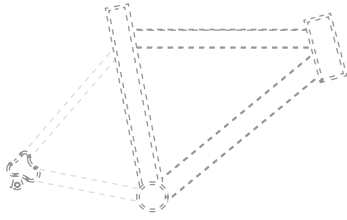


2011

GURU ***cycleworks***

Choose *your* own adventure

GURU

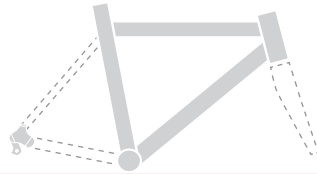


Start your adventure by choosing between classic steel or light weight titanium.

Choose your tubeset

STEP 1

p.2

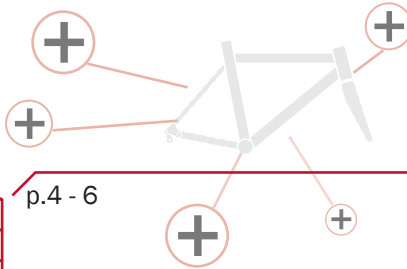


Customize your choice by selecting what terrain and riding style suites you best.

Choose your riding style

STEP 2

p.3



Fine tune every last detail of your bike with a multitude of features and options.

Choose your features

STEP 3

p.4 - 6



Stylize your bike with the look you want.

Choose your paint

STEP 4

p.7 - 10



Add the final signoff to your creation.

Personalize

STEP 5

p.11

Summary page

p.12



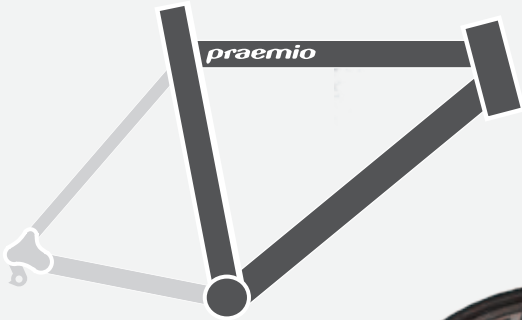
Total up and keep track of all the things that make your bike as individual as you.

Step 1. Choose your tubeset

Titanium

Praemio

starting at: \$3,500



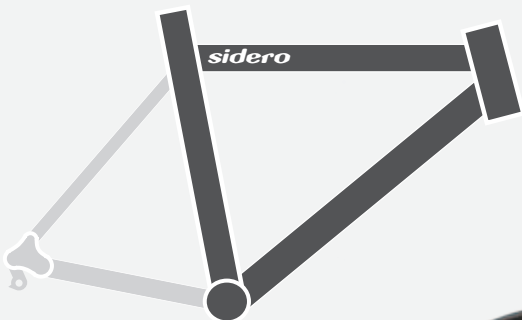
Titanium is the ultimate strength to weight metal. It's fatigue resistant and will last forever. All day ride quality, supple and will never let you down. Guru selects tube diameters based on your riding requirements. Guru uses only the finest 3 Al-2.5 V Titanium tubing.



Steel

Sidero

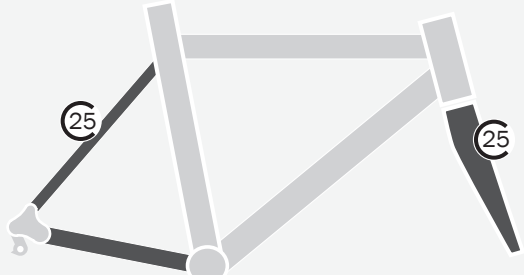


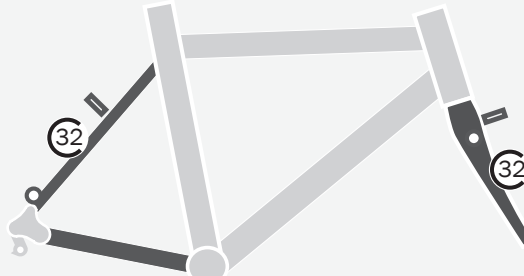
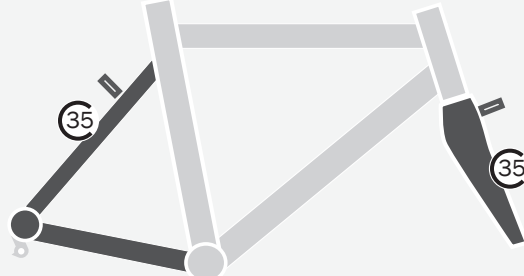

starting at: \$2,000



There is something romantic about a traditional steel frame. An indescribable quality that still eludes composite materials. Steel has the legendary ride quality of Titanium, with a minimal weight penalty at half the price. Guru uses only superior grade Columbus Spirit steel tubing. Guru selects tube diameters based on your riding requirements.

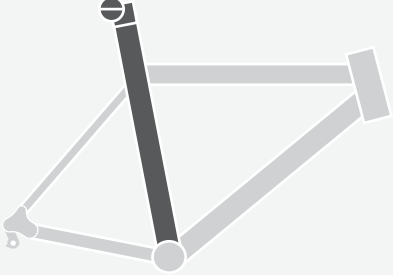


Step 2. Choose your riding style

| | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Road  Includes: Rear end, High performance monocoque fork | Titanium: \$ 3,500 Steel: \$ 2,000 <p>The frame in the Road configuration comes with a stock high-performance monocoque fork, a performance optimized tubeset for the rear-end and Guru's own G-Unit™ dropouts.</p> | <input type="checkbox"/> \$ 525  Upgrade to an Enve 1.0 fork |
| <input type="checkbox"/> Rough Road  | Titanium: \$ 3,500 Steel: \$ 2,000 <p>The same great performance as our road configuration, but with the clearance for 28c tires for ultimate endurance roads and terrain. Includes a robust fork and the capability to use an extra reach brake.</p> | |
| <input type="checkbox"/> Touring  Includes: Rear end with cantilever and rack eyelets , steel touring fork | Titanium: \$ 3,800 Steel: \$ 2,200 <p>The freedom to travel the globe is what defines a touring bike. From the option to carry bags, its steel fork or its ability to never let you down – the Guru Touring is your companion on your adventure of a lifetime! Includes maximum clearance for large tires, bigger and stronger seatstays and chainstays to accommodate additional weight from baggage.</p> | |
| <input type="checkbox"/> Cyclo-cross  Includes: CX Rear end with cantilever and dsic mount , CX carbon fork | Titanium: \$ 3,650 Steel: \$ 2,100 <p>Guru gets dirty... Accelerate fast, corner hard, take on any terrain and hold on for the ride of your life! Clearance for bigger tires, a stronger rear-end, a cyclo-cross fork and a shoulder friendly frame round out the cyclo-cross package.</p> | <input type="checkbox"/> \$ tbd  Upgrade to an Enve 2.0 CX fork |

All prices shown at retail cost in \$US

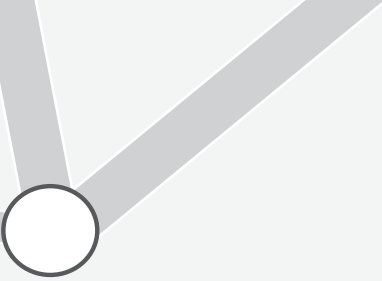
Step 3. Choose your features



integrated mast

A stiffer frame and a lighter bike are the two hallmarks of a specifically engineered integrated seatmast. You'll be connected to the road, but at the same time not fatigued by it.

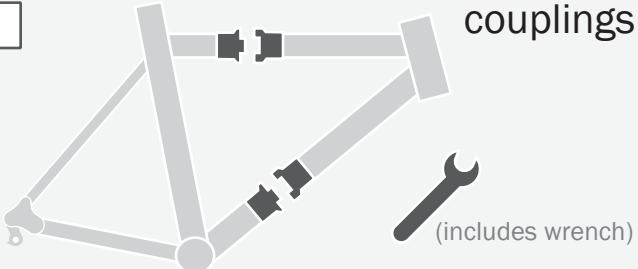
| | |
|-----------|--------|
| Titanium: | \$ 350 |
| Steel: | \$ 250 |



BB30 shell

Bigger, beefier and stiffer! The BB30 bottom bracket system offers ultimate performance with longer bearing life.

| | |
|-----------|--------|
| Titanium: | \$ 300 |
| Steel: | \$ 200 |

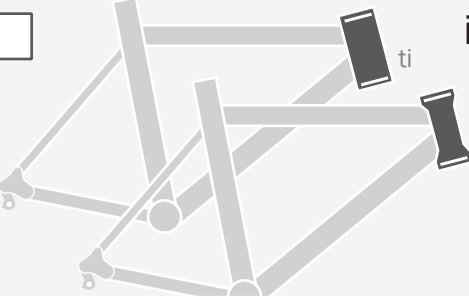


(includes wrench)

couplings

Have bike - will travel! S&S couplers allow you to split the frame and pack your bike in a box that is air travel friendly.

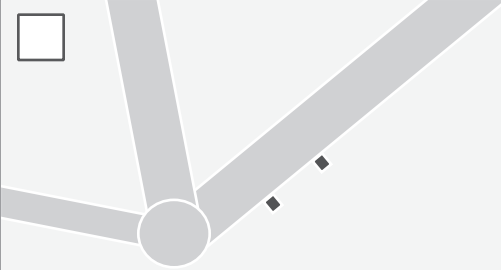
| | |
|-----------|----------|
| Titanium: | \$ 1,500 |
| Steel: | \$ 1,200 |



integrated headtube

Looking for a seamless integration of fork and headtube? Look no further! Guru offers an upgrade to an integrated headtube and integrated headset.

| | |
|-----------|--------|
| Titanium: | \$ 200 |
| Steel: | \$ 75 |



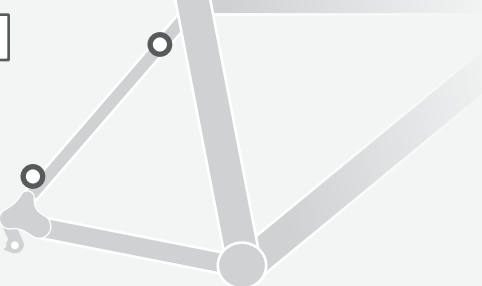
3rd H2O mount

Going the distance? For those extra long rides, add a third mount and the ability to carry up to three bottles of water.

| | |
|-----------|-------|
| Titanium: | \$ 55 |
| Steel: | \$ 55 |

All prices shown at retail cost in \$US

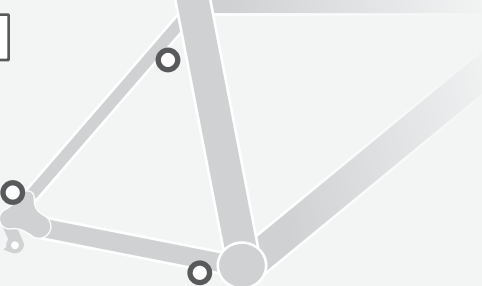
Step 3. Choose your features (continued)

 **rack eyelets**

These eyelets will allow you to mount a panier rack and baggage to the rear-end of your frame.

| | |
|-----------|--------|
| Titanium: | \$ 150 |
| Steel: | \$ 100 |

**Included with touring bike selection*

 **fender mounts**

Do you ride 365 days a year? Rain or shine? These mounts will allow to install a rear-fender.


| | |
|-----------|--------|
| Titanium: | \$ 150 |
| Steel: | \$ 100 |

 **cantilever mount**

Increased braking power over traditional road brakes and the ability to run larger/wider tires.

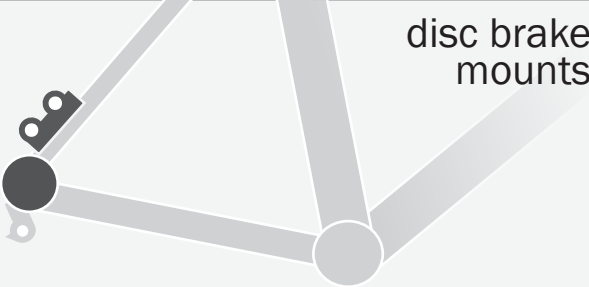
| | |
|-----------|--------|
| Titanium: | \$ 150 |
| Steel: | \$ 100 |

**Included with touring and CX bike selection*

 **V-brake mount**

The ability to run V-brakes to get the ultimate in stopping power before resorting to disc brakes.

| | |
|-----------|--------|
| Titanium: | \$ 150 |
| Steel: | \$ 100 |

 **disc brake mounts**


The ultimate in stopping power bar none.

| | |
|-----------|--------|
| Titanium: | \$ 350 |
| Steel: | \$ 250 |

Mechanical disc brakes Hydraulic disc brakes

All prices shown at retail cost in \$US

Step 3. Choose your features (continued)



single speed

A Bushnell eccentric bottom bracket allows you to tension your chain without having a horizontal dropout.


| | |
|-----------|--------|
| Titanium: | \$ 600 |
| Steel: | \$ 500 |



belt drive

Some of the major advantages to running a belt drive are greaseless drivetrain, quieter operation and virtually no maintenance. A Bushnell eccentric bottom bracket and a split seatstay allow you to run with a belt drive.

| | |
|-----------|--------|
| Titanium: | \$ 850 |
| Steel: | \$ 750 |




track drop-out

An alternative to an eccentric bottom bracket. Used to tension the chain if running in a single speed configuration.

| | |
|-----------|-------|
| Titanium: | \$ 75 |
| Steel: | \$ 50 |

Remove brake cable stops


Remove shifting cable stops



pump peg

Used to mount a portable air pump.

| | |
|-----------|-------|
| Titanium: | \$ 75 |
| Steel: | \$ 50 |



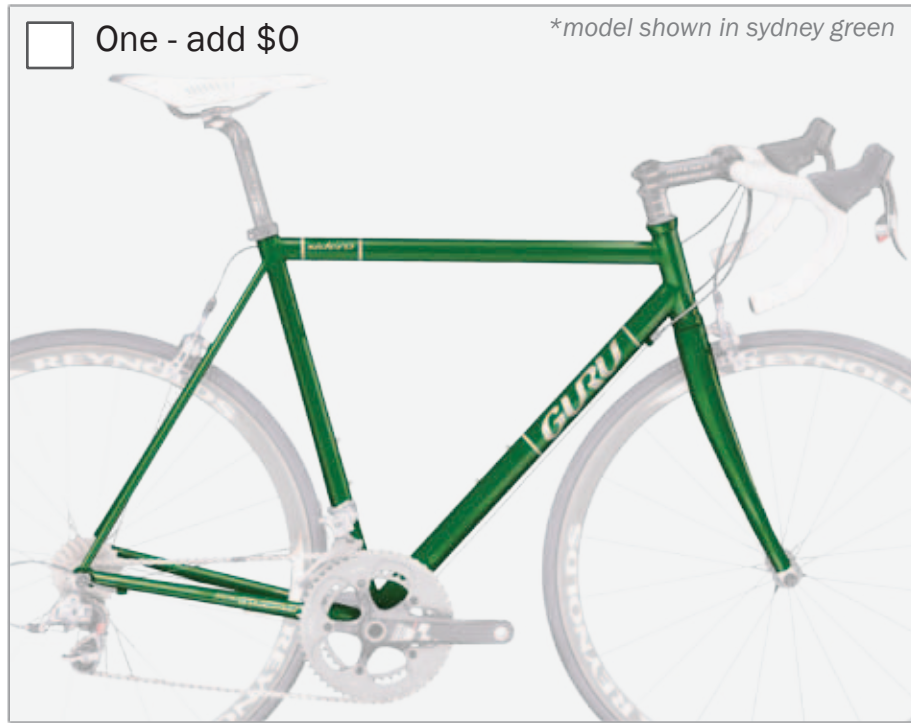
chain hanger

An old-school feature to rest your chain when the rear wheel is out.

| | |
|-----------|-------|
| Titanium: | \$ 75 |
| Steel: | \$ 50 |

All prices shown at retail cost in \$US

Step 4. Choose your paint



Frame color

standard (add \$0)

- pure black
- blood red
- flame red
- royal blue
- clear blue
- medium pink

premium (add \$125)

- deep blue
- brilliant blue
- platinum
- triumph green
- tang
- prince purple

premium (add \$250)

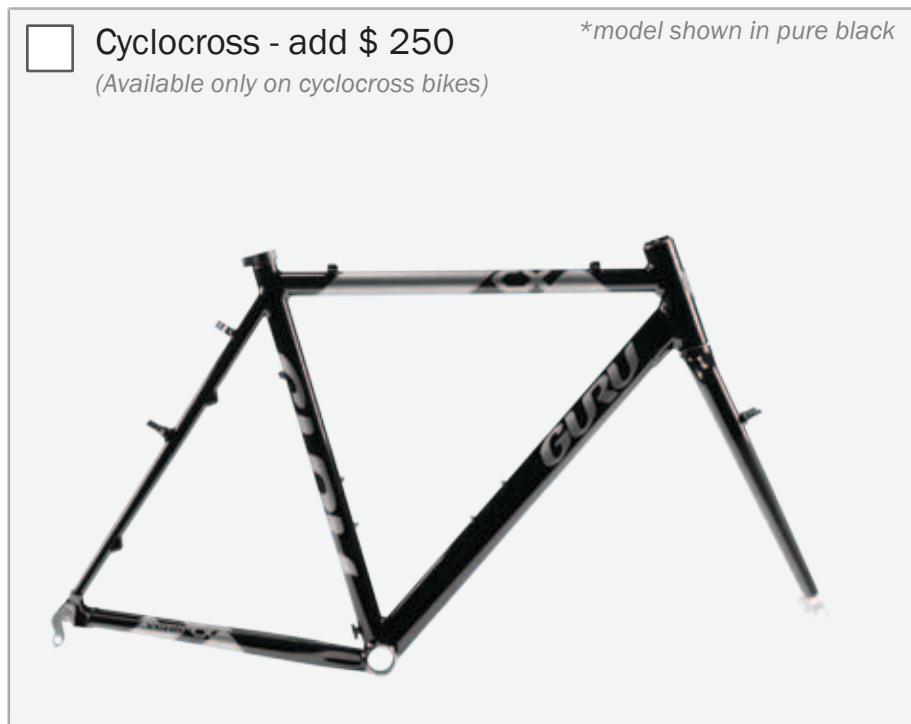
- diamond black
- sydney green

Logo color

- vivid white (add \$0)
- orion (add \$100)

Clear option

- Guru wet shine (add \$0)
- Guru satin matt (add \$100)



Frame color

standard (add \$0)

- pure black
- blood red
- flame red
- royal blue
- clear blue
- medium pink

premium (add \$125)

- deep blue
- brilliant blue
- platinum
- triumph green
- tang
- prince purple

premium (add \$250)

- diamond black
- sydney green

brush (add \$300)

Logo color

- vivid white (add \$0)
- orion (add \$100)

Clear option

- Guru wet shine (add \$0)
- Guru satin matt (add \$100)

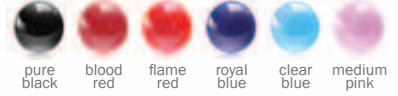
All prices shown at retail cost in \$US

Step 4. Choose your paint (continued)

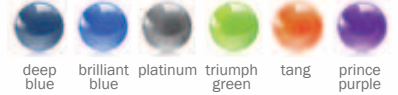


Frame color

standard (add \$0)



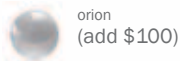
premium (add \$125)



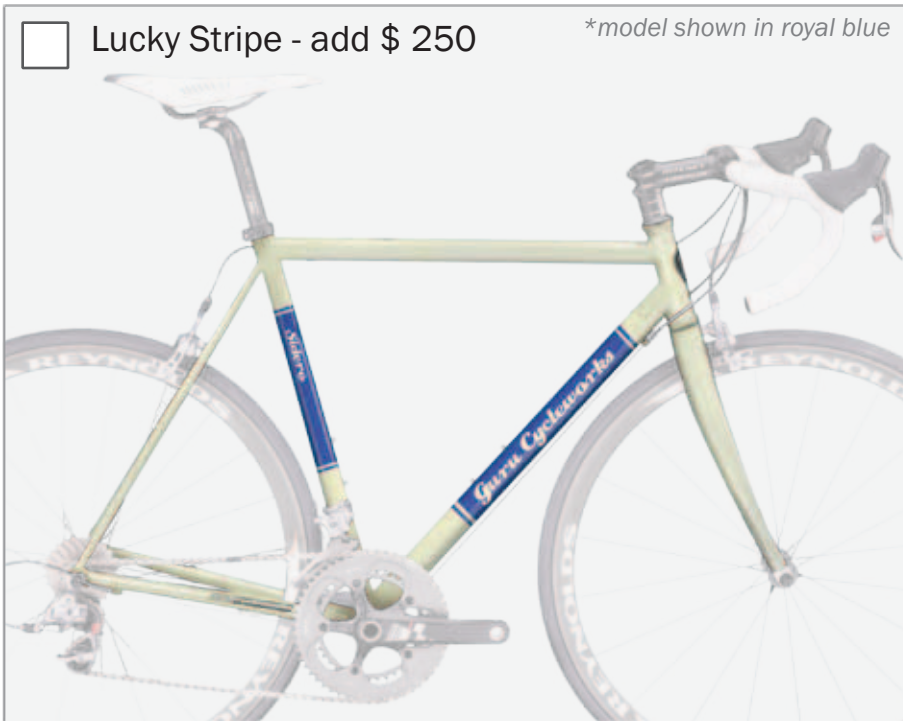
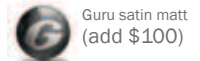
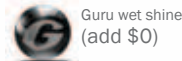
premium (add \$250)



Logo color



Clear option

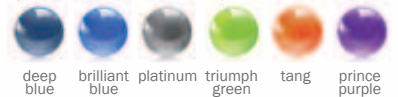


Frame color

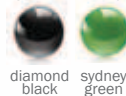
standard (add \$0)



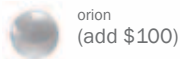
premium (add \$125)



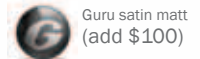
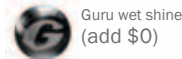
premium (add \$250)



Logo color



Clear option



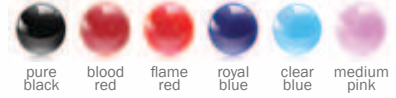
All prices shown at retail cost in \$US

Step 4. Choose your paint (continued)

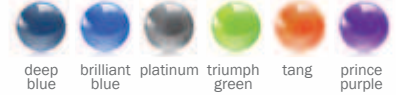


Frame color

standard (add \$0)



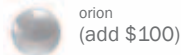
premium (add \$125)



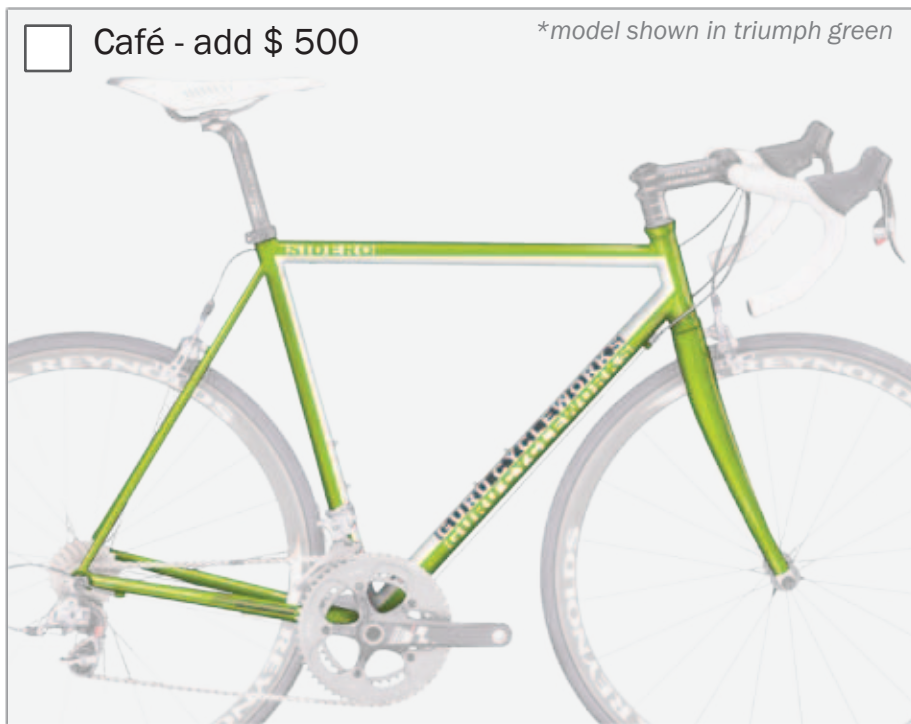
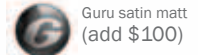
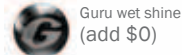
premium (add \$250)



Logo color

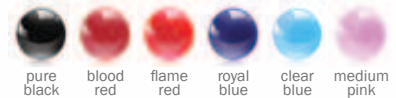


Clear option

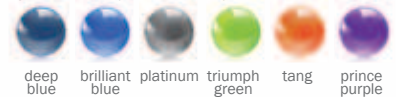


Frame color

standard (add \$0)



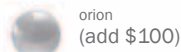
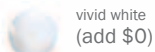
premium (add \$125)



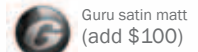
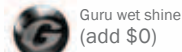
premium (add \$250)



Logo color




Clear option



All prices shown at retail cost in \$US







Step 4. Choose your paint (continued)

Finish Line - add Titanium: \$ 500 **model shown in blood red*
Steel: \$ 250









Frame color



standard (add \$0)

| | | | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| pure black | blood red | flame red | royal blue | clear blue | medium pink |



premium (add \$125)

| | | | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| deep blue | brilliant blue | platinum | triumph green | tang | prince purple |



premium (add \$250)

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |
| diamond black | sydney green |

Logo color

| | | | |
|-------------------------------------------------------------------------------------|-----------------------|-------------------------------------------------------------------------------------|-------------------|
|  | vivid white (add \$0) |  | orion (add \$100) |
|-------------------------------------------------------------------------------------|-----------------------|-------------------------------------------------------------------------------------|-------------------|

Clear option

| | | | |
|---------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------|-----------------------------|
|  | Guru wet shine (add \$0) |  | Guru satin matt (add \$100) |
|---------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------|-----------------------------|

All prices shown at retail cost in \$US

Step 5. Personalize

Signature (add \$100)

Select from the following fonts

- Kinescope*
- Franklin Gothic Medium
- Creampuff*
- AWESOME TOASTER**
- Cycleworks*

| STEP 1 - MATERIAL | | <input type="checkbox"/> Titanium | <input type="checkbox"/> Steel |
|-------------------------------------------------|---------------------------------------------------------------------|-----------------------------------|--------------------------------|
| STEP 2 | <input type="checkbox"/> Road | \$ 3,500 | 2,000 |
| | <input type="checkbox"/> Upgrade to Enve 1.0 fork | \$ 525 | 525 |
| | <input type="checkbox"/> Rough road | \$ 3,500 | 2,000 |
| | <input type="checkbox"/> Touring | \$ 3,800 | 2,200 |
| | <input type="checkbox"/> Cyclocross | \$ 3,650 | 2,100 |
| | <input type="checkbox"/> Upgrade to Enve 2.0 CX fork | \$ | |
| STEP 3 | <input type="checkbox"/> Integrated mast | \$ 350 | 250 |
| | <input type="checkbox"/> BB30 shell | \$ 300 | 200 |
| | <input type="checkbox"/> Couplings | \$ 1,500 | 1,200 |
| | <input type="checkbox"/> Integrated headtube | \$ 200 | 75 |
| | <input type="checkbox"/> 3rd H2O mount | \$ 55 | 55 |
| | <input type="checkbox"/> Rack eyelets | \$ 150 | 100 |
| | <input type="checkbox"/> Fender mount | \$ 150 | 100 |
| | <input type="checkbox"/> Cantilever mount | \$ 150 | 100 |
| | <input type="checkbox"/> V-brake mount | \$ 150 | 100 |
| | <input type="checkbox"/> Disk brake mounts - Mechanical disk brakes | \$ 350 | 250 |
| | <input type="checkbox"/> Disk brake mounts - Hydraulic disk brakes | \$ 350 | 250 |
| | <input type="checkbox"/> Single speed | \$ 600 | 500 |
| | <input type="checkbox"/> Belt drive | \$ 850 | 750 |
| | <input type="checkbox"/> Track drop-out | \$ 75 | 50 |
| | <input type="checkbox"/> Remove brake cable stops | \$ - | - |
| | <input type="checkbox"/> Remove shifting cable stops | \$ - | - |
| | <input type="checkbox"/> pump peg | \$ 75 | 50 |
| <input type="checkbox"/> chain hanger | \$ 75 | 50 | |
| STEP 4 | PAINT SCHEME (PRINT NAME HERE) | \$ | |
| | FRAME COLOR (PRINT NAME HERE) | \$ | |
| | LOGO COLOR (PRINT NAME HERE) | \$ | |
| | <input type="checkbox"/> Guru wet shine clear | \$ | |
| <input type="checkbox"/> Guru satin matte clear | \$ | | |
| STEP 5 | <input type="checkbox"/> Kinescope | \$ 100 | 100 |
| | <input type="checkbox"/> Franklin Gothic Medium | | |
| | <input type="checkbox"/> Creampuff | | |
| | <input type="checkbox"/> AWESOME TOASTER | | |
| | <input type="checkbox"/> Cycleworks | | |
| | | TOTAL \$ | |
| WRITE NAME HERE | | | |

***GURU*cycleworks**

metal bikes by

GURU