

# **Bicycle Retailer**

**AND INDUSTRY NEWS**

AN NBDA PRODUCTION

# Bicycle Retailer

AND INDUSTRY NEWS

# Show Daily

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# Montague takes swing at frameset-only sales

**B**low off a little steam at Montague's "Bike Smash" at Booth 24105. Showgoers are invited to swing a weapon of their choice at a bike locked to a parking meter. Montague's message? Wouldn't you have more peace of mind with your bike indoors?

But the big news at the folding-bike brand, celebrating its 25th anniversary, is its frame program for 2013. The program includes Montague's slotted-dropout single-speed Boston and flat-bar road bike Fit frames, as well as its hardtail X90 mountain bike.

"We are not offering custom builds for our bikes, but offering dealers a good cross section of our frame line allows them to customize their builds," said Jonathan Vandenberg, Montague's product manager.

"Because our bikes use normal components dealers can build them up just like they do any bike," he added.

Vandenberg says many dealers have one or two special customers who want a full-size travel bike, but they want it built like their current road or mountain bike.

"Before we offered framesets, dealers would have to buy a complete bike and strip



it down and rebuild it. And we know quite a few people were doing this because of all the custom-build photos riders sent in to the company," he added.

The single-speed matte black Boston can be built up as a fixie or use a variety of internal-gear hubs. It comes in two sizes, 19- and 21-inch. The Fit comes in the same two frame sizes but accommodates a derailleur drivetrain and comes in a green-black color scheme.

The X90 mountain frame comes in 18- and 20-inch sizes.