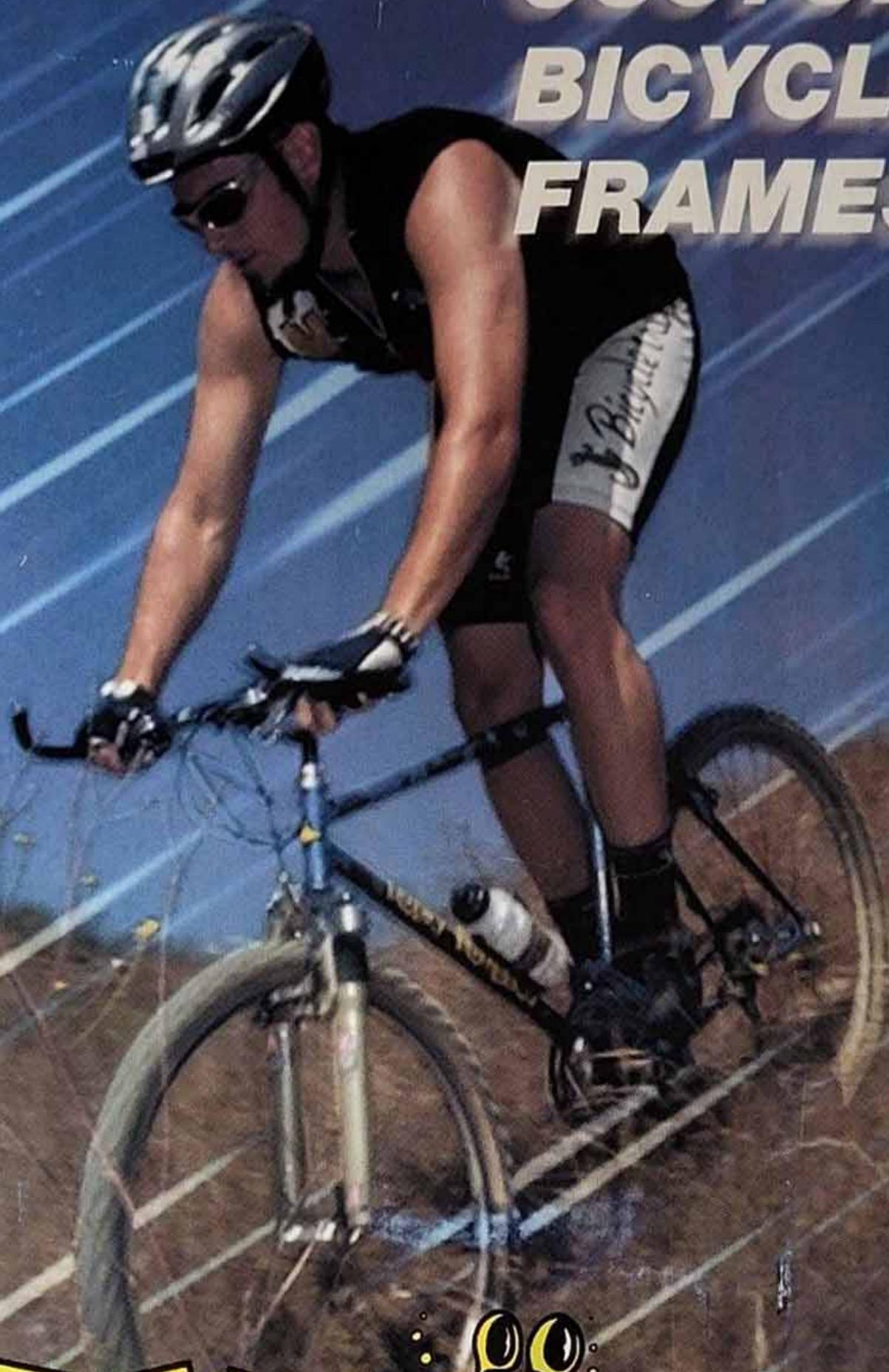


**CUSTOM
BICYCLE
FRAMES**



rock 
lobster

ORIGIN OF SPECIES

In 1978, in a garage in Santa Cruz, California, a bicycle mechanic and parttime racer named Paul Sadoff began a hobby of constructing bicycle frames. Inspired by local Ross Shafer (of Salsa Cycles) and after a brief apprenticeship Paul forged on alone building part time for nine years.

In 1984 production mountain bikes were becoming more available at affordable prices. They all had a common fault; slack, unresponsive geometry—they were darned heavy too!

Paul decided to switch his building focus from road frames to light weight competition oriented mountain bike frames—at a time when few other builders were willing to change their way of thinking about mountain bike geometry. The Rock Lobster mountain bike has been updated and improved every year since and has arrived at what is possibly the most responsive front end geometry while maintaining the utmost in high speed stability. The weight of the frame has been pared down, but not so much that the frame is only good for one season. Thin wall heat-treated tubing coupled with internal front end gussets make for a very light, yet durable frame, designed to go the long haul.

Currently, Rock Lobster is producing about 50 custom frames a year—a small number indeed, but when quality is number one, it is important no to rush the building process. Each frame is completely built, aligned and finished by Paul Sadoff—a rare thing in these days of mass production and marketing. Each mountain bike frame is fillet-brazed or tig welded by hand, and all braze-on stops and guides are applied with silver solder. All road frames are either silver soldered lugged design or fillet-brazed. The finest quality Tange Prestige, Reynolds 531 or Columbus tubing is used, ensuring that your frame is the best possible custom steel frame available.

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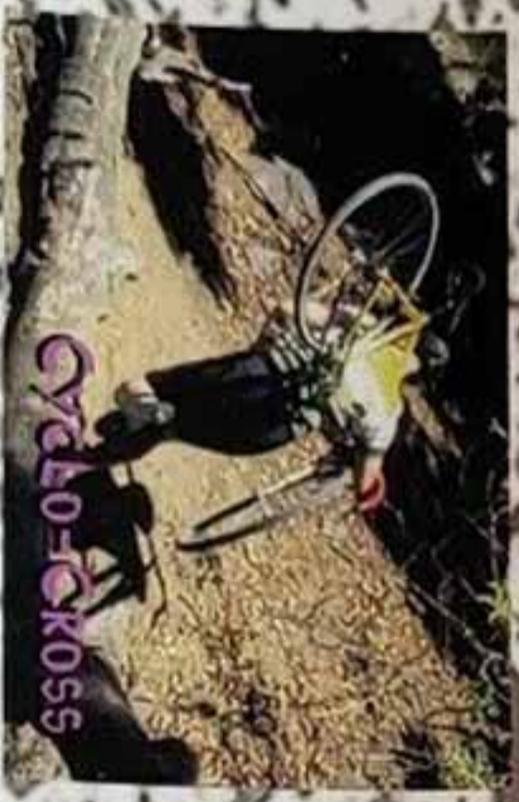
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