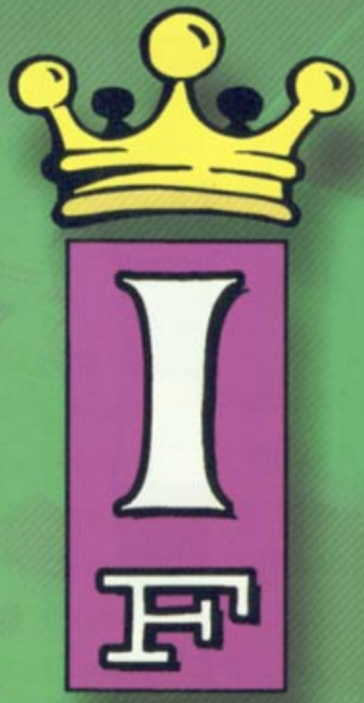
ONCE YOU RIDE ONE,

INDEPENDENT FABRICATION



YOU'LL KNOW.

TO RIDE IS TO LIVE.

Fortunately, bicycles have been around for a long time. Most of us can't remember when bicycles weren't a part of our lives. On the other hand, most people do remember the very first time they balanced on two wheels. There's nothing like that feeling. The magic that takes over, that turns clumsy people into acrobats, is the force behind the creation of **Independent Fabrication**.

Like our approach to building bikes, our company is old, yet new. The corporation was formed in 1995, but the people that make up **Independent Fabrication** have been making bike frames since 1989. The difference now is that we all own part of the company. It's called pride of ownership, and it makes you feel and work differently. You care not just about the quality of the product, but about all aspects of the business: customer satisfaction, dealer and sales staff training, and even the relationships with your neighbors to name a few.



We really care about everything that goes into our bikes, from the initial design stages all the way through the many happy years of service we hope each bike will provide. We want our bikes to get ridden, so that more people can feel what we feel. Come on and ride one, then you'll understand the difference our commitment makes in the way our bikes ride.

As far as materials go, we again defer to history. There's a reason that so many bikes have been made from steel and steel alloys in the past: it works – very well in fact. **IF** chooses Reynolds 853 tubing, because we feel it is the best available. In addition, we seal the inside of the seat tube with J.P. Weigle's Frame Saver™ to ensure that your bike stays in top form.

Since there are so many seemingly similar steel bikes out there, we strive to differentiate our bikes through quality. We take extra care in every aspect of manufacturing, controlling the whole process in house. We do it all with the same expert care and attention: tool and fixture-making, welding, alignment, brazing, finish work, priming and painting. If it comes from **Independent Fabrication**, you can rest assured that one of us did it.

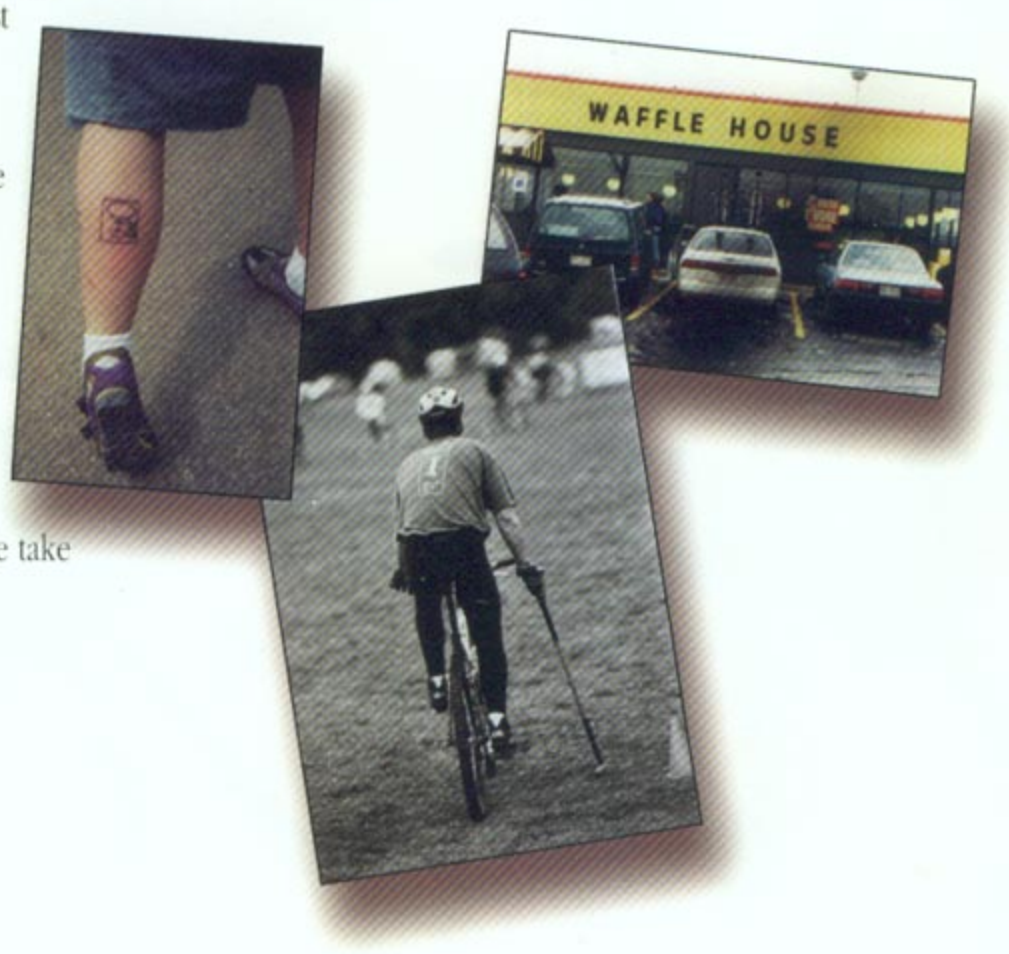


Visually, the first things most people notice about our bikes are the incredible paint jobs. We offer an unbelievable number of "custom" paint options at no extra charge, and we can even apply whatever sick and twisted paint scheme you can come up with. Consider your bike a blank canvas.

Even underneath our pristine paint, our attention to detail is meticulous. Get out the magnifying glass and take a real close look at our welds and brazing – compare that to any other bike (and we mean ANY bike), and we're pretty sure we'll come out on top.

But in the end, it all comes down to you and your bike. Like a good dog, a bike that feels right can be your best friend – a devoted companion that can enrich your life on a daily basis. Our goal is to build that kind of bike. If you're looking for a bike you can live with year after year, maybe you should look at one of ours. If you're not sure which model is best for you, just give us a call. Whichever company owner answers the phone will be glad to help.







SOMERVILLE MA 02143 USA

WEAR WHAT YOU RIDE.

IFWEAR

We haven't gone nuts with clothing (a.k.a. "schwag") yet, but since there's so much demand for apparel that keeps up with the hipness of our bikes, here's what we've got:

T-SHIRTS

They're simple, but still unbelievably popular. We probably sell lots of shirts because not everyone can afford one of our bikes.



The Original

Featuring our head tube badge on the back and our down tube logo on the front.
Colors: black, purple, forest



Race Puppy

Our latest sticker evolved into one of our most favorite logos ever. The Race Puppy appears on the front with the down tube logo on the back.
Overdyed colors: sage, pumpkin, raspberry, spruce

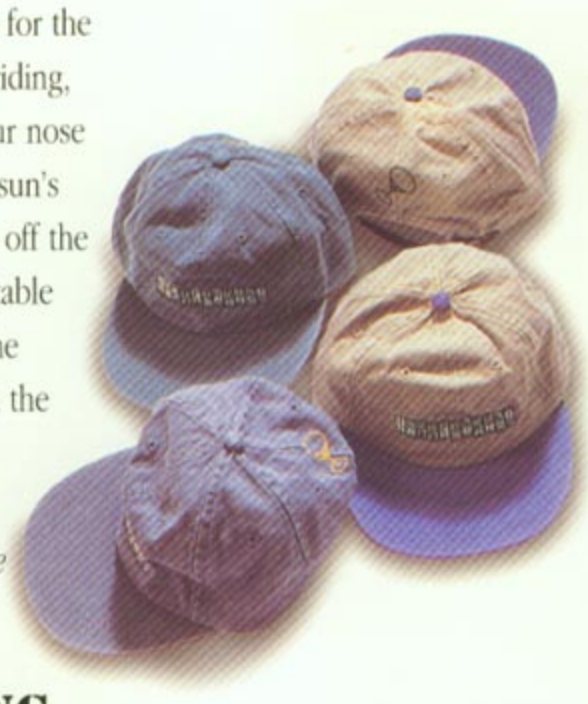


Martini

Although we don't encourage drinking and riding, we want to make it clear that we're certainly a good time company. We throw the occasional party, which our now signature martini logo represents. This shirt is pocketed, and shows the martini on the pocket in front and the Somerville castle on the back.
Pigment dyed colors: charcoal, mocha, brick

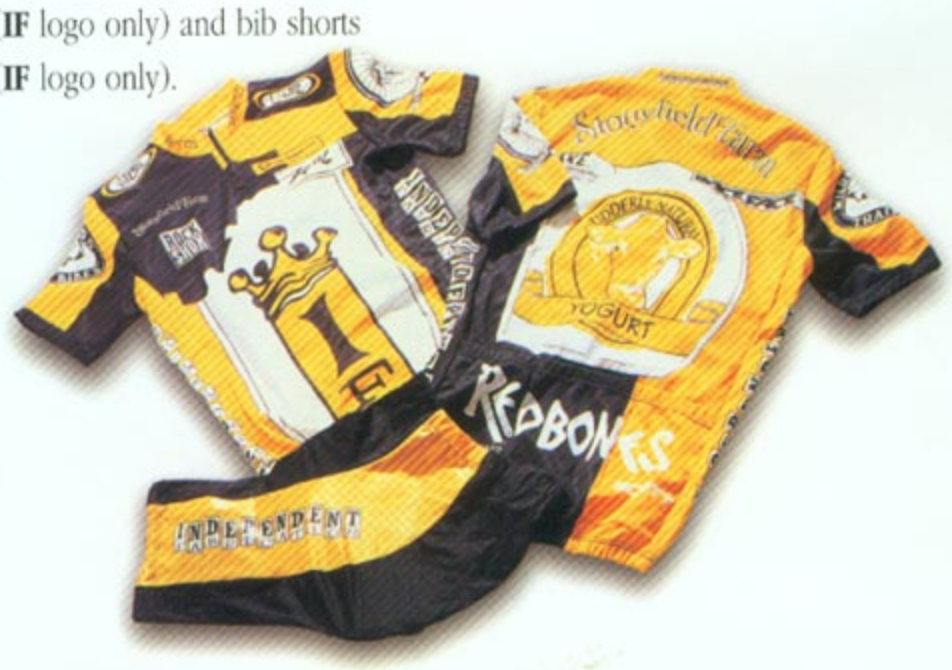
CAPS

Although there's no substitute for the protection of a helmet while riding, a baseball cap helps keep your nose and scalp protected from the sun's harmful UV rays when you're off the bike. Our comfortable, adjustable cap displays the **IF** logo on the front and our martini glass on the back.
Overdyed colors: khaki/navy, khaki/purple, charcoal, spruce



TEAM CLOTHING

The **IF** team is the one that rides the bikes painted like cows. In 1996, we enjoyed a co-sponsorship with Stonyfield Farm Yogurt, hence the Holstein paint jobs. Our team clothing is equally flashy, and it proudly displays all of our 1996 sponsors: Redbones Barbecue, Synchros, Scott, Real Products, WTB, Chris King, Lake Cycling Shoes, Rockshox, GripShift™, Vitesse clothing, Race Face and, of course, Stonyfield Farm. Our offerings include: short-sleeved 8" zippered jersey, short-sleeved full length separating zipper jersey, shorts (**IF** logo only) and bib shorts (**IF** logo only).



STICKERS

IF has become known as the cool sticker company. Really. It's not just our opinion. Some of the older ones are hard to find, but we dare you to try and collect them all. If you are a collector, the current set includes: Devine, Satan on a chopper, rat fink, the martini, the van (sticker and fridge magnet), busses (boredom and nowhere), the long **Independent Fabrication** fridge magnet, race puppy, the 45 degree man, and the naked guy (X-rated). If you have them all, you probably now need a frame to put them on.



RIDE ONE & YOU'LL KNOW.

IF YOU HAVEN'T RIDDEN ONE, YOU WOULDN'T UNDERSTAND.

SPECIAL

Not all riders fit the long top tube framesets that prevail at bike shops these days. Although a shorter stem and forward saddle position can improve bike fit for longer legged riders, a properly sized frame is the real answer. The **Special** was designed primarily with women in mind, many of whom have longer legs in proportion to their overall height, and some of whom simply prefer a more upright riding position. The **Special** has a shorter top tube, and is offered in smaller sizes than the **Deluxe.** Basically, if there's not a **Deluxe** that fits you, there's probably a **Special** that can become your favorite ride.

Sizes (center to center): 10", 12", 14.5", 15.5", 17"
Custom sizing also available.

Roadster

If you're like us at **Independent Fabrication**, bikes are a passion. Around town, some of the coolest bikes we see and ride are single speed "cruisers," painted in basic colors with pinstripes and fake gas tanks. Out of the passion that we at **IF** share for all things retro comes the **Roadster**. With Shimano's internal 4-speed Nexus™ hub, a single front chainring, and a stylin' flames paint job, the Roadsetr will tote and float you around town in style.

Size: 17"

PLANET X

Europeans have been nuts about 'cross racing since way before anyone ever heard of NORBA. Here in the States, we are just beginning to notice the sport of cyclocross, as more and more mountain bike racers are using 'cross racing to bridge the fitness gap between seasons. Although some racers use mountain bikes in cyclocross races (depending on course conditions), a full on 'cross bike is still the best choice most of the time. Aside from being lighter than an equivalent mountain bike, the more road oriented frame, drop bars, 700c wheels and mountain bike style brakes are just what the doctor ordered on any Euro style course.

Sizes (center to center): 48cm, 52cm, 54cm, 56cm, 58cm
Custom sizing also available.

Crown Jewel

High performance steel alloy road bikes have a long and glorious history. In competition, steel alloy bikes are the big historical winners. This is because steel is the best represented of all available frame materials. Because we've learned from history, we introduce the **Crown Jewel**, a TIG welded high performance road bike that features a short wheel base for quick handling and a relatively slack seat tube angle for long range comfort. The **Crown Jewel** is suitable for racing or just plain having fun on the road.

Sizes (center to center): 48cm, 50cm, 52cm, 53cm, 54cm, 55cm, 56cm, 57cm, 58cm, 60cm, 62cm
Custom sizing also available.

deluxe

Although many cyclists have more than one bicycle in their collections, there is usually one that gets the most use and is reached for first. The **Deluxe** is the bike we reach for most often because it performs reliably in all situations. Whether the terrain is extreme New England singletrack or a long California fire road climb, the **Deluxe** is a first rate performer. From off the bike, the view is equally exciting. **Independent Fabrication**'s production quality exceeds the highest bike industry standards, and our paint jobs have been universally praised. We put our hearts into our production bikes: when you ride one, you can tell.

Sizes (center to center): 14.5", 15.5", 17", 18", 19", 20.5"
Custom sizing also available.

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