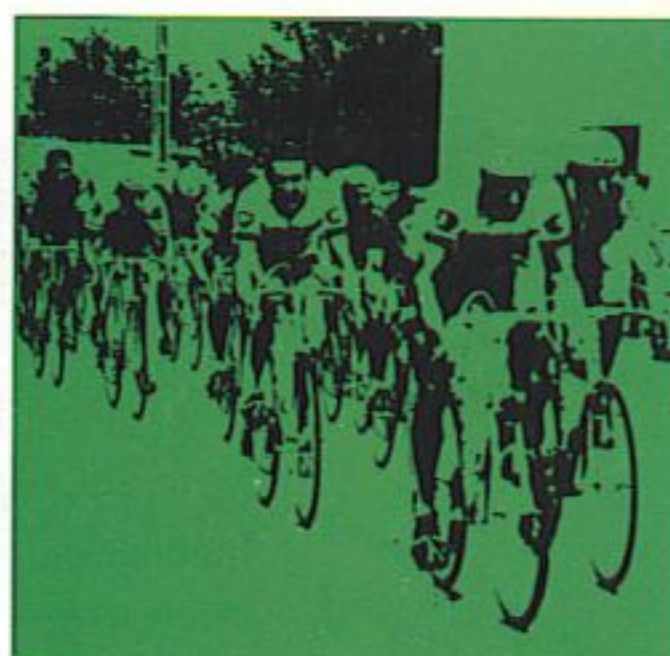
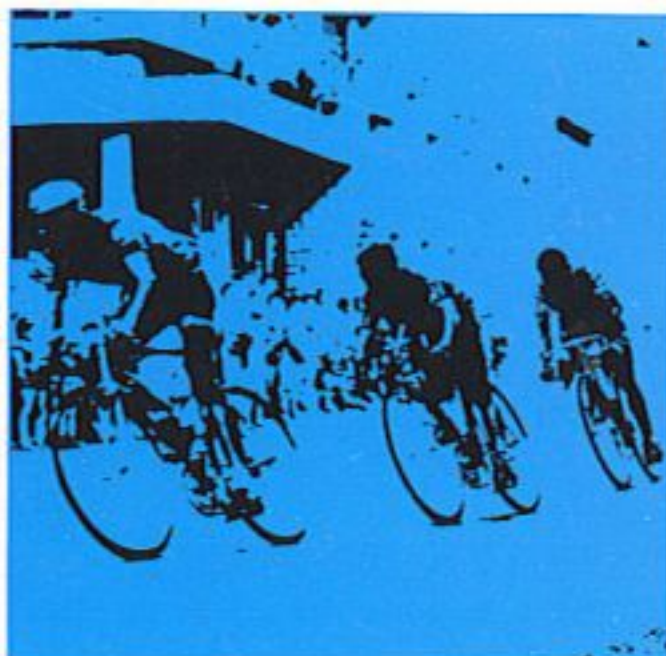
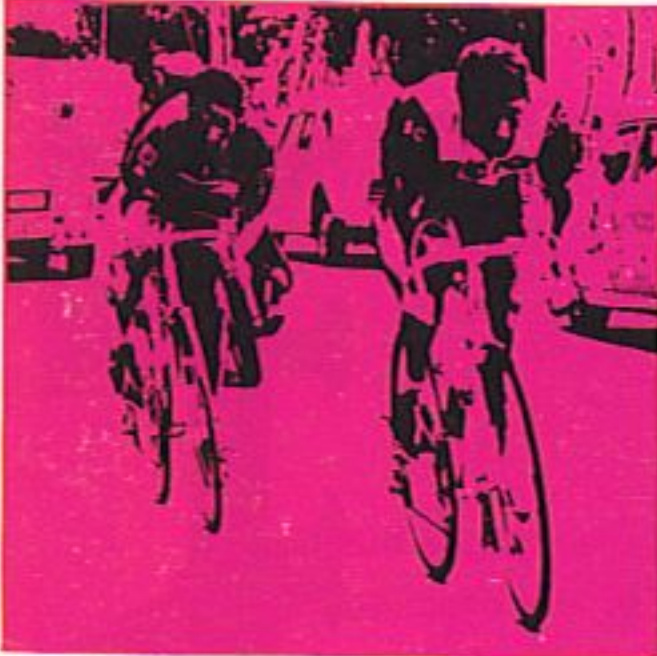


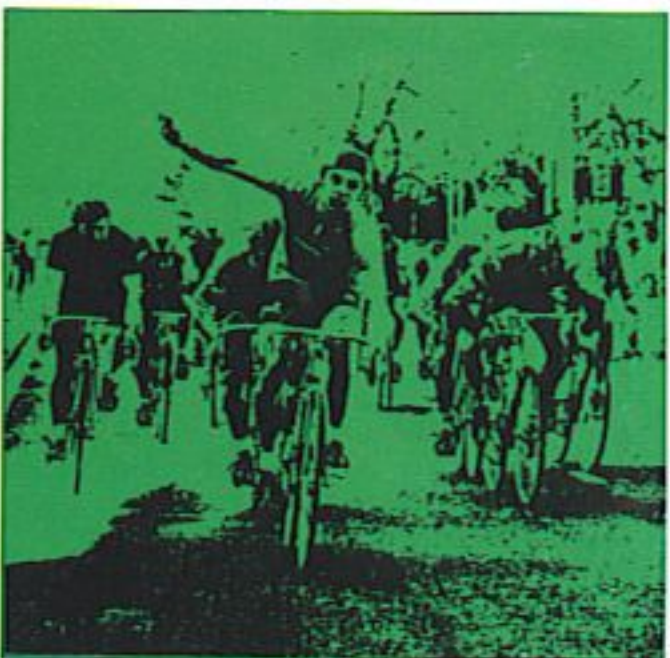
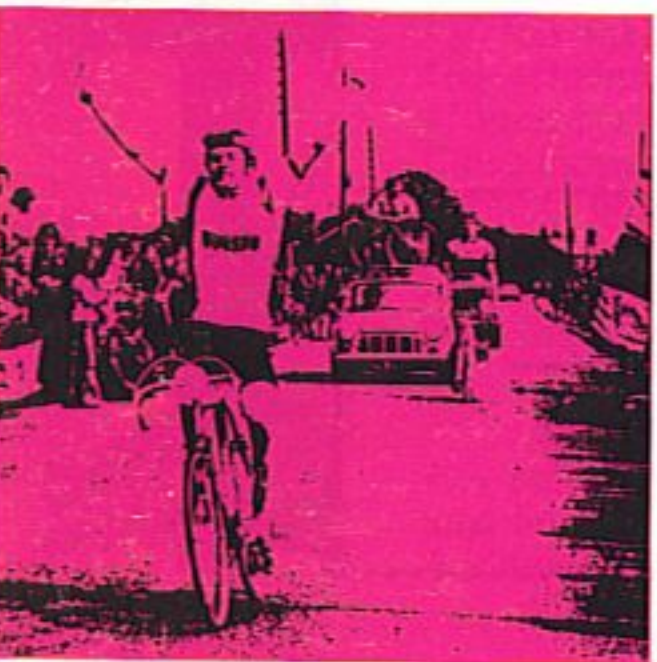
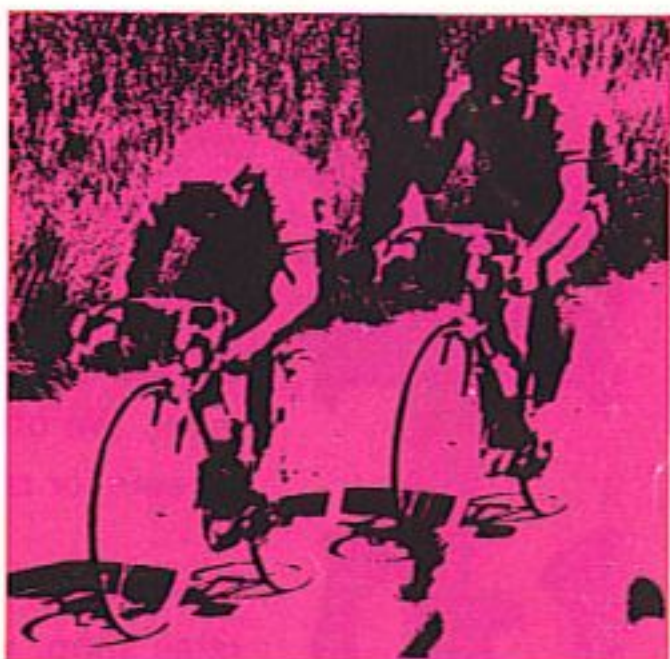


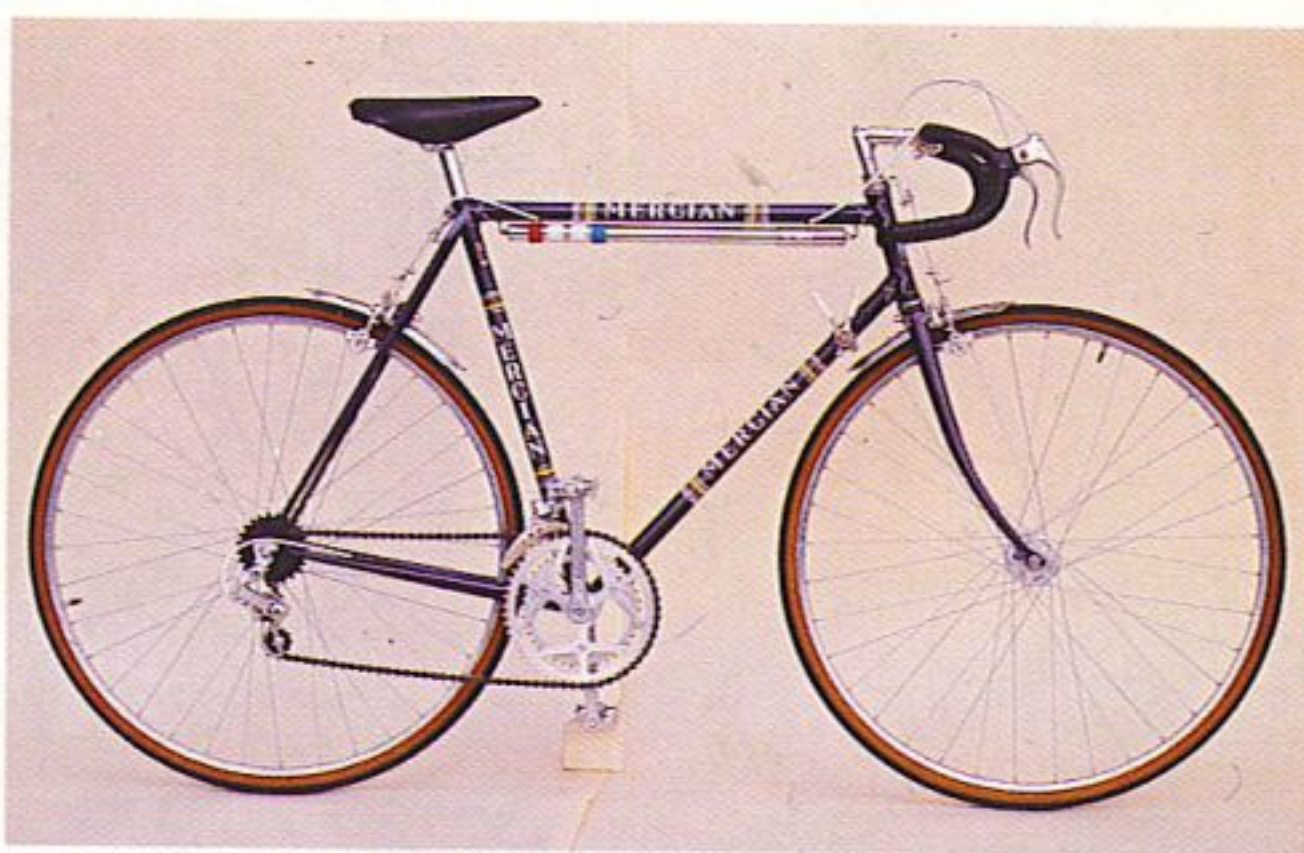
MERCIAN CYCLES LTD.

Showrooms: 28 STENSON ROAD, CAVENDISH, DERBY, DE3 7JB. TEL. 25851
Office & Works: PONTEFRACT STREET, ASCOT DRIVE, DERBY, DE2 8JD. TEL. 46786.



**Specialists in Handbuilt
Racing Frames where
Craftsmanship and
Quality Count**





Championissimo

A first class frame for the beginner, yet light enough to be used as a racing frame. The frame is handbuilt with the quality and precision of the dearer frames of the Mercian range, and is made throughout in Reynolds 531 double butted tubing. The fact that the model is built to our standard specification is the reason for its competitive price.

The Championissimo is also available as a complete cycle – as illustrated – fitted with Shimano gears and hubs, and Weinmann alloy centre pull brakes and rims. See separate leaflet for full specification and prices.

Standard Specification

Reynolds 531 Double Butted Tubing.

20" to 25" in half inch sizes.

72° head – 74° seat angles (20" to 21½")

73° head – 73° seat angles (22" to 25")

2½" fork rake.

10⅝" bottom bracket height.

17¼" chainstays.

Plain dropouts.

Brazed on gear eyes for 10 speed with a 'pip' on down tube for gear levers.

Brazed on brake eyes and pump pegs.

Clearance for high pressures and mudguards.

TDC 'Italia' head set and alloy seat pillar.

NO ALTERATIONS TO THE FRAME SPECIFICATION CAN BE ACCEPTED.

Finish

Any colour of your choice in enamel or polychromatic finish, lugs lined, and Mercian transfers. Chrome plating to order.

Flamboyant finishes and bands extra as price list.

CINELLI MERCE



A very special model for the connoisseur who wants highly intricate lug work. This model is equally suitable for racing or touring use, and is extremely popular with our American customers. This model has the Italian semi-sloping forged fork crown, or either the Cinelli full sloping fork crown to choice included in the model price. Also available in track version to order.

Road Model Specification

Reynolds '531' Double Butted Tubing.

Size to order.

73° head – 73° seat tube angles

10⁵/₈" bottom bracket height.

1⁵/₈" fork rake.

16³/₄" chainstays

8⁵/₈" wrapover seatstays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.

CINELLI MERCEAN



The popular road frame that has been perfected over past decades by international cyclists. Built with either Prugnat Italian lugs or Nervex Professional lugs to choice, the frame has a hand cut feature fork crown. The Italian semi-sloping crown, or Cinelli full sloping crown, is available as an optional extra, as is the allen key seat lug fitting, and superlight style seat stays butted onto the rear of the seat tube. Prugnat long point lugs with heart cutouts can be had on this model at an extra charge.

Specification

Reynolds '531' Double Butted Tubing
(Lighter Tubing available at extra cost).

Size to order.

73° head – 73° seat tube angles.

10¹/₂" bottom bracket height.

1¹/₂" fork rake.

16³/₄" chainstays.

1¹/₂" wrapover seat stays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.

Distinctive Mercian features
no other Frames can match.



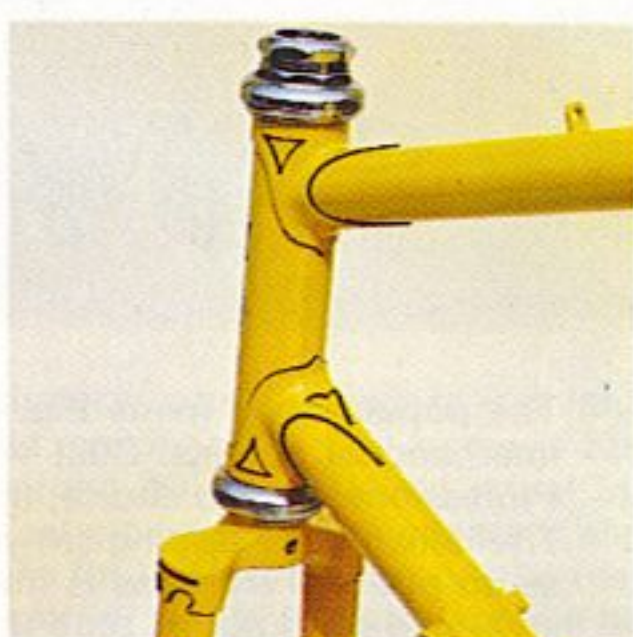
Hand cut Vincitore lugs and
Italian semi-sloping crown.



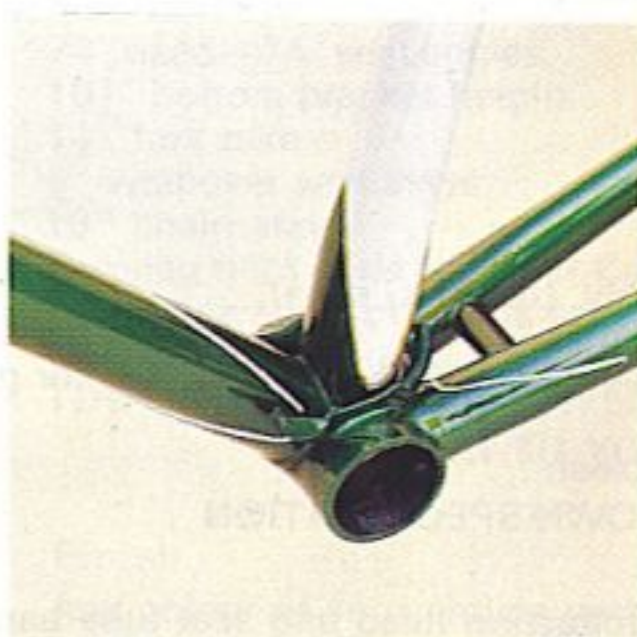
Hand cut Superlight lugs.



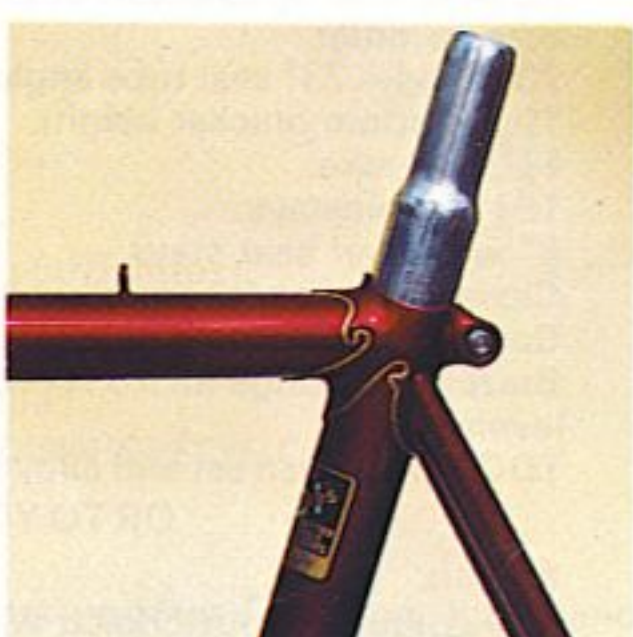
Nervex lugs and Hand cut
King of Mercia crown.



Heart-shaped cutouts—extra
on King of Mercia model.



Professional Bottom Bracket
shell.



Superlight style seat stays and
allen key bolt seat lug.

M
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MERCIAN



Miss Mercian

Our Ladies model can be built to your own personal requirements, or our standard specification. Built with fancy cut lugs, the frame has a hand cut fork crown.

Specification

Reynolds 531 double butted tubing.

Size to order.

72° x 72° angles.

10 $\frac{5}{8}$ " bottom bracket height.

2 $\frac{1}{8}$ " fork rake.

17 $\frac{1}{4}$ " chainstays.

Clearance for H.P. wheels and mudguards.

Campag or Shimano ends as available.

Brazed on stops for brakes and 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.



MERCIAN



An excellent all-rounder frame for general use and occasional racing. Built entirely from Reynolds 531 tubing and stays, the frame appeals to the rider who is not fussy about angles, and is content to leave these to our experience. In this way we are able to offer a model that appeals to the pocket of any cyclist.

Specification

Reynolds 531 Double Butted Tubing.

20" to 25" in half inch sizes.

72° head – 74° seat angles (20" to 21½")

73° head – 73° seat angles (22" to 25")

10½" bottom bracket height.

1⅞" fork rake.

1⅞" semi-wrapover seat stays.

17" chain-stays.

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

Close clearance for sprints and mudguards.

TDC 'Italia' head set and alloy seat pillar.

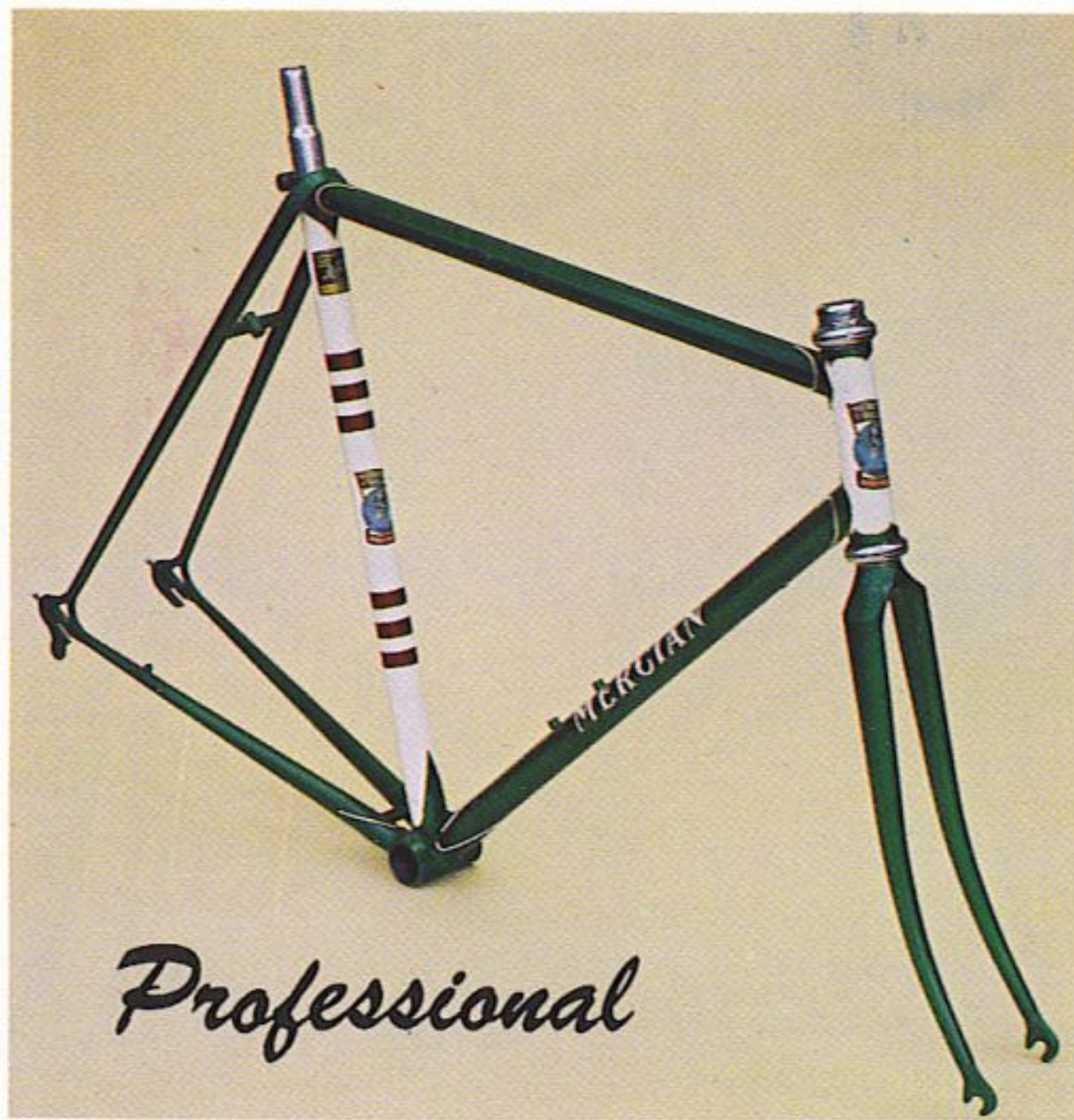
NO ALTERATIONS TO THE ABOVE SPECIFICATION CAN BE ACCEPTED.

Finish

Any colour to your choice with contrasting seat tube band, lugs lined, and Mercian transfers. Chrome plating to order.

Additional bands extra.

CINELLI MERCIAN



Professional

Introduced to the cycling public in 1968 after a year of professional successes, this model has gained an international reputation for its superb rigidity. The special feature of the Professional model is the reinforced bottom bracket shell, which has 3" spearpoints along the tubes and chainstays. These are steel welded onto the bottom bracket shell before the frame is built, which gives a very rigid frame. The frame is built with special hand filed Prugnat Italian lugs and a Cinelli crown is included. Also available in track version to order.

Road Model Specification

Reynolds 531 Double Butted Tubing.

Size to order

73° head – 73° seat tube angles

10³/₄" bottom bracket height.

1⁵/₈" fork rake.

16³/₄" chainstays.

1¹/₂" wrapover seat stays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear lever.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order. Additional bands extra.



Strada Speciale

A specially introduced road frame for the discerning rider who likes a frame to be lightened by drilling the lugs – but at the same time prefers some individuality that other frames lack. All the lugs, fork crown and underneath the bottom bracket shell are hand cut with a stylish clover leaf design – yet still retaining strength and rigidity. The model incorporates the popular superlight style seat stays butted onto the rear of the seat tube and also a semi-sloping fork crown. The weight of the frame and fork including head set is 6lb – 6½lb, according to size.

Specification

Reynolds 531 double butted tubing.

(Lighter tubing available at extra cost).

Size to order.

74° x 74° angles.

10⁵/₈" bottom bracket height.

1½" fork rake.

16½" chain stays.

Close clearance for sprint wheels only (no mudguard eyes).

Campag Super Record road ends.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order. Additional bands extra.





Designed for pure track racing, the Super Vigorelli is built to individual requirements, or to our recommended specification. The frame is built with Prugnat plain lugs and has a strong Milremo 2 plate round fork crown. The $\frac{5}{8}$ " seat stays have a full wrapover, and Campag track ends are used. The fork is drilled for a brake for occasional use on the road, but this can be omitted and an even closer wheel clearance can be had upon request.

Specification

Reynolds '531' Double Butted Tubing.

Size to order.

74° head – 74° seat angles.

10 $\frac{7}{8}$ " bottom bracket height.

1 $\frac{1}{4}$ " fork rake.

$\frac{29}{32}$ " wrapover seat stays.

16" chain stays.

Campag track ends (built for Campag track hubs).

Close clearance for sprints only (No M/G eyes).

Drilled for front brake.

TDC 'Italia' head set and alloy seat pillar.

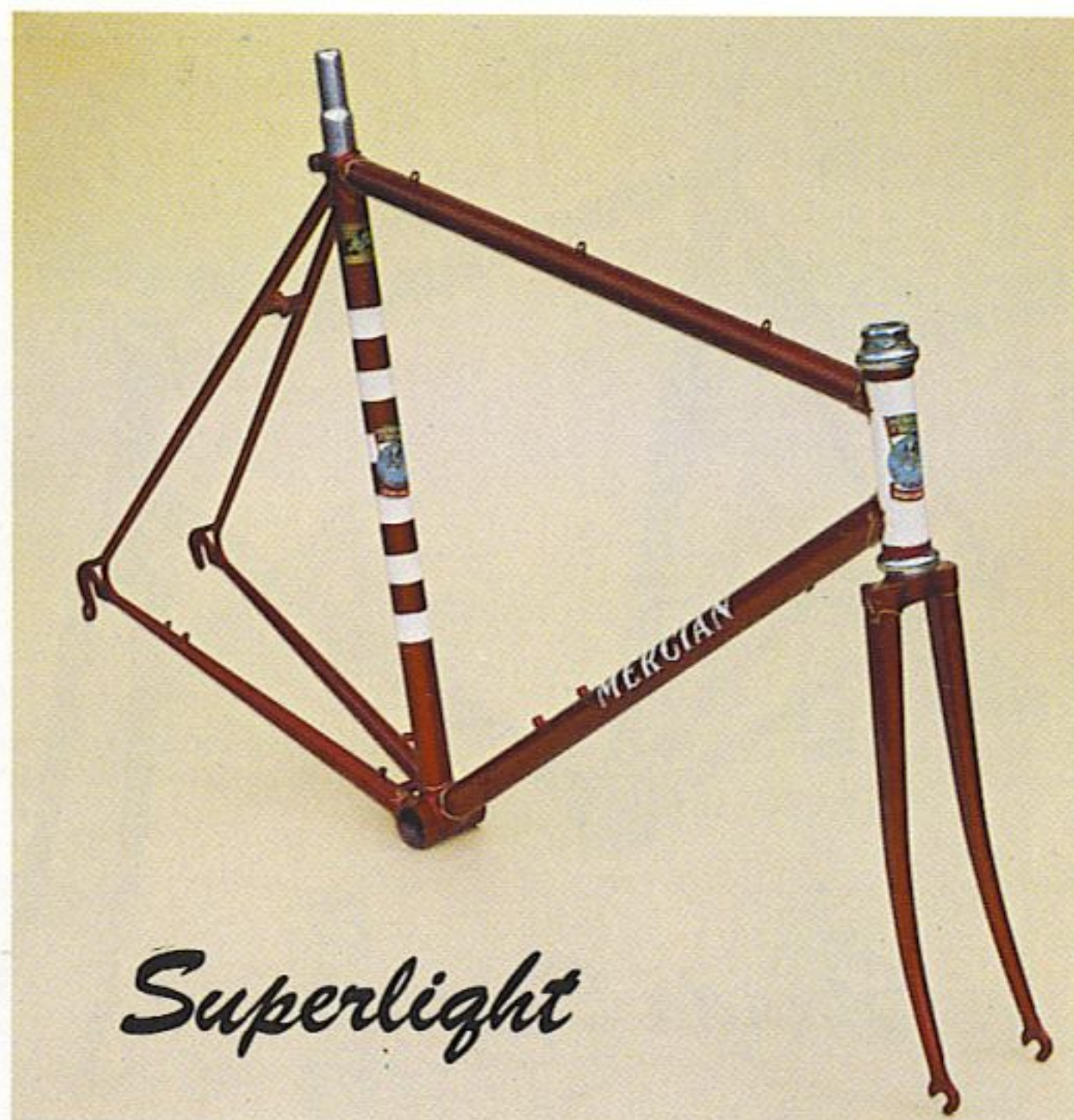
OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands

Lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.



A time triallist's dream with every unnecessary ounce cut away to provide the most responsive time trial frame available today. The frame is made with hand cut lugs of Mercian design and the seat stays are butted onto the rear of the seat tube. An allen key seat lug fitting is included in this model. Also available in track version to order. The weight of the frame and fork with head set is 6lb – 6½ lb, according to size.

Road Model Specification

Reynolds 531 Double Butted Tubing.
(Lighter tubing available at extra cost).

Size to order

74° head – 74° seat tube angles.

10⁵/₈" bottom bracket height.

1⁵/₈" fork rake.

16¹/₂" chainstays.

Close clearance for sprint wheels only (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear lever.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.
Additional bands extra.

CINELLI MERCEAN



A very special model for the connoisseur who wants highly intricate lug work. This model is equally suitable for racing or touring use, and is extremely popular with our American customers. This model has the Italian semi-sloping forged fork crown, or either the Cinelli full sloping fork crown to choice included in the model price. Also available in track version to order.

Road Model Specification

Reynolds '531' Double Butted Tubing.

Size to order.

73° head – 73° seat tube angles

10 $\frac{5}{8}$ " bottom bracket height.

1 $\frac{5}{8}$ " fork rake.

16 $\frac{3}{4}$ " chainstays

$\frac{5}{8}$ " wrapover seatstays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.