



## PROPAGANDA

Propaganda's the name and the tone is cold-war, when tensions were at their height  
 A common-man feel with collective power, reflecting Soviet might.  
 In the mother land, where vowels are scarce, it states "Cruiser" on the tank  
 Iron clad and iron willed; with the Hammer & Sickle to thank.  
 Symbolism is bold and rife, with valve caps shaped like stars  
 Along with your comrades, wherever you ride, you'll feel just like a Czar.

- Cruiselite Rust-Free Aluminum Monocoque Tank Frame
- Unicrown Tapered Fork & Semi-Integrated Headset
- Super-Wide Felt 50mm Aluminum Rims
- Heavy Duty 12g Stainless Spokes
- 1-Speed Shimano Coaster Brake Hub



## TRESTLES

A locale that picks up that perfect swell.  
 With legendary waves, its surf is known well.  
 With earth-tone hues, it has laid back style  
 On a beach or through town, you'll ride it for miles.  
 Drop in on your friends or drop in on a wave,  
 Whether you're paddling or pedaling, Trestles is what you crave.

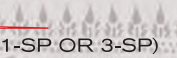
- Hydroform Steel Tank Frame
- Unicrown Threadless Tapered Fork
- 1-Speed Coaster Brake Hub
- Alex 32mm Aluminum Rims & Stainless Steel 14G Spokes



## FLYER

Back when life was simple, before man walked on the moon  
 Entertainment was the radio; just playing a simple tune.  
 Riding bikes, and playing ball; kids were never bored  
 Imaginations running wild; with planes and things that soared.  
 If paper routes and paper planes remind you of the day  
 Let the Flyer give you wings, and guide you on your way.

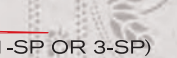
- Hydroform Steel Tank Frame
- Apehanger Handlebar
- 1-Speed Coaster Brake Hub
- Alex 32mm Aluminum Rims & Stainless Steel 14G Spokes



## NECTAR

The morning sun has broken through  
 An early ride, to start the day new.  
 Fluttering and humming, you suddenly hear  
 You coast to a stop, getting only so near.  
 A sip from a lotus, then it's gone from the air  
 A journey on your Nectar, nothing compares.

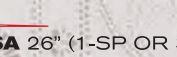
- Hydroform Steel Tank Frame
- Unicrown Tapered Fork
- 1-Speed Coaster Brake Hub (or Shimano Nexus 3-SP)
- 26 x 2.125 Quick Brick Tires Front & Rear & Stainless 14G Spokes



## CLAIRE

A name with distinct Victorian flair  
 "Shabby chic" is the style at which to compare.  
 With grips and piping and fenders that match  
 Don't be surprised when you become attached.  
 Tone-on-tone with cream white trim  
 The perfect excuse to ride on a whim.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork
- 1-Speed Coaster Brake Hub (or Shimano Nexus 3-SP)
- 26 x 2.125 Quick Brick Tires Front & Rear & Stainless 14G Spokes



## MARIPOSA 26" (1-SP OR 3-SP Steel Frame) / 24" (1SP Alloy Frame)

One moment they're here and the next they vanish  
 We're talking about a "butterfly" in Spanish.  
 A bicycle that mirrors these delicate creatures.  
 Symbolic of women and feminine features.  
 Whitewalls and stitching and accents so fine  
 Providing a ride no less than divine.

- Hydroform Steel Tank Frame / Hydroform Alloy Tank Frame
- Unicrown Tapered Fork
- 1-Speed Coaster Brake Hub (or Shimano Nexus 3-SP)
- 26" (or 24") x 2.125 Quick Brick Tires Front & Rear & Stainless 14G Spokes



## • FELT BICYCLES 2007 •

## Cruiser Brochure



## ROYAL FLUSH

Poker's the game and Royal Flush is the hand  
 A better scenario could not have been planned.  
 Casino-like looks with paint "gaudy gold"  
 With a hand this good there's no need to fold.  
 Holding all the royalty, an Ace and a 10  
 Whether playing or riding, you're sure to win.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork & Threadless Headset
- 3-Speed Shimano Nexus Coaster Brake Hub



## TAXI

Big city dreams are what you may see  
 It's the hustle and bustle of NYC  
 Excitement and freedom are what some feel  
 A laugh or confession behind the wheel.  
 Take it to work or take it to dine  
 This cab's on duty come rain or shine.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork & Threadless Headset
- 3-Speed Shimano Nexus Coaster Brake Hub



## BARON

World War One became his stage  
 Eighty air victories at an early age.  
 Striking red paint with an iron cross  
 A streak in the sky; it was clearly the boss.  
 With looks this good, it's our ace of aces  
 You'll see for yourself by the looks on their faces.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork
- Alex 32mm Aluminum Rims
- 1-Speed Coaster Brake Hub





1903

Before this year they were built one-by-one.  
Rolling the streets looking far less than proper.  
When the assembly line stopped the hit and miss  
They began cranking out beauties like this.  
Copper striping and cream-white tires  
Make this a bicycle one to admire.

- Cruiselite Rust-Free Aluminum Monocoque Tank Chopper Frame
- Springer Fork & 1-1/8" Oversized Threaded Headset
- Super-Wide Felt 50mm Aluminum Rims
- Heavy Duty 12g Stainless Spokes
- 1-Speed Coaster Brake Hub



M.P.

It states "M.P." on the side of the frame  
"Military Police" is what it proclaims.  
The list of equipment is long and fulfilled.  
The heaviest of duty that we'll ever build.  
For any situation; tasks big or small  
This outfitted craft can handle it all.

- Hydroform Steel Tank Frame
- Double Clamp Fork & Threadless Headset
- 3-Speed Shimano Nexus Coaster Brake Hub
- Front & Rear Carriers and Battery Type Headlight



EL GUAPO

Speaking in Spanish, the meaning is good.  
Beyond merely handsome, it's well understood.  
A matte black finish, it's rough but still clean.  
Dark and mysterious; borderline mean.  
With tequila, desert and cactus in mind  
Just ride unaware of what you may find.

- Hydroform Steel Tank Frame
- Double Clamp Fork w/Bullet Ends
- 1-Speed Shimano Coaster Brake Hub
- Felt Aluminum "Cogswell" CNC 44T Chainwheel



BANDIT

Always dreamed of your very own chopper  
Rolling the streets looking far less than proper.  
Bullethead forks and a headlight to boot  
Kick it in gear and get it en route.  
Ride the bike that drops the jaws  
Just live your life. Like an outlaw.

- Cruiselite Rust-Free Aluminum Monocoque Tank Chopper Frame
- Double-Clamp Semi-Integrated Chopper Fork w/Bullet Ends
- Polished Aluminum Faux Oil Tank Plates Behind Seat Tube
- 1-Speed Shimano Coaster Brake Hub



V12

The name is short, but what it implies  
Is power and torque, without disguise  
When four, or six, even eight won't do  
Sometimes it takes twelve, to pull you through  
While some bikes are pretty, this one is raw  
A bike that means business and leaves them in awe.

- Hydroform Steel Tank Frame
- Unicrown Threadless Tapered Fork
- 1-Speed Shimano Coaster Brake Hub
- Felt Oversized Aluminum Double 5-Star Design Front Hub



CHIEF

Imagine an indian; you're on the right trail  
Blood red paint helps tell the tale,  
Since 1901, the history runs deep.  
Pride's the reward its owners reap.  
Antique white tires are true to its form  
Bu ilt with quality and sure to perform.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork
- Shimano 3-Sp Nexus Coaster Brake Hub
- Felt Oversized Aluminum Double 5-Star Design Front Hub



FELT / HURLEY TRES NUEVES

The Felt/Hurley 'Tres Nueves' cruiser was derived from the year in which the Hurley brand was launched, 1999. With inspiration from decades of music, art, surf and skate scenes, and reminiscent of 50's era low-riders, it's complemented by a chainguard featuring the traditional look of a printed paisley & skulls bandana - a distinct reference to the Mexican 'Dia de los Muertos'. The 'Tres Nueves' truly embraces an eclectic fusion of traditional So-Cal custom hot rods and celebration of Latino culture. To further enhance its uniqueness, each individual bike will feature a riveted, stamped metal "Limited Edition" badge incorporating an exclusive serial number.

- Hydroform Steel Tank Frame
- Springer Fork & 1-1/8" Oversized Threaded Headset
- Super-Wide Felt 50mm Aluminum Rims & Heavy Duty 12g Stainless Spokes
- 1-Speed Coaster Brake Hub



FELT / HOT WHEELS

The co-branded Felt/Hot Wheels™ cruiser represents a nearly 10-month long effort in design and planning by the two companies. The bike features a special Hot Wheels™ graphic and color scheme, and many of the components also have been specifically color treated to match. "Mattel and the Hot Wheels" staff did an amazing job with us on this project. Their designers and managers put forth a tremendous amount of energy and enthusiasm. We believe the bike speaks to this and feel we have something very, very special here," said Bill Duehring, President, Felt. "The new Hot Wheels™ Beach Cruiser by Felt truly reflects the speed, power and performance for which the Hot Wheels™ brand is known."

- Cruiselite Rust-Free Aluminum Monocoque Tank Frame
- Unicrown Tapered Fork & Threadless Headset
- Super-Wide Felt 50mm Aluminum Rims
- 1-Speed Coaster Brake Hub



FELT / SUSAN G. KOMEN "PROMISE"

The Susan G. Komen Breast Cancer Foundation is credited as the world's leading catalyst in the fight against breast cancer with more than 75,000 volunteers working through 118 Komen affiliates in communities nationwide. By joining forces with the Susan G. Komen Breast Cancer Foundation, we present our "pink ribbon" bicycle - the Felt Promise - aptly named because it is our combined commitment to help raise awareness and find a cure for breast cancer. Felt will donate \$50.00 for every bicycle sold across the country, with no ceiling or maximum dollar amount.

- Hydroform Steel Tank Frame
- Unicrown Tapered Fork
- 3-Speed Shimano Nexus Coaster Brake Hub



FELT / TLD LIMITED EDITION "HAPPY HOUR"

The Felt/Troy Lee Designs Happy Hour was born from the mutual racing heritage both companies share. Troy Lee tapped into the culture of an annual event they host that has reached celebrity status in the Southwest, A Day in the Dirt. This gathering of motocross riders, film celebrities and aficionados, for a day of riding and socializing in the spirit of the legendary Steve McQueen has reached cult status. Troy Lee says, "Inspired by the unique event A Day in the Dirt and Steve McQueen - the essence of cool - it's impossible not to have a good time on this bike".

- Cruiselite Rust-Free Aluminum Monocoque Tank Frame
- 3-Speed Shimano Nexus Coaster Brake Hub
- Limited Edition Serial Number Badge
- Felt Custom "Quick / Thick Brick" Tires: 26 x 2.125 Front / 24 x 3.0 Rear



FELT / VINTAGE IRON "400 CROSS"

Partnering with Vintage Iron, a Southern California company specializing in the restoration of classic off-road motorcycles, Felt introduces the "400 Cross", the first vintage motocross-inspired cruiser. Those who can recall the motocross craze of the 1970's will undoubtedly recognize the likeness to the original Husqvarna model bearing the same name. Back in the day, the original 400 Cross was not only one of the dominant MX bikes, but also one of the stars of the legendary motocross documentary "On Any Sunday" dating back to 1971.

- Cruiselite Rust-Free Aluminum Monocoque Tank Frame
- Felt Custom XL Length Double Clamp Fork & Semi-Integrated Headset
- Felt CNC Aluminum Motocross Chainwheel
- 3-Speed Shimano Nexus Coaster Brake Hub
- Felt Custom "Berm-Master" Knobby Tires: 26 x 2.125 / 24 x 3.0 Rear



FELT / SURF CITY USA

When the Huntington Beach Conference and Visitors Bureau put their heads together with Felt to come up with a cool alternative to showcase their city, a beach cruiser fit the bill as the perfect way to keep an eye on the action in the ocean from one end of the beach to the other. With its Huntington Beach-inspired sea blue and wood panel graphic emulating iconic "woody" surf wagons and emblazoned with the newly released official Surf City USA logo, this bike combines the look and feel of this laid-back community with all the energy of today's surf culture.

- Cruiselite Rust-Free Aluminum Monocoque Tank Frame
- Unicrown Tapered Fork & Semi-Integrated Headset
- Super-Wide Felt 50mm Aluminum Rims
- Heavy Duty 12g Stainless Spokes
- 3-Speed Shimano Nexus Coaster Brake Hub
- Torpedo Headlight

