



Media Information, 20 August 2009, All-City
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MEDIA RELEASE

All-City to Show New Frameset and Bike at First Interbike Appearance

All-City Cycles will showcase the Big Block, a velodrome-ready urban fixed-gear bike, at Interbike 2009. Offered as both a frame and complete build, the Big Block is the first bike from the new Minneapolis-based company.

According to sales and marketing coordinator Jeffrey G. Frane, the Big Block is an ideal track frame for the modern fixed-gear rider. "Our goal with All-City is to make a significant contribution to the machinery and culture of urban cycling, and the Big Block brings those ideals to life. This is the bike we've been wishing someone would make."

All-City designed the Big Block completely in-house from the ground up. The frameset features geometry tailored to the high banks of the local National Sports Center Velodrome, and every tube for each frame size has been evaluated for butt placement, diameter, wall thickness and overall ride quality.

Several elements of the Big Block's aesthetics are drawn from the local landscape. The investment-cast stainless steel dropouts, with integrated chain tensioners, feature the Minneapolis Hennepin Avenue bridge, a local landmark which is also shown on the frame's headbadge.

"Interbike will not only be the first time the industry at-large will see the frameset and complete bike, but it will also be the first exposure to All-City for most people. We're excited to show them the quality, attention to detail and thoughtfulness of design that we hope will be calling cards of our brand," said Frane, adding, "This bike is a statement of intent, our shot across the bow of the industry."

Retailers can expect complete bikes and frames in mid-December, available from QBP. To check out the Big Block, visit All-City at booth #1351, or online at www.allcitycycles.com.

About All-City

Born from the streets of Minneapolis, All-City is a rider-based company focused on fully equipping urban cyclists with practical, stylish, aftermarket parts and accessories. Products are chosen and designed based on three guiding principles: serviceability, aesthetics and value. For more information contact All-City sales and marketing coordinator Jeffrey G. Frane at 800-346-0004 ext. 1142.

About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,600-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be a vigorous advocate for the cycling industry. For more information, please contact Jo Wright, director of marketing at 952-941-9391, or visit: www.qbp.com.