



**custom-
designed
bicycles by
master frame
builder
mario confente**

faccsimile

Master frame builder Mario Confente n



Now producing custom designed bicycles

Mario Confente has gained international recognition as the master frame builder with the Masi Bicycle Company in Italy and, more recently, in the United States. He is now designing and manufacturing custom bicycles under his own name.

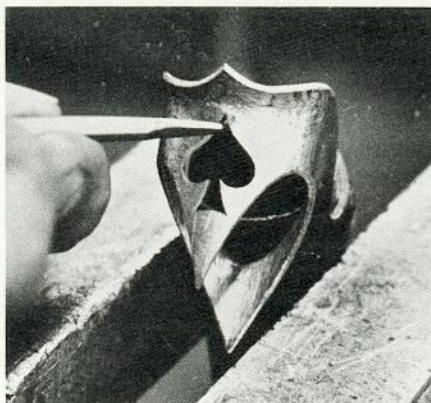
A Division of Rexart Cyclery of Jersey City, N.J., the Confente bicycle operation is housed in a new, specially designed plant in Los Angeles. Made-to-order road and track bicycles are produced in the plant.

Confente is believed to have produced more professional bicycles than any frame builder in the

United States. After serving an apprenticeship with Bianchi, a widely known bicycle company in Italy, he joined Masi. Here his skills matured to the point that he became known as the craftsman of champions. During a seven-year period when he was master frame builder for Masi in Italy, he produced about 1,700 bicycles. Many of them were ridden by winners of national and international races including such events as the Tour de France.

In 1972, Confente came to the United States with Faliero Masi to establish Masi-U.S.A., a new facility in Carlsbad, California. During the three years he served as master frame builder for Masi-U.S.A., he supervised production of more than 2,200 bicycles.

As his fame as an expert frame builder grew among experienced racers in the U.S., he was frequently asked to design custom-order bicycles. Responding to that demand, Confente joined in an enterprise with Rexart Cyclery in 1976.



Within a few short months, nationally known U.S. racers such as Jerry Ash, Skip Cutting and Xavier Miranda began riding Confente machines.

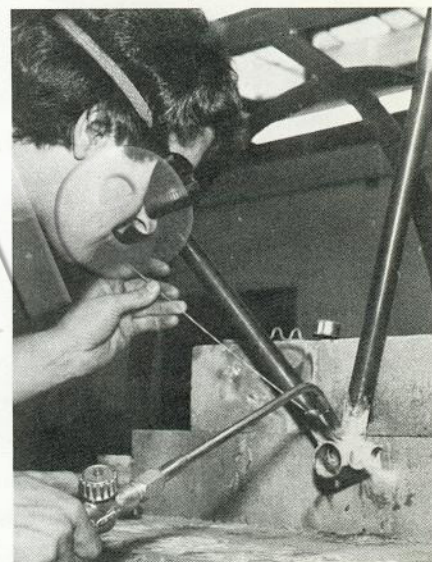
Confente has developed a number of technological innovations for his new plant. Among the equipment he has designed for the plant are specially fit and case-hardened steel jigs to assemble and join both road and track frames. Used to hold the frame angles and tube lengths to exceptionally close tolerances, the jigs assure production exactly according to the designated geometry of each frame. This results in frames that can be said to have excellent geometry.

Simply stated, excellent geometry in a custom frame means not only that the frame is absolutely straight, that the tubes, stays and fork achieve exactly the desired angles; but that such lengths and angles are those required for the specific rider for whom the bicycle is custom-designed.



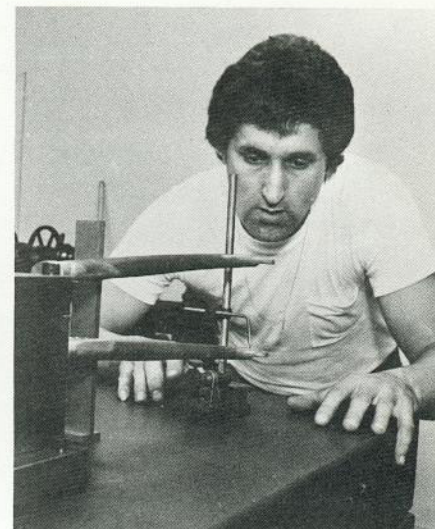
After a frame configuration has been determined, the first step in manufacturing is to cut the tubing to desired size. These tubes are then fit to specially designed investment cast lugs, bottom bracket and crown before being shaped to the desired angles.

Special attention is given to joining the tubes, stays and lugs. Confente has developed a particularly precise method of brazing to insure that all components are joined with no pin holes or voids that could lead to possible failure under extremely demanding service.



The key to the Confente brazing technique is using a temperature that is just below the melting point of the steel in order not to damage, distort or crystallize the tubing by subjecting its molecular structure to too much heat, thus weakening the metal.

A pure brass brazing technique is used rather than a brazing alloy since this procedure results in the strongest joints—another critically important characteristic of high quality frame building. A special flux, developed by Confente to insure proper wetting (brazing) of all joints, is used.

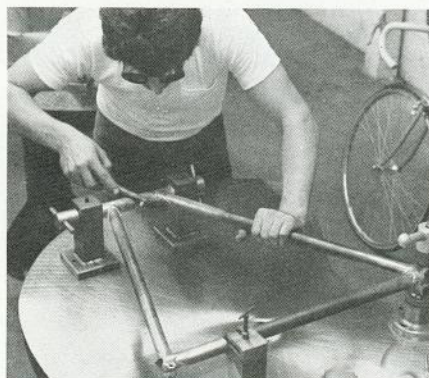


After the frame is assembled, sandblasted and carefully inspected, it receives a pre-painting acid bath. This operation removes all impurities and oxides from the surface of the steel. In addition, the acid bath insures that all flux is removed from the joints. The latter precaution is essential since any flux remaining would eventually permit a corrosive action to take place.

The acid bath is followed by an oven drying procedure. Then two baked-on coats of primer are applied. This step is followed by two applications of primary color, both of which are also thermal cured. The decals are then applied and, as a final step, the frame is given two coats of clear finishing lacquer.

Confente uses a special acrylic paint because it provides a much harder surface than epoxy or urethane-based paints that do not stand up under the demanding service conditions of racing without wearing, chipping or corroding.

Just prior to the painting operation, the front and rear drop-outs and fork crown are sometimes plated with a tri-metal combination of copper, nickel and chrome to prevent rusting. These parts are masked during painting operations.



Only the finest components are used for Confente bicycles—Fully Campagnolo equipped; Cinelli handlebars, stem and saddle; Clement silk tires; Regina freewheel and chain; and, of course, either Reynolds or Columbus tubing.

Confente frames are produced in all types of Columbus and Reynolds tubing. Because each bicycle is individually fabricated, it is possible to mix Columbus and Reynolds main tubes and stays according to customer preferences.

For customers who are unable to come to the Los Angeles plant, Confente has developed a special skeletal form of the human body. Its use insures that the frame size and all other design parameters conform exactly to the customer's height, leg length, arm extension, waist attitude in the down position, length from seat post to stem and all other critical variables involved in custom frame design.



Suggested retail prices for the Custom

ROAD Bicycle by CONFENTE:

Confente Pro Strada

Frame and fork (Campagnolo dropout and Columbus SP tubing)	\$445.00
Campagnolo Headset installed	add \$20.00
Campagnolo Seat Post (27.2)	add 20.00
Campagnolo Bottom Bracket installed	add 40.00

This includes (if requested) brazed-on:

1. Down tube shift lever bosses
2. Down tube water bottle fixtures
3. Rear stay derailleur cable stop
4. Bottom bracket front and rear derailleur tunnels
5. Top tube brake cable guides

Confente Pro Strada frame and fork fully equipped as follows:

Handlebars	Cinelli #64 aluminum alloy-taped
Stem (7 to 14 cm)	Cinelli Model 1/A with recessed expander bolt
Saddle	Cinelli #2 (suede), #3 (buffalo), or #4 (smooth)
Pedals	Campagnolo Strada
Front derailleur	Campagnolo Record
Rear derailleur	Campagnolo Nuovo Record
Brakes	Campagnolo Nuovo Record—Short Reach
Bottom Bracket	Campagnolo Nuovo Record
Cranks (170, 175, or 180mm)	Campagnolo Nuovo Record
Chainwheels (42/52 or to choice)	Campagnolo Nuovo Record
Freewheel (14-24)	Regina Oro
Hubs (36° hole)	Campagnolo Low Flange Record
Rims	Nisi, Mavic or Martano
Spokes	Berg-Union chromed double butted
Tires	Clement Silk
Toe Clips	Christophe
Straps	Christophe or Binda
Water Bottle Cage	T/A
Water Bottle	Confente
Pump	Silca contour with Campagnolo head
Seat Post	Campagnolo Nuovo Record
Headset	Campagnolo Nuovo Record
Chain	Regina Oro
Complete	\$955.00

Color and size to selection.

Options available:

Chrome	add \$100.00
Jasik sealed bearing headset	add 25.00
Seat Post cut, fluted, and painted	add 10.00
Phil Wood hubs	add 10.00
Phil Wood bottom bracket	add 25.00
Personalized stem	add 10.00
Campagnolo Super Record	add 300.00
Columbus SL tubing	add 25.00
Cinelli "Record" stem (from 10 to 14 cm)	add 10.00

It must be borne in mind that these prices reflect the purchase of a *custom built* bicycle. Specifications such as bottom bracket height, frame angles, length of tubes and stays, fork rake and wheelbase will be decided upon after consultation.

Suggested retail prices for the Custom

TRACK Bicycle by CONFENTE:

Confente Pro Pista

Frame and Fork (Campagnolo dropouts and Columbus PS tubing)	\$400.00
Campagnolo Headset installed	add \$20.00
Campagnolo Seatpost (27.2)	add 20.00
Campagnolo Bottom Bracket installed	add 40.00

This includes (if requested):

1. Drilled fork (for front brake)
2. Down tube water bottle fixtures
3. Columbus PL tubing

Confente Pro Pista frame and fork fully equipped as follows:

Headset	Campagnolo Nuovo Record
Bottom Bracket	Campagnolo Nuovo Record
Seat Post (narrow cradle)	Campagnolo Nuovo Record
Saddle (narrow cradle)	Cinelli unpadded
Handlebars	Cinelli #65 alloy—taped
Stem	Cinelli (type & length to specification)
Cranks (165mm)	Campagnolo (170 & 175mm also available)
Chainwheel (48 teeth)	Campagnolo (44, 45, 46, 47, 49, 50 & 52 teeth also available)
Pedals	Campagnolo Pista-Black
Chain	Regina Oro
Sprocket (12, 13, 14, 15, 16 teeth) ..	Campagnolo
Rims	Mavic 300 gram
Spokes	Berg-Union chromed double butted
Toe Clips	Christople
Straps	Christople or Binda
Hubs (36 hole)	Campagnolo
Tires	Clement Silk No. 3
Complete	\$805.00

Color and size to selection.

Options available:

Front brake (short reach)—Campagnolo	add \$40.00
Seat Post cut, fluted & painted	add 10.00
Phil Wood Hubs	add 12.50
Phil Wood bottom bracket	add 25.00
Personalized stem	add 10.00
Campagnolo Super Record	add 200.00
Chrome	add 100.00

It must be borne in mind that these prices reflect the purchase of a *custom built* bicycle. Specifications such as bottom bracket height, frame angles, length of tubes and stays, fork rake and wheelbase will be decided upon after consultation.



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