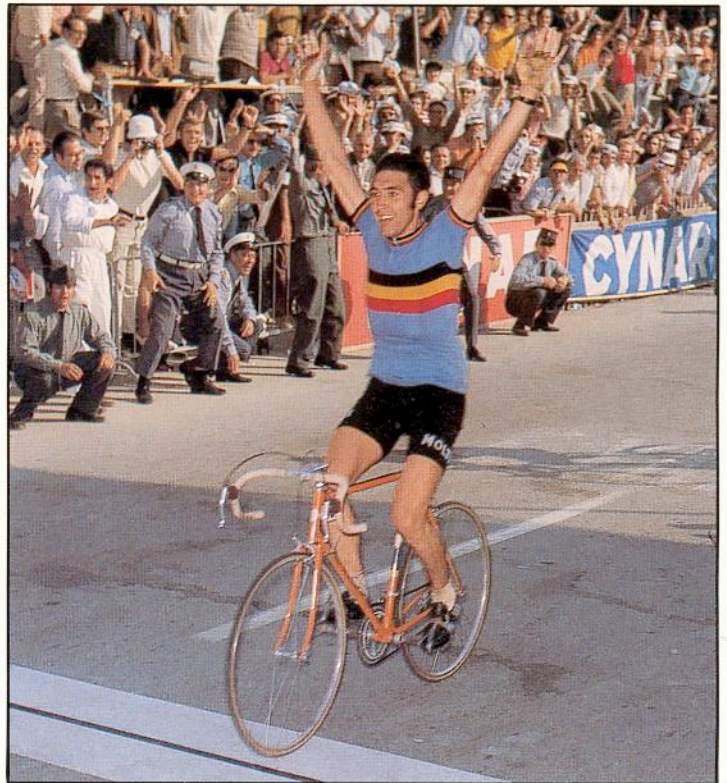


EDDY
MERCKX
CYCLES





World 1 Hour Cycling Record

49.431 km

(Mexico 25th October 1972)

524 Victories on the Road

(1961-1977)

5 Tours de France

5 Tours d'Italie

4 World Championships

7 Milan-San Remo

5 Liège-Bastogne-Liège

3 Paris-Roubaix

3 Flèches Wallonnes

2 Tours des Flandres

2 Tours de Lombardie

32 International Classics

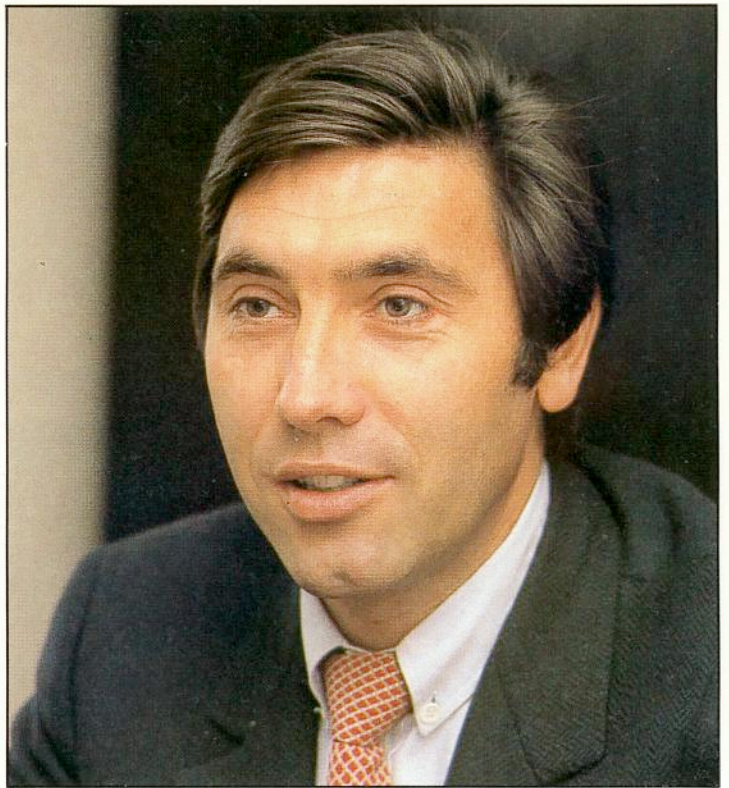
17 "Six Days"

World's Most Outstanding Sportsman

1969 - 1971 - 1974

Super Prestige Trophy

7 times from 1969 to 1975



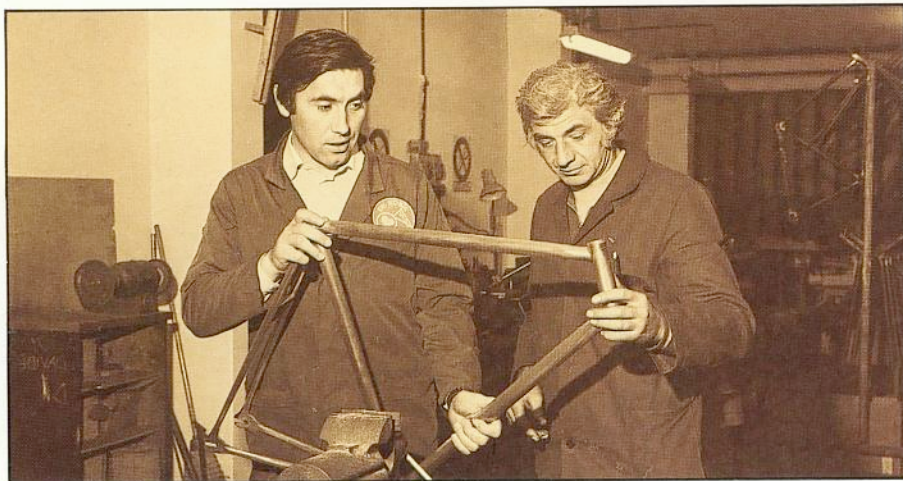
Everything I have achieved in life I owe to cycling. Now that my racing days are over, I would like to show my appreciation by doing all I can to perfect cycling technology.

Initially, I was somewhat apprehensive at the thought of building cycles rather than riding them. However, Ugo De Rosa, the superb craftsman who built my racing machines, advised me, convinced me and I am now fully and actively involved in cycling manufacturing.

Throughout my racing career, the pressures of top national and international competition made it imperative for me to get the maximum performance possible from my bicycles. I can now apply my hard-won knowledge of the best in bicycles technology to build even better bicycles. As a result, every Eddy Merckx bicycle offered to the public is the product of years of professional experience. And all are built with the care and attention of craftsmen who really love their art.

All of us at Eddy Merckx Cycles—myself, Ugo De Rosa and the entire team—are united in a single unswerving aim: to make the Eddy Merckx brand the symbol of excellence throughout the cycling world.

A stylized, handwritten signature in black ink, which appears to read "Eddy Merckx". The signature is fluid and cursive, with a long horizontal stroke extending from the end.



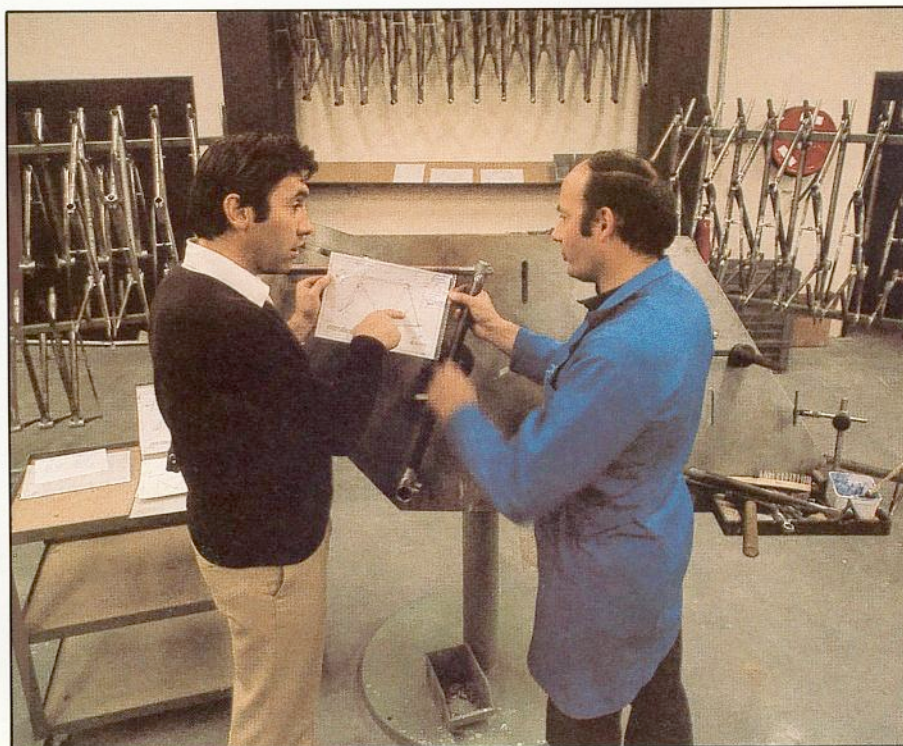
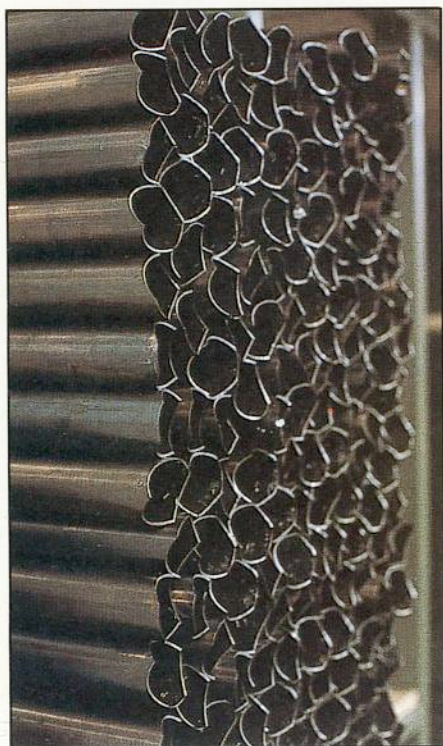
Eddy Merckx dominated national and international cycling for almost two decades. During that time he spent innumerable hours in the Italian workshops of master bicycle builder, Ugo De Rosa.

Eddy Merckx always knew precisely what changes and modifications he wanted in his racing machines and, encouraged by De Rosa, was soon completely involved in their design and

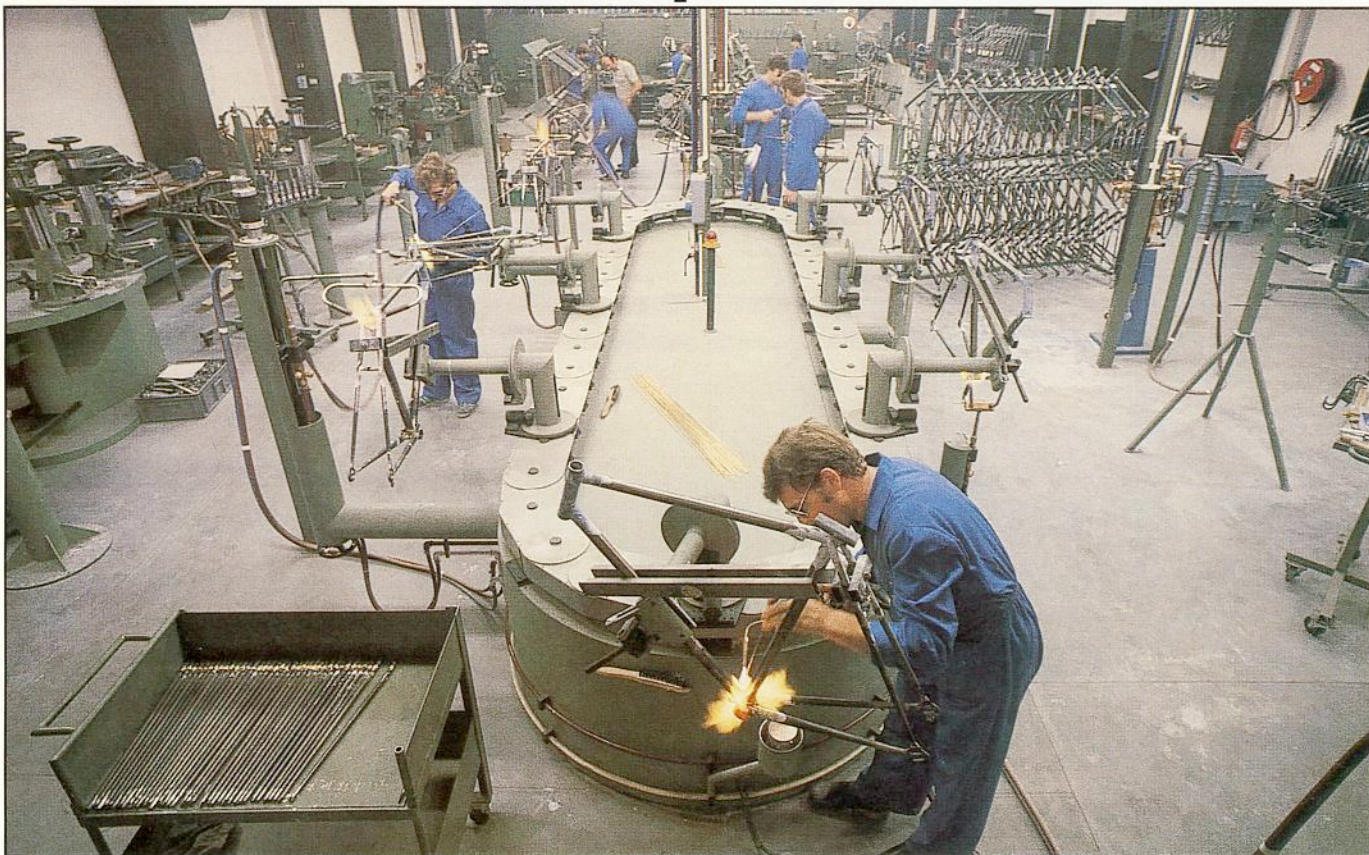
construction. His knowledge grew from year to year and victory to victory. It was therefore only natural that the champion racer and the champion builder should eventually combine their talents. Ugo de Rosa came to Belgium and helped Eddy Merckx install his ultra-modern workshops in Meise, just outside Brussels. Their combination of unparalleled experience and uncompromising craftsmanship is your guarantee of perfection.



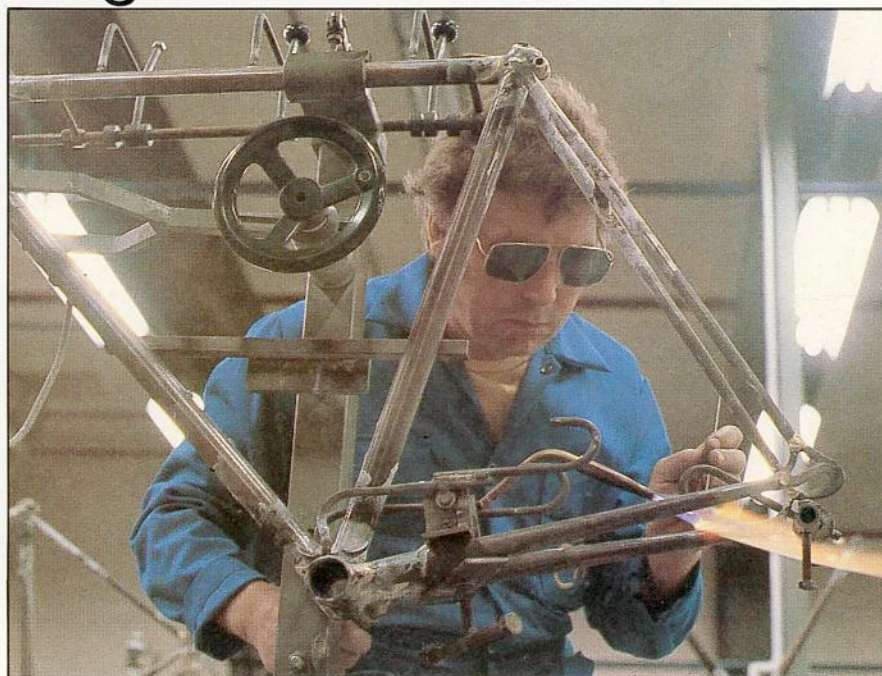
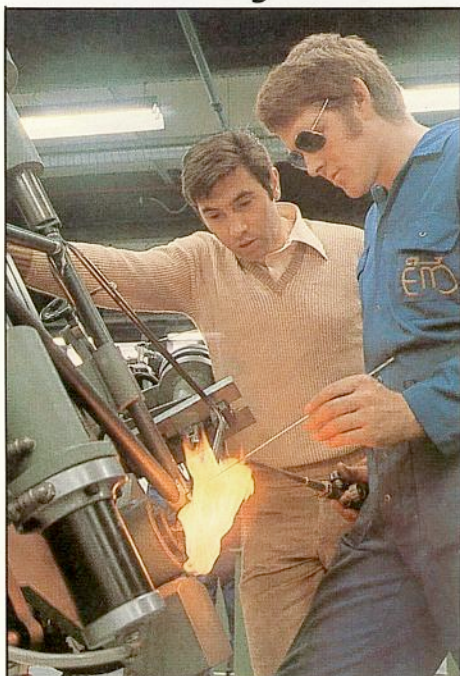
Eddy Merckx's dedication to his work is such that his home and his workshops are in the same grounds.

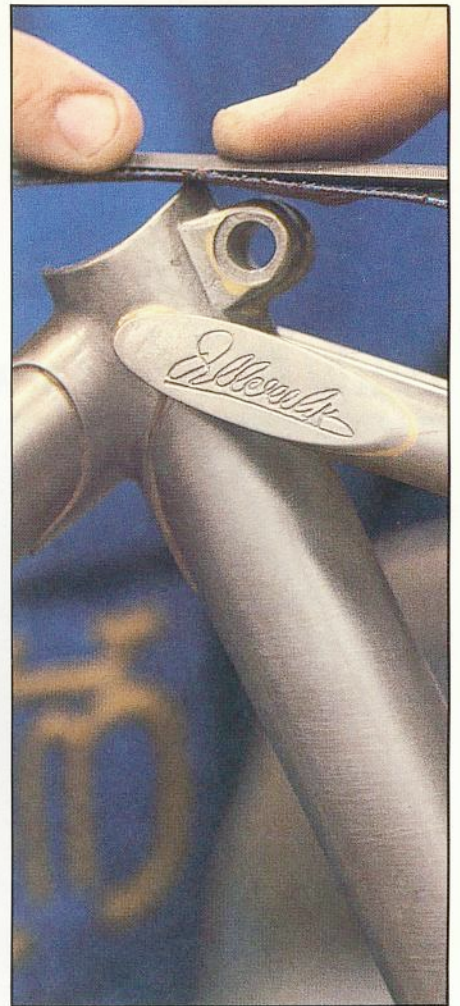
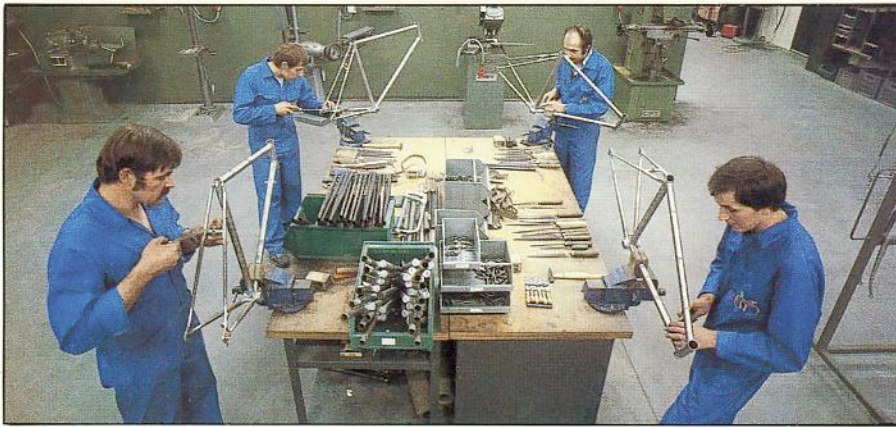


Eddy Merckx's workshops.



Assembly and brazing of the frame.

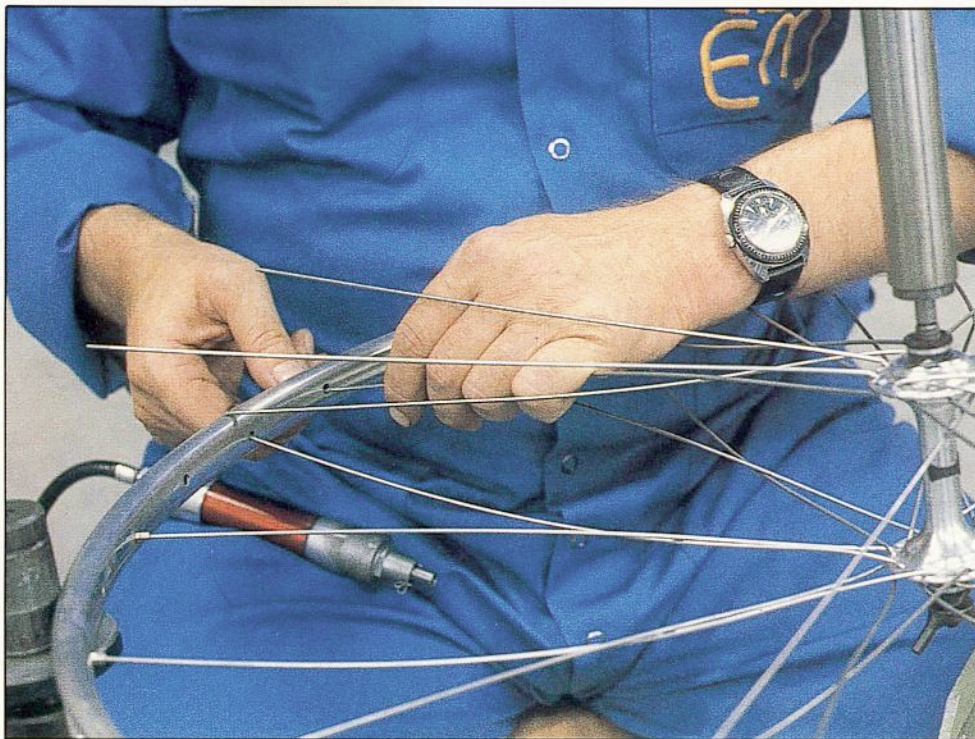




Hand-
finishing
and wheel
balancing.

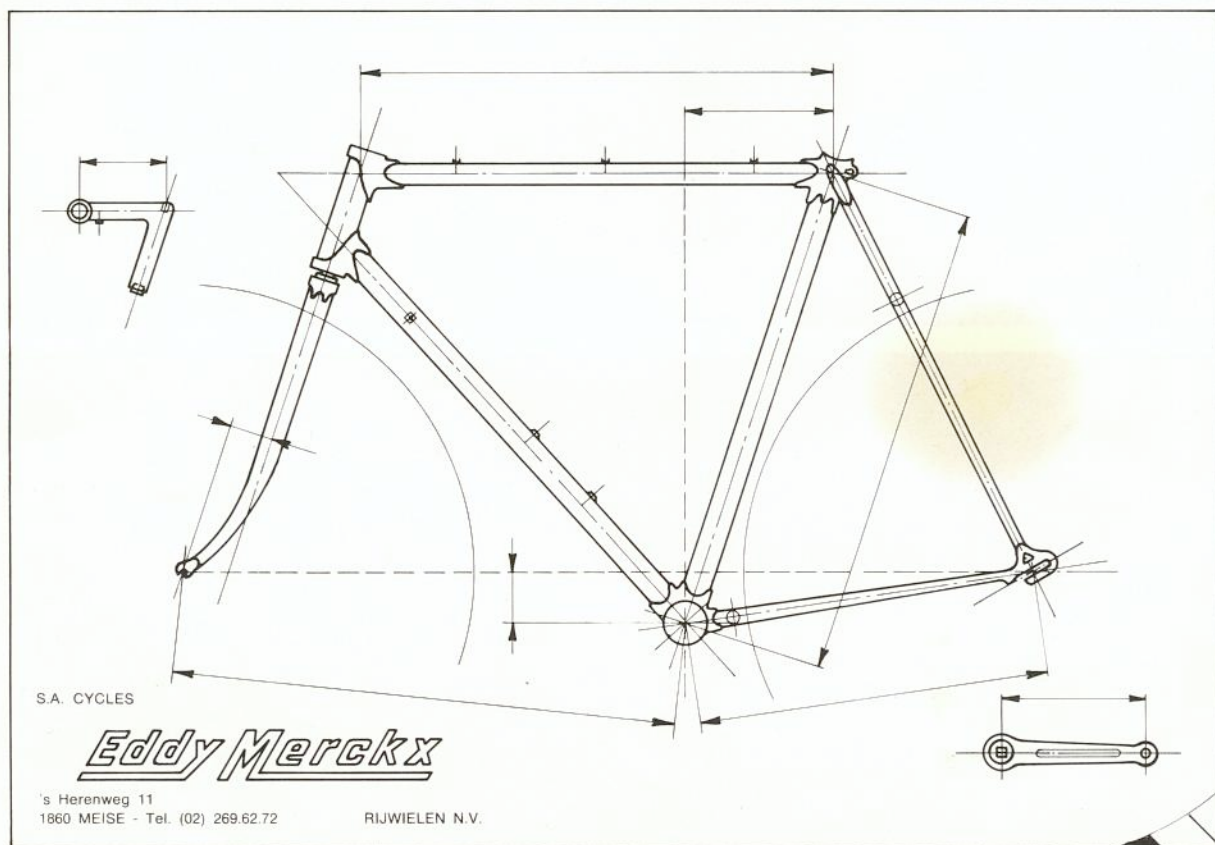


Mounting.





The frame is assembled by solder-free microfusion welding. This process assures exceptionally rigid joints and a bottom bracket shell with virtually unlimited life and stability.



Each cycle passes through every stage of production accompanied by a detailed measurements sheet, including choice of accessories,

prepared by yourself with the help and guidance of our technician. The result is a "made-to-measure" vehicle, not just a superb machine.

But a bicycle that in a very real sense reflects you and your individual personality.



The experience of Eddy Merckx: your guarantee of perfection.

Professional road model.



Professional track model.





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