

FELT
bicycles



FELT | LIFESTYLE BICYCLES

2010



THE FIXIE SERIES

Function. Form. Style. It's all connected. Your bike is as much a personal statement as it is transportation. It is as much an expression of who you are as it is how you move. As direct descendants from our track bike series, our Fixies blend proven go-fast design, reliable function and, of course, head-turning good looks.

Getting from A to B doesn't have to be predictable. Any time you throw your leg over the saddle it should be a chance to have fun. Whether you are heading off for a ride with friends, commuting to work or school, or just zipping down to the corner store, Felt Fixies let you get there with style.

As with everything that bears the Felt name, there's something technological to talk about here. The quick-handling, street-specific Curbside and Dispatch both begin with custom-buffed and shaped Superlite aluminum tubing. Add in CNC-machined head tubes and BB's; heat-treated, cold-forged dropouts; rack, fender and bottle mounts galore - these are the details that that make a real difference. The result is a lightweight, responsive frame that can stand up to the rigors of daily use.

Thoughtful details complete the package. Flip-flop hubs so you can choose fixed gear or single-speed freewheel; a 15mm Felt BEERNuts tool so you can make the wheel switch anytime; top tube frame pads and more.

So go ahead. Make your statement.



BROUGHAM



BROUGHAM



BROUGHAM



CURBSIDE



CURBSIDE



DISPATCH



GRIDLOC 3 SPEED



THE X:CITY SERIES

Did you feel that? There is a movement in place and lives are changing to stay in step. Less show, more go.

When looking to combine all the performance merits of a multi-speed bike with the understated cool of something urban, look no further than Felt's X:City line-up. These bikes are as comfortable in a metro setting as they are doing real modern-day commuting. Beginning with a quick-handling, performance-inspired frameset built with Hyroformed 7000 series aluminum and including either an aluminum or carbon fiber fork, X:City embodies the technologically advanced design you expect from Felt. New for 2010 is the X:City 3, which features hydraulic disc brakes and a 3-speed Shimano Nexus internal hub for smooth, easy shifting. Performance and durability, that's X:City.

Specific to its intended use, each bit and piece on every X:City has been carefully thought out. For another example, consider the X:City 1 and all its features: eccentric BB for perfect chain adjustment; Basta lock compatible frame; eyelets for fenders, rear rack, H2O bottles; bar-shift operated Shimano Nexus internal 8-speed hub; Shimano Alfine hydraulic disc brakes for stopping even in the worst weather; 120 psi high-pressure, wider-than-normal road folding 700x37C tires; Felt Moon Unit handlebar and comfortable yet sporty Felt City saddle. It all adds up to a bike that's unlike anything else out there. It's destined to become your new favorite. One ride is all it will take.

New World. X:City.



X:City 1



X:City 2



X:City 3



X:City 5



X:City 6

THE SPEED SERIES



Felt introduced the SpeedBike™ line as a way to merge the best in road bike performance with comfortable upright positioning. Now you can have the exhilarating feeling of riding a lightweight, performance-oriented road bike in a position and posture that suits you. Whether you want to improve your fitness, are looking for a reliable commuter, or simply want a sporty around-town bike, the SpeedBike™ is just the ticket.

The starting point for the SpeedBike™ is Felt's proprietary F-Lite 7000-series aluminum tubing. We use it to build a frame that can stand up to the rigors of hard commuting, long-distance touring and energetic riding. Our design team took great care to create a frame that puts riders in a comfortable, more upright position while still offering the crisp handling of a road bike. Select models include a carbon fiber fork and seatpost for added vibration damping to lessen fatigue and improve handling.

While the road tires and snappy feel of SpeedBikes™ reflect traditional road performance, comfort remains a top priority. The SpeedBike™ saddle uses a dual-density foam base that combines support with a comfortable, cushy feel. We include a wide, flat bar mounted on an adjustable stem to give riders a wide variety of upright positions. Linear-pull brakes provide strong stopping power and maximum control, and the drivetrain uses wide-range gearing to make going uphill as easy as going down.

Exceptional comfort plus the handling and enjoyment of a high-performance bike in a package that fits just right. That's SpeedBike.



SPEED 30



SPEED 50



THE CAFÉ SERIES

Perhaps you've noticed that modern bicycles have been divided into a multitude of specific categories. With so many different types of bikes on the showroom floor, where does one start? Hybrid bikes, Fitness bikes, City Bikes, Comfort bikes, Commuter bikes, Flat-foot bikes. If you have ever asked yourself "When did shopping for a bicycle become so complicated?" then the Café series was designed with you in mind.

There are plenty of folks just looking for one good bike to fit a busy lifestyle. You have a wide array of interests in life, and you need a bike that adapts to them. You might look at bikes as a way to improve your health and fitness. After all, any time is the right time to exercise. You might look at a bike as simply a means to get around. You may even think about leaving the car at home on a workday. And by the time the weekend comes, you're always up for a bit of fresh air, sunshine, and just plain fun. Whatever the situation, the Café meets the demands of your unique lifestyle.

IDEAL BODY POSITION

A considerable amount of market research went into the development of the Café series. We started with consumer focus groups to generate input for Felt's engineering group. Two clear priorities emerged: comfort and handling.

First and foremost, we focused on the body position of the rider. Café customers don't want to be compromised with an aggressive, stretched-out, competitive position. At the other extreme, we recognized that today's flat-foot-type comfort bikes were lacking in terms of climbing, acceleration and maneuverability. Since Café bikes were created for riders with broad styles and intended uses, we spent considerable time working to achieve the ideal balanced seated position. Comfortable yet sporty, relaxed yet retaining superb handling, Café bicycles possess as much mobility as the people who ride them.

COMFORTABLE TOUCH POINTS

Once the ideal body position was determined, we turned our focus to the rider's contact areas:

- Premium saddles feature gel-infused, double-density foam.
- Custom handlebar shape with mild sweep is easy on the wrists.
- Super-soft double-density Kraton rubber handlebar grips help minimize road vibration.
- Aluminum pedals with rubber inserts enhance traction and reduce vibration.

LIGHTWEIGHT, EFFICIENT & EASY TO USE

Reduced weight automatically translates to increased efficiency. By using aluminum material wherever possible, the Café models are significantly lighter than most so-called comfort bikes currently on the market.

You will find lightweight and corrosion-resistant aluminum employed on: frames & forks, handlebars, stems & seatposts, crank & pedals, wheelsets (rotating mass is most important). Durable, smooth and efficient Shimano drivetrains are equipped on all models. Twist-type shifters are easy and intuitive, and they always let you know what gear you are in.

ACCESSORIZED

Finally, we wanted to make sure the bikes were outfitted to the gills. All Café bikes feature puncture-resistant tires, aluminum kickstand, lightweight aluminum cup holder and safety bell. The Café Deluxe models take it a step further with these extras: Ultra-light aluminum rear carrier, removable clip-on saddlebag, lightweight fenders to ward off road debris.

While Café bikes are decidedly classic in appearance, we still made sure to utilize all of today's technical advancements, lightest materials, premium components and modern amenities. Whether you're cruising through your neighborhood, to the coffee shop, to a new level of fitness, or just escaping the daily grind, the Café was designed to give you the ride of your life.



CAFÉ 24 *DELUXE MENS*



CAFÉ 24 *DELUXE MENS*



CAFÉ 24 *DELUXE WOMENS*



CAFÉ 24 *DELUXE WOMENS*



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THE CRUISER SERIES

At Felt, we believe today’s Cruiser customers are not just looking for comfort and simplicity—they are looking for quality, innovation, durability and, above all, differentiation and style. They are looking at design details like never before.

We know that most Cruiser owners want a bike that makes a statement - one that reflects their individual personality, their background, their style and their standards for quality and excellence. For years, Felt has offered some of the most unique design themes along with the highest quality frames and components in the bicycle world. And for 2010 Felt presents the most exciting cruiser lineup in our history.

FRAME FORMING

Felt utilizes one of the most sophisticated frame-forming processes in the industry: hydroform technology. Hydroforming utilizes highly pressurized liquid [usually oil] to expand a frame tube from the inside out. A one-piece tube is contained externally by a mold representing the final outer shape. This state-of-the-art forming process allows Felt to design highly complex shapes that are both larger in size and larger in transition [extreme tapers], giving the bicycle an amazing look and unique identity.

FRAME MATERIALS

Within our 2010 lineup, you will find both aluminum and steel framesets, providing different design and ride characteristics, while satisfying varied tastes and budgets alike.

Aluminum: The material of choice for riders who desire reduced weight as well as maximum corrosion resistance, Felt-exclusive “Cruiselite” rust-free and lightweight 6061 aluminum frame tubing is found on select bike models.

Steel: Felt utilizes 100% premium hi-tensile steel, offering an affordable alternative to aluminum.

COMPONENTS:

When outfitting our cruisers, Felt pushes the envelope with component design. We refuse to cut corners by using generic, off-the-shelf parts. Every component on every bike we sell is either fully designed in-house, or has the “Felt touch” on it. Here are a few examples of the premium Felt-exclusive parts and accessories you’ll find within the line:

Rims: Felt uses super-wide 50mm aluminum rims on many models, and extra wide 32mm rims on other models. These custom rims deliver extra strength, added stability, and plenty of style.

Tires: Felt offers two sizes of our famous “Brick” tire designs. Our 24” x 3.0” Thick Brick offers a stouter look and built-in suspension feel, while maintaining an almost identical outside diameter to that of a traditional 26” tire. For more classic styling, we employ the traditional 26” x 2.125” size Quick Brick. When mounted to our exclusive wider-than-normal rims, both Brick tires end up with increased width after inflation, and you benefit from a wider, more stable feel.

Front Hubs: Many Felt cruisers have custom machined aluminum front hubs, adding to the look, feel and quality of our wheelsets. Our own Felt “Double 5-Star” oversized aluminum hub enhances wheel strength and stability, and sets the standard for attitude. And Felt’s machined “4-Window” hub achieves the same goal in a smaller package.

Spokes: All Felt cruisers feature rust-resistant, stainless steel spokes. Many models take it a step further with heavy-duty, 12-gauge spokes for added strength, durability and style.

Grips/Shifters: Felt uses custom grips on every one of our bikes, including specifically fit ones for Shimano Nexus twist-type shifters. Ladies’ models get an extra design touch with embossed vinyl sleeves and color-coordinated stitching.

Other custom features you’ll find sprinkled throughout our line include double-crown forks, semi-integrated headsets, CNC-machined aluminum chain wheels, model-specific valve caps, license plates, limited-edition badges, saddlebags and custom saddle designs.

Beyond the frames and components themselves, Felt has gone the extra mile on the production line, ensuring higher build quality and more attention to detail than ever. With superior craftsmanship and materials, cleaner welds, richer paint, and a higher level of polish and chrome plating, we believe you’ll find the Felt Cruiser line delivers it all with peerless style.



CANVAS



HOT WHEELS *SIXTY-8*



TLD SPRAY *3 SPEED*



FELT TIP



SURF CITY *3 SPEED*



SLATER *3 SPEED*



REVOLVER



HERITAGE *7 SPEED*

COLOR 2



SUNLINER



TWIN



1903



CHIEF *3 SPEED*



MP *3 SPEED*



EL GUAPO



HURLEY PR



MAGNO



LUXE



LUXE 3 OR 1 SPEED



SLANT



SLANT



SLANT 3 SPEED



COLLAGE 3 SPEED



PICNIC



CLAIRE 3 OR 1 SPEED



MODJESKA 3 OR 1 SPEED



GO-GO



PATCHWORK



SUNLINER



SUNLINER 3 SPEED



SLANT



SLANT 3 SPEED



TORQUED 24"



PEACE 24"



Producing quality parts and accessories is a key part of Felt's quest to design, develop and deliver the best bicycles in the world. While it's possible to produce quality bikes by creating great framesets and outfitting them with off-the-shelf parts, Felt is focused on taking the process one step further.

By developing the parts and accessories with the same approach and attention to detail found on our bikes and frames, we ensure the ability to optimize critical performance features and dimensions for improved strength, fit, weight, performance and value. It gives us total control over the complete package.

Felt's parts selection has grown each year based on the needs of our bikes. Offering everything from forks to fenders, our parts reflect Felt's broad range of bikes. Not many other brands have the expertise to create world-record track bikes, Tour de France road bikes, World Cup mountain bikes, Olympic triathlon bikes, X-Games winning BMX bikes, city commuters and stylish cruisers.

Felt understands that cycling is a personal experience, and that every rider has individual tastes and style. With that in mind, the wide variety of parts and accessories available for Felt's lifestyle bikes—including custom handlebars, fenders, saddles and tires—are all focused on one objective: enhancing your ride.

PARTS AND ACCESSORIES



FELT APE HANGER CRUISER HANDLEBAR



FELT HIGH SWOOPY CRUISER HANDLEBAR



FELT LOW RISE CRUISER HANDLEBAR



FELT LOW-RISE HANDLEBAR W/CROSSBAR



FELT JERRY SPRINGER CRUISER FORK



FELT CAFÉ/CRUISER GRIPS



FELT BAR END PLUGS



FELT CRUISER CRANK SET



FELT BEERNUTS



FELT FB CRUISER SEAT



FELT 1903 CRUISER SEAT



FELT CAFÉ COFFEE CUP HOLDER



FELT CRUISER WHEEL



FELT 3-SPD REAR WHEEL & CONVERSION KIT



FELT CRUISER FULL LENGTH & SHORTY SETS



FELT QUICK BRICK TIRES



FELT THICK BRICK TIRES



FELT BERM MASTER TIRES



FELT WATER BOTTLE



FELT CRUISER DECALS

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