized handling, tandem-specific tubing, and a wide array of options, Seven tandems consider the unique needs of both riders. Shown here is a custom Sola titanium tandem designed for loaded touring.

tandem

"Great attention to detail, construction, and proper alignment are a given." —Recumbent & Tandem Rider

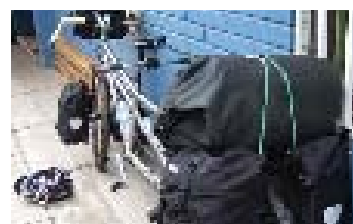


Long days and heavy loads make touring some of the most demanding riding there is. Seven's touring-specific tubing design, along with custom geometry and options ensures comfort, handling stability, lightweight, and durability no matter where you go.

touring



SHOWN WITH V-BRAKES AND DISK READY (AVAILABLE CANTI OR ALL).



Custom on/off-road Seven tandem with couplings and Rolhoff internal 14-speed hub.



Model Comparison

TANDEM MODELS

Axiom 007

A road tandem featuring Seven's Argen™ butted titanium tubing.

Axiom 007 Steel

A road tandem featuring Seven's Origin™ butted steel tubing.

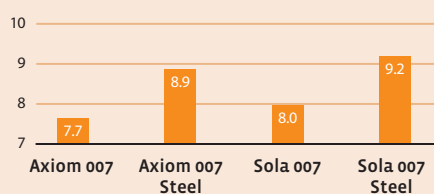
Sola 007

An off-road tandem featuring Seven's Argen™ butted titanium tubing.

Sola 007 Steel

An off-road tandem featuring Seven's Origin™ butted steel tubing.

AVERAGE FRAME WEIGHT (LBS)



TOURING MODELS

Vacanza

A genuine touring bike, custom built with your choice of rack and fender mounts, extra water bottle mounts, and more. The Vacanza employs Seven's exclusive Argen™ butted titanium tubing.

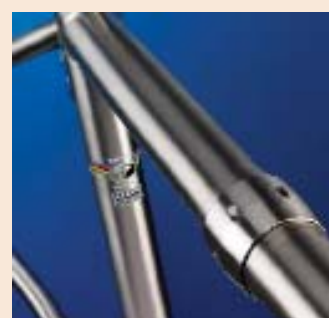
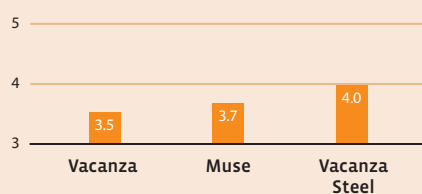
Muse

Whether you're planning a cross-country tour or just commuting to work, the Muse is built for utility and completely customized for your needs. The frame features Seven's Integrity 325™ straight-gauge titanium tubing for ultra-durability.

Vacanza Steel

All the versatility of the Vacanza, but in Seven's Origin™ butted steel tubing, featuring a custom blend of the highest-quality steels.

AVERAGE FRAME WEIGHT (LBS)



Practicality with Style

Optional on most Seven models, S&S Bicycle Torque Couplings™ (BTC) allow you to separate your Seven into halves (or thirds for a tandem), which pack easily and neatly into a case that travels as standard luggage aboard a plane. The couplings add just a few ounces to the frame weight and have no effect on the frame's handling or performance. A must-have for cyclists who fly a lot.

options at-a-glance

- b** standard
1 optional feature at no extra charge
! optional feature with upcharge
j not available

				OPTIONS															
		Materials	Tubing	Head Tube Extension	Pump Peg	Chain Hanger	Rack Mounts	Fender Mounts	3rd Water Bottle Mount	Brake Mount Options	Cable Routing Options	Single Speed Version	Fixed Gear Version	Roll-off Hub	"Slider" Dropout	700c or 650c Wheel	26" or 29" Wheel	Aero Down Tube	S&S BTC™ Coupling
ROAD	Diamas	Carbon	A6™	1	j	j	j	j	j	j	j	j	j	j	j	j	j	b	j
	Elium SG	Ti & Carbon	Cirrus TC™	1	1	j	j	1	j	j	j	1	1	!	!	1	j	!	j
	Elium Race	Ti & Carbon	Argen TC™	1	1	j	j	j	j	j	j	1	1	!	!	1	j	!	j
	V.II	Carbon	A6™	1	j	j	j	j	j	j	j	j	j	j	j	j	j	j	j
	Aerios	Ti	Cirrus™	1	1	1	j	1	j	j	j	1	1	!	!	1	j	!	j
	Triad	Carbon	A6™	1	j	j	j	j	j	j	j	j	j	j	j	j	j	j	j
	ID8	Ti & Carbon	Argen TC™	1	1	j	j	1	j	j	1	1	1	!	!	1	j	!	!
	Axiom SG	Ti	Argen™	1	1	1	1	1	1	j	1	1	1	!	!	1	j	!	!
	Axiom Race	Ti	Argen™	1	1	1	j	j	j	j	1	1	1	!	!	1	j	!	j
	Luma	Ti & Carbon	Integrity TC™	1	1	j	j	j	j	j	j	1	1	j	j	j	j	!	j
	Alaris	Ti	Integrity™	1	1	1	1	1	1	j	1	1	1	!	!	1	j	!	!
	Axiom Steel	Steel	Origin™	1	1	1	1	1	1	j	1	1	1	!	!	1	j	j	!
MOUNTAIN	IMX	Ti & Carbon	Argen TC™	1	j	1	j	1	j	1	j	1	1	!	!	j	1	j	j
	Sola	Ti	Argen™	1	j	1	1	1	1	1	1	1	1	!	!	j	1	j	!
	Duo-Lux	Ti	Argen™	1	j	1	j	j	j	1	1	1	1	!	j	j	1	j	j
	Duo 5.0	Ti	Integrity™	1	j	j	j	j	j	j	j	j	j	!	j	j	j	j	j
	Verve	Ti	Integrity™	1	j	1	1	1	1	1	1	1	1	!	!	j	1	j	!
	Sola Steel	Steel	Origin™	1	j	1	1	1	1	1	1	1	1	!	!	j	1	j	!
SPECIALTY	IMX Cross	Ti & Carbon	Argen TC™	1	1	1	j	1	1	1	1	1	1	!	!	1	1	j	j
	Tsunami	Ti	Argen™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Mudhoney	Ti	Integrity™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Tsunami Steel	Steel	Origin™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Vacanza	Ti	Argen™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Muse	Ti	Integrity™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Vacanza Steel	Steel	Origin™	1	1	1	1	1	1	1	1	1	1	!	!	1	j	j	!
	Tandem	Ti	Argen™	1	1	1	1	1	1	1	1	1	1	!	j	1	1	j	!
	Tandem Steel	Steel	Origin™	1	1	1	1	1	1	1	1	1	1	!	j	1	1	j	!

						PERFORMANCE CONSIDERATIONS		
	Custom Color Decals	Custom Name Decal	Basic Paint	Custom Paint	"Race Edition" Paint	Drivetrain Stiffness	Weight-to-Performance	Max Weight Recommendation (lbs)
	!	1	b	!	j	5-9	5-9	260
	!	1	j	!	j	4-6	3-7	240
	!	1	j	j	b	8-10	8-10	280
	!	1	b	!	j	5-9	5-9	220
	!	1	j	!	j	4-6	3-7	200
	!	1	b	!	j	4-8	4-8	220
	!	1	j	!	j	4-8	3-8	240
	!	1	j	!	j	4-9	3-10	n/a
	!	1	j	j	b	9-10	9-10	n/a
	!	1	j	!	j	4-9	4-9	240
	!	1	j	!	j	4-10	4-10	n/a
	!	1	b	!	j	4-10	4-10	n/a
	!	1	j	!	j	4-9	3-8	250
	!	1	j	!	j	4-9	3-9	n/a
	!	1	j	!	j	4-9	3-10	n/a
	!	1	j	!	j	4-10	4-10	n/a
	!	1	j	!	j	4-10	4-10	n/a
	!	1	b	!	j	4-10	4-10	n/a
	!	1	j	!	j	4-8	4-8	240
	!	1	j	!	j	4-9	3-9	n/a
	!	1	j	!	j	4-10	4-10	n/a
	!	1	j	!	j	4-10	4-10	n/a
	!	1	j	!	j	3-9	3-9	n/a
	!	1	j	!	j	4-10	4-10	n/a
	!	1	b	!	j	4-10	4-10	n/a
	!	1	j	!	j	5-10	4-10	n/a
	!	1	b	!	j	5-10	4-10	n/a

Performance Considerations

Balancing Weight and Performance

While light weight and stiffness are not mutually exclusive, they do have somewhat of an inverse relationship. The fact is, the lightest bike can't simultaneously be the stiffest bike—no matter the material. That's why Seven carefully balances weight-to-performance and drivetrain stiffness according to the preferences of each rider within the design mission of a given model.

Why Max Weight Recommendations?

A maximum rider-weight recommendation is made for some Seven models to ensure they perform according to their specific design mission. For example, the Aerios was designed to be our lightest offering. Though we could certainly customize the tubing to accommodate a 250lb sprinter, the resultant frame would be as heavy as an Axiom. At that point, we'd simply recommend the Axiom.

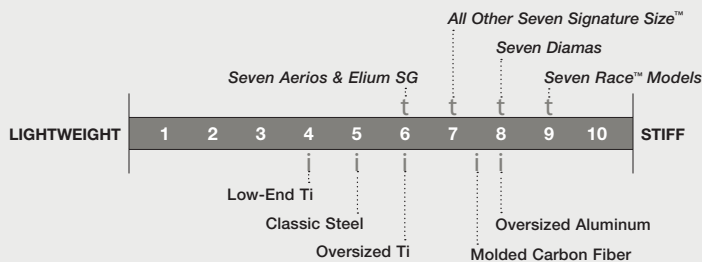
Lightweight vs. Stiff

Leaning more toward lightweight or stiff is really just a matter of rider preference and style. Below are key attributes for both.

	LIGHTWEIGHT	STIFF
Benefits	<ul style="list-style-type: none"> • Lighter frame • More lively ride 	<ul style="list-style-type: none"> • More snap • Better acceleration
Considerations	<ul style="list-style-type: none"> • More flexible bottom bracket 	<ul style="list-style-type: none"> • Heavier frame • Harsher ride
Excels at	<ul style="list-style-type: none"> • Climbing • Greater comfort 	<ul style="list-style-type: none"> • Sprinting • Acceleration

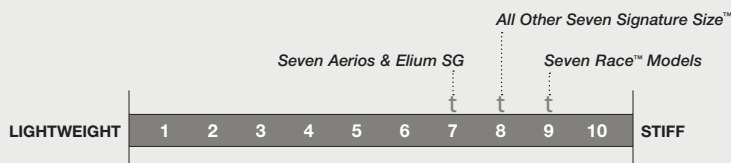
Relative Drivetrain Stiffness

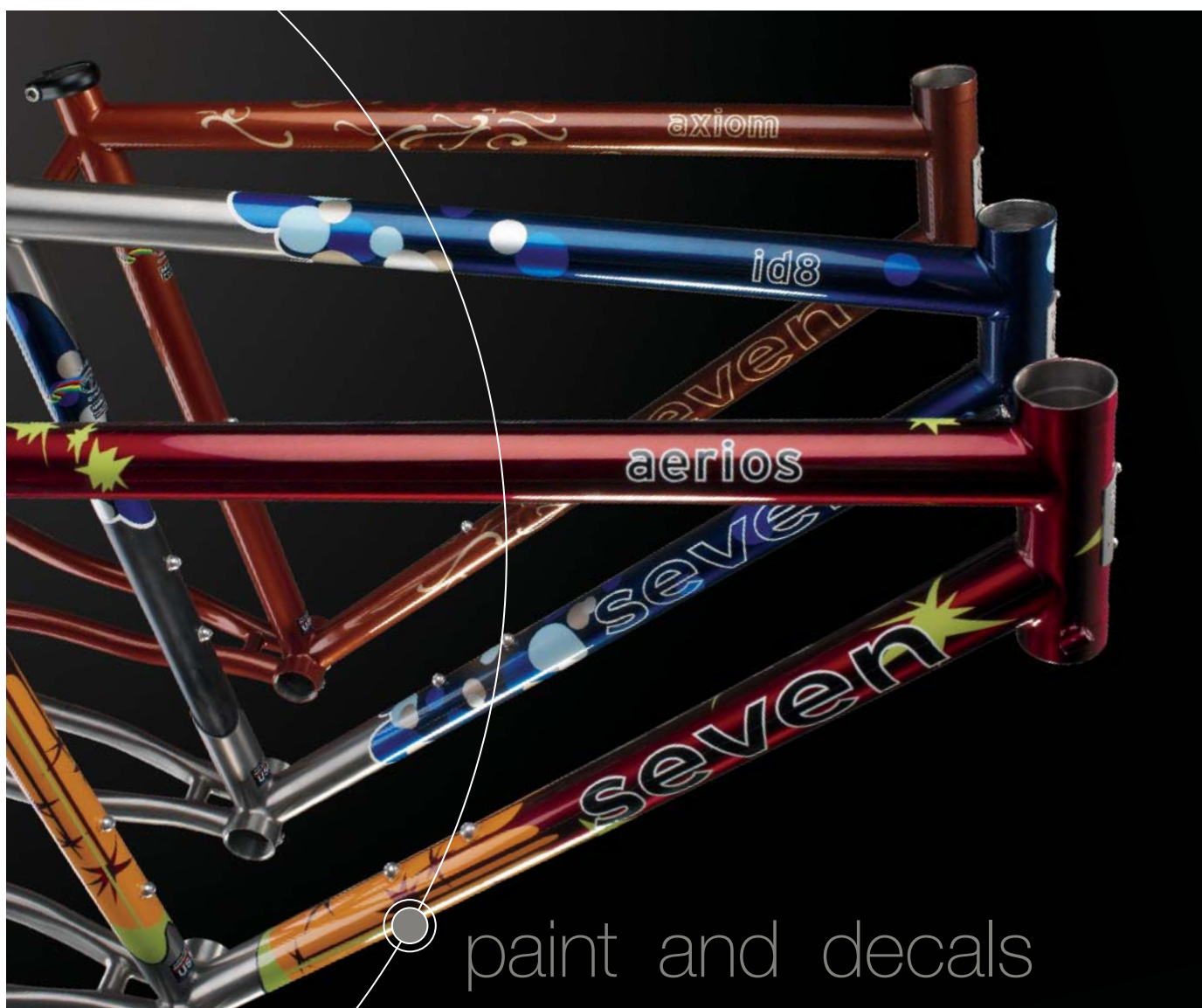
A range is given on the left for the available degree of drivetrain stiffness customization for each model. Below is a generalized comparison of drivetrain stiffness for non-custom Signature Size™ Sevens relative to other frames.



Weight-to-Performance Comparison

A range is given on the left for the available degree of weight-to-performance customization for each model. Below is a generalized comparison of weight-to-performance for non-custom Signature Size™ Sevens.





paint and decals



Seven's paint experts, along with our state-of-the-art in-house paint facility, combine to create high quality, durable, and imaginative paint schemes.

Last, but not least, your choice of decal and paint colors provide the finishing touches to your new Seven. Choose from an extensive array of colors, styles, and schemes.

Seven's comprehensive approach to customization ensures that every Seven is one-of-a-kind. Still, for many riders, the frame's decals and paint are the key to giving their Seven that extra measure of individuality. That's why we offer such a vast selection of decal and paint options.

Even the popular classic satin finish of unpainted Ti can be individualized with your choice of ten stock decal color options. And if that still isn't enough, we'll create custom color decals for your frame for a modest additional charge.

Seven's in-house paint capabilities are second to none. Our facility features a state-of-the-art spray booth, custom

paint mixing room, and a dust-free drying booth. Even more important is the artistry and expertise of our paint team, who combine painstaking attention to detail with creative enthusiasm.

Seven offers 22 carefully selected stock paint colors for you to choose from, as well as an array of scheme ideas. Visit our Paint Gallery under About Seven at www.sevencycles.com for additional ideas and inspiration.

For pricing on custom color decals and custom paint colors and schemes, contact your Seven retailer.



Standard Decal Options

Unpainted Ti and Ti/carbon mix frames are available with your choice of ten stock decal options at no extra charge. Painted frames are available in black, white, or white outline.



Black*



Red



White Outline*



Blue



White*



Yellow



White on Black Panel



White on Slate Blue Panel



Clear on Ivory Panel



Red on White Panel

* Stock options for painted frames.

Standard Paint Color Options

Select one of 22 stock paint colors for full carbon and steel frames at no extra charge. Custom colors, painted Ti, and multi-color or custom schemes are extra.



Black (available in metallic or gloss)



Granny Smith Green (metallic)



Lemon Zest



Hemlock Green (metallic)



Orange Sherbet



Robin's Egg Blue



Goldfish (metallic)



Electric Blueberry (metallic)



Amber Ale (metallic)



Superhero Blue (metallic)



Remedios Red



True Blue



Raspberry (metallic)



Deep Lilac (metallic)



Black Cherry (metallic)



Bazooka Pink



Sarsaparilla (metallic)



Silver



Snow White



Cue Ball White



components

Seven's component line reflects our commitment to enhanced performance and improving your cycling experience. Quite simply, there's no better choice for your Seven frame. For additional information and complete specs on this exclusive line, visit www.sevencycles.com.

Seven Aluminum Seat Post

Our cold-forged aluminum 7075-T6 post features nearly infinite adjustability for perfect saddle rotation. Low profile, lateral 2-bolt clamp design holds saddle rails securely and is easy to adjust. This lightweight 27.2mm post is available in 280mm (204g) or 400mm (256g) lengths.

Seven Carbon Fiber Seat Post

Seven's new carbon fiber seat post features structural carbon wrap over a 3-axis cold forge 2014 T-6 skeleton for both strength and light weight. This 27.2 diameter post is available in 280mm or 400mm lengths and weighs just 185g and 205g respectively.

Seven Aluminum Stem

Our high-strength 7075-T6 aluminum stems feature a 4-bolt removable faceplate with a reverse bolt design. The steerer end employs a bias-cut and opposed clamp bolts to reduce clamping loads. Just 131g for an 11.0cm, these lightweight stems are available with a 31.8mm clamp diameter in 84° or 96° angle. Choosing the Ti bolt upgrade lightens the stem to just 116g.

Seven Custom Ti Stem

Our custom Ti stems feature a 4-bolt removable faceplate with a reverse bolt design for increased service life—since the bolt heads work against the mass of the stem instead of the faceplate. They are available in any length, any rise, and two stiffness options: the S2 Standard or the S3 Super-Stiff. A 12.0cm S2 weighs just 159g. Available in 31.8mm for road or mountain.

"The Seven stem is as classy as a vintage Ferrari." —Bike



Seven 5E Carbon Fork

The 5E is unique among high-performance forks. Designed by Seven completely from the ground up, it comes in rakes ranging for 36mm to 58mm—more than any other fork—to ensure optimum frame-fork integration and handling. The 5E boasts the best lateral stiffness-to-weight ratio of any molded carbon fork, providing razor sharp cornering and surefooted descending. Featuring a fully integrated crown, legs, and steerer, it weighs 440g with a 350mm steerer. What's more, the 5E is the only high-performance road fork available with optional fender mounts and clearance for a 32c tire.

Seven 5E-XL Carbon Fork

The Seven 5E-XL shares most of the original 5E's impressive design elements—like rake options ranging from 36mm to 58mm and optional fender mounts. But at just 390g, it provides greater fore-aft compliance for a plusher ride. The XL exhibits excellent cornering faculties for its class of lightweight forks. It's the perfect choice for climbers and the weight conscious.

Seven Road Handlebar

Seven's high-performance butted 7050-T6 aluminum road handlebar weighs just 219g. The 50mm radius bends on the drops make brake lever and ergo position more comfortable and provides more hand space. The bar is available in 44cm, 42cm, and 40cm widths with 31.8mm diameter and 135mm drop.

Seven Mountain Handlebars

Seven offers two mountain handlebars. Our



"The Seven handlebars were pleasantly ergonomic. My hands always found a comfortable resting place." —Pro Cycling



accessories

To check out our complete line of accessories or to place an order, visit www.sevencycles.com. Be sure to visit often to see our latest designs and newest product information.



Team Jacket



Team Jersey & Team Shorts



Cycling Socks



Black T-Shirt



Retro Wool Jersey



Baseball Cap

seven

2008

