

INDUSTRY PRESS RELEASE

Can a modern bike design inspire more people to ride?

INDUSTRY, a Portland-based design consultancy, pairs their adaptive design philosophy with master titanium hand-built-bike expert Ti Cycles. Leveraging advanced manufacturing methods, including titanium 3D printing, this collaboration is defining what's next in modern cycling. The result is SOLID - THE FIRST CONNECTED, 3D-PRINTED TITANIUM, LIFESTYLE BIKE. SOLID brings together old and new manufacturing methods – and focuses on the urban Portland lifestyle, as it aims to answer the question: How do we inspire everyday cycling?

Portland, Oregon (July 28, 2014) – [INDUSTRY](#), in collaboration with [Ti Cycles](#), announces the launch of SOLID, the ultimate urban utility bike. This is a one-of-a-kind bicycle and digital experience designed to inspire everyday cycling. The “Discover My City” mobile app highlights a curated set of city experiences and destinations from 5 key Portland influencers. It inspires people to explore the city with a seamless, distraction free, responsive riding experience. “We want people to look up, and immerse themselves in the lifestyle of riding. We crafted a bike that guides you without needing to look at your phone. We aim to inspire everyday cycling and we see an opportunity to redefine the category of urban biking,” explains Oved Valadez, Co-Founder of INDUSTRY and Creative Director of SOLID.

SOLID Bike – Product Concept

SOLID is inspired by the diverse beauty and soul of Portland, OR. From the urban energy of East Burnside to the raw beauty of Forest Park, the SOLID bike captures the essence of the city and the best of both worlds – hand-built craft and modern manufacturing. Leveraging Ti Cycles' 25 years of working with titanium, INDUSTRY utilized their signature “Super Commuter” platform. The criteria for this platform is a titanium frame and sub-assemblies for its light weight and strong properties, belt drive for high durability, internal geared hub for effortless shifting, disc brakes, Dynamo for electronics, fenders, and internal wiring. INDUSTRY redefined the bike gesture by pushing the boundaries of the material and frame design. In order to make it truly seamless they 3D-printed key parts in collaboration with [i3DMFG](#), and brought together old and new techniques. This is the bike redefined.

SOLID “Discover My City” – Digital Experience

SOLID is a lifestyle bike. With that in mind, INDUSTRY created a [Discover My City](#) companion app that allows riders to discover the city through 5 curated journeys. Whether riders want to experience Portland's diverse forested terrain or ride in the city – this app guides riders to enjoy the diverse beauty of Portland. The app communicates with the bike to navigate. INDUSTRY brought together key influencers outside of the cycling industry to share their perspectives on what to see, ride, eat, shop and hear to truly experience Portland.

INFLUENCERS:

Tinker Hatfield, Nike Design Icon (SEE)
Sam Adams, Former Mayor of Portland and Bike Advocate (RIDE)
Duane Sorensen, Restaurateur and Founder of Stumptown Coffee (EAT)
Sarah Radcliffe, Style Curator and Owner of Yo Vintage! (SHOP)
Theo Craig, Musician and Talent Booker (HEAR)

SOLID Bike - Features

MODERN

- Lightweight 3D-printed titanium frame and sub-assemblies
- 3D-printed titanium handlebars (inspired by Ti Cycle's Double S handle bar geometry)
- Panaracer Pacenti Pari-Moto 650B road tires
- Matte black Ti Cycles carbon clincher 650B rims
- Gates carbon belt drive system
- TRP HY/RD hydraulic disc brakes

HAND-BUILT

- Tig welded by master titanium expert Ti Cycles
- Titanium finish with bead blasted SOLD branded texture details
- Custom black Brooks Cambium seat
- Custom Ti Cycles handmade titanium seatpost
- Custom Ti Cycles bottom brackets
- Custom Ti Cycles monostay
- Custom Ti Cycles belt break

(continued next page)

INTEGRATED

- Haptic handlebar feedback provides low distraction, heads-up guidance
- Electronic shifters integrated within handlebar
- Shimano Alfine Di2 11-speed rear hub

ADAPTIVE

- Light On! DynoLight with custom bezel and self-regulating light sensors
- Detachable rack with integrated ABUS lock and strapping system (light pipe to channel light)

SMART

- Embedded GPS module for security
- Biologic Dynamo self-charging electronic front hub (for electronics)

SEAMLESS

- Integrated "Discover My City" smartphone app pairing via Bluetooth connectivity
- 5 curated, guided journeys from local Portland influencers

Share Our Story

INDUSTRY and Ti Cycles make a play to reclaim Portland as the bike capital of the world with their release of the SOLID Bike on 07/25/14. Following the reveal, online VOTING begins 07/28/14, and concludes 08/02/14. Follow the hashtag #SOLIDPDX on [Twitter](#) and [Instagram](#) to follow their bike design/build journey.

Downloadable Press Kit

<http://www.industrypdx.com/inspire/solid-press-kit>

Competition Voting URL

<http://www.oregonmanifest.com/vote>

Connect With Us

Garett Stenson | Phone: 503 395 7538 | Email: garett@industrypdx.com

###

Background on The Bike Design Project

SOLID is INDUSTRY and Ti Cycles submission for The Bike Design Project – a competition operated by the Oregon Manifest, a non-profit organization in its third year. This year's competition pairs 5 design firms, with 5 builders, from 5 cities. Official sponsors include: Fuji Bikes, Autodesk Fusion 360, Levi's Commuter, Ace Hotel, FastCo, Chrome, and Deschutes Brewery. The end result is one winning bike design making its national debut on manufacturing partner Fuji Bikes' retail floors in 2015. To learn more visit: www.oregonmanifest.com

About INDUSTRY

INDUSTRY is a design consultancy based in Portland, Oregon. As a multi-disciplinary group of experts, they help brands identify new opportunities and define what's next. Drawing from many years of experience consulting for companies both large and small, their work begins at the core of the design challenge and bridges the gap between strategy and action. INDUSTRY provides a range of design services. Their clients include Nike, Starbucks, Incase, Honeywell, and Intel, among others. To learn more visit: www.industrypdx.com

About Ti Cycles

In the mid-80s, Dave Levy began his bike-building career studying the basics of construction technique, geometry, and the science of bicycle fit from resident frame builders in Seattle. In 1990 Dave founded Ti Cycles as a means of focusing on constructing lighter, higher-performance frames made from titanium. Today he is driven by a passion for helping people at all skill levels become more comfortable and efficient on touring, sport, racing, mountain, and tandem bicycles. To learn more visit: www.ticycles.com