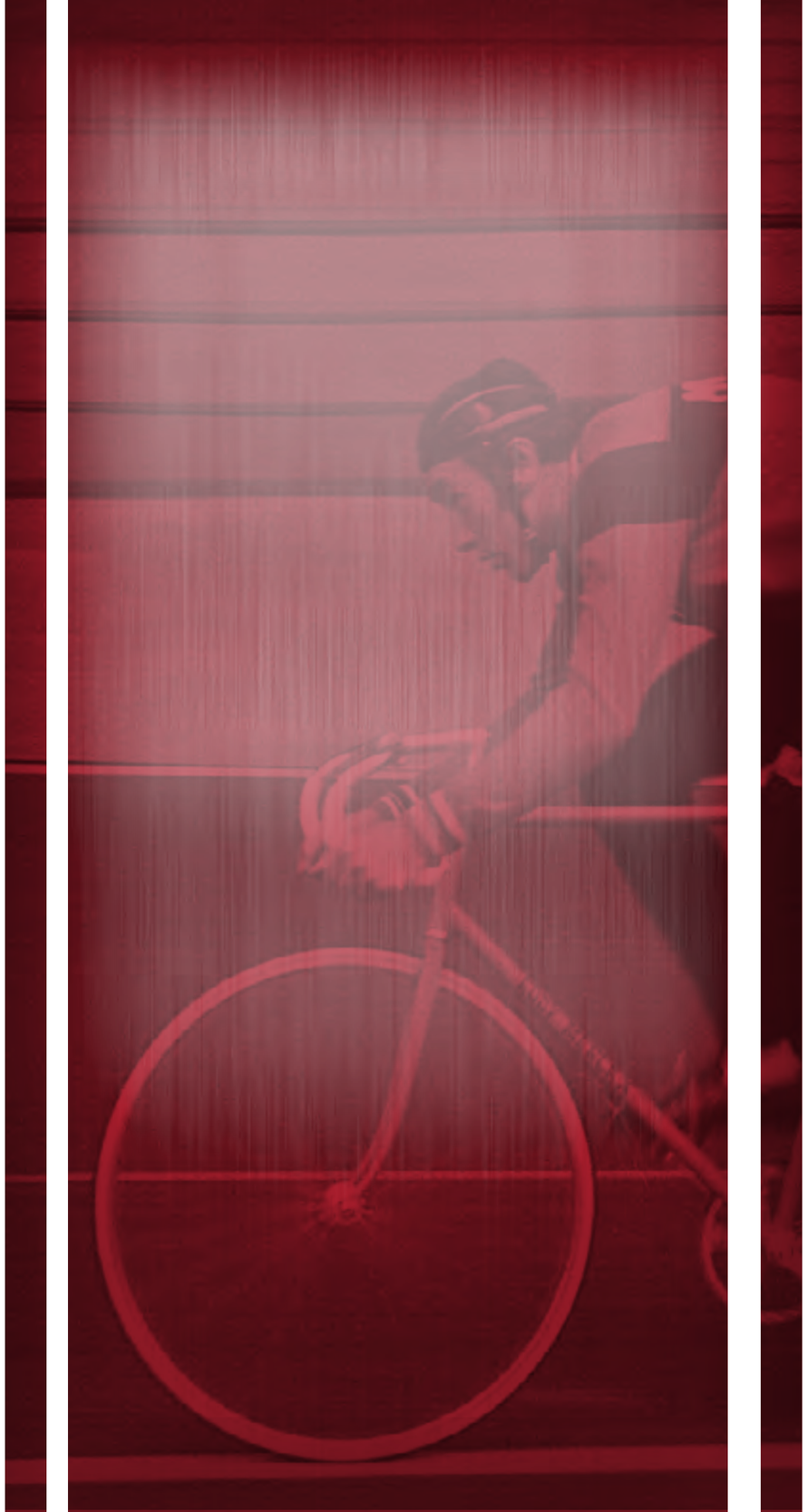
eddy merckx

EDDY MERCKX BIKES 2019

WE COULD BE HEROES



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A FRESH START

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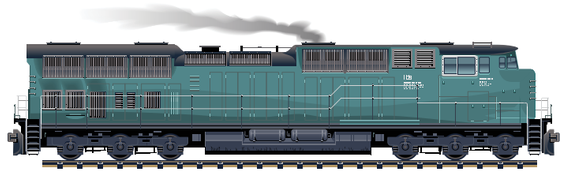
Eddy Merckx Bikes is completely ready for a new future. The brand, together with Ridley, will spearhead the Belgian Cycling Factory. The plan is to expertly combine the unique Eddy Merckx biek design with Ridley's rich, proven history of technological know-how.



> ***If the Merckx train took off, you had to be with it!***
>
> Eric Leman;
> alias 'Mr. Tour of Flander'

'Personally, I am very proud that we can put this iconic Belgian bicycle band back on the Map. This is why we've chosen to return Eddy Merckx Bikes to its roots - out of respect for the past, yet with a keen eye on the future.'

Jochim Aerts;
CEO Belgian Cycling Factory

TIME FOR A COMPLETE RE-BRAND

eddy merckx

Time for a new start. Time for a complete re-branding of Merckx - and its race bikes.

The bike design was thoroughly revised with one goal in mind: the creation of a unique design identity that is premium and distinctive. A true ‘Belgian Design’ statement that is completely in function of the new brand and product identity. ‘ Less is more’ was the motto used to develop this identity; noting flashy but rather a subdued elegence, which fits perfectly with the Eddy Merckx brand DNA.

> ***“He rides five kilmoeters too fast for us. I don’t know what it is, he rides even better as last year.”***
>
> Cyclist Frans Verbeeck to sports reporter Fred De Bruyne after the 1975 Tour of Flanders

Photo by Tristan Colangelo on Unsplash

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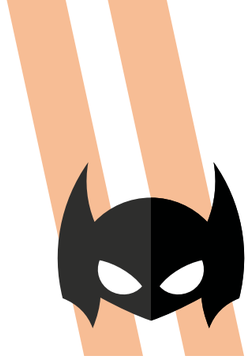
The new Eddy Merckx Bikes logo and emblem logo and emblem are completely in line with the new bike designs.

Its new style reverts back to its roots, without going retro. It is instead a modern day version of the iconic Eddy Merckx bicycle brand, where its rich history is solidly retained.

THE HERO IN EVERY CYCLIST

The unparalleled career of Eddy Merckx was the source of inspiration for the band DNA of Eddy Merckx Bikes. It is not only his achievemtns as the best cyclist of all time that are inspiring, but also his career as a successful race bike creator. Perseverance and authenticity form the core of the brand and are completely in line with his personality.

eddy merckx



Eddy Merckx is the ultimate hero, the best bike racer OF ALL TIME. This unrivaled heroism is uniquw in the bike racing industry. And that is what Eddy Merckx Bikes wants to play up to its fullest in its brand communication.
With an Eddy Merckx race bike, every cyclist can discover the hero from within. This goes for every single rider - from seasoned Gran Fondo racer to recreational cyclist. In other words: ***We could be heroes.***

> ***“I actually copied Merckx. He was my ‘big, big idol’. I was just as maniacally obsessed with racing.”***

Freddy Maertens;
2x Wold Champion
and multiple race winner

WE PREFER FRAMES RATHER THAN COLLECTIONS

Eddy Merckx Bikes produces premium race bikes with the unique combination of heritage and performance. These race bikes will be released on the market the moment they are completely ready. Targeted model launches will replace the classic year collections. Carbon and steel form the basic materials for frames, and are assembled with the top brands only.

The model names for the carbon race bikes remain linked to memorable victories from Eddy's rich career. For teh steel bikes, we've grabbed the iconic model names used while Eddy ran his bike factory.

eddy merckx

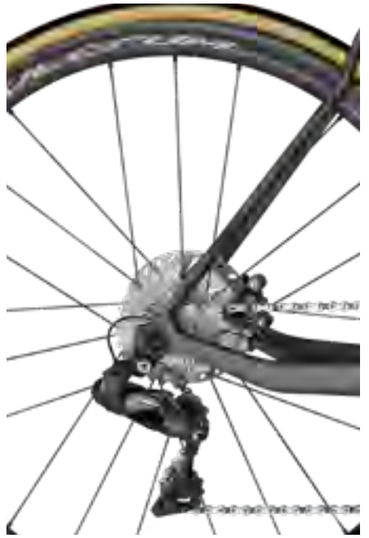
We resolutely opt for a ***'best of both worlds'*** approach. Eddy Merckx race bikes are the result of a perfect synergy between the heritage of this iconic bicycle brand and the high-tech insights of the Ridley R&D department.

We also want Merckx riders to have full freedom in their choice of design. The 'MyMerckx' customization program offers the possibility to combine different colors within the bike design concept of a certian model. In addition, it is possible to opt for signatures and branding details from the deep history of the Eddy Merckx bicycle Factory.

> ***"Eddy saw everything. For instance, if you altered your (bike) position by 2 millimeters. He made his teamates regulary change position. You had to be quite strong and confident to refuse and say 'I leave it alone'."***
>
> The late Jos Huysmans; teamate, sports direcor,
> Merckx bicycle factory employee and friend

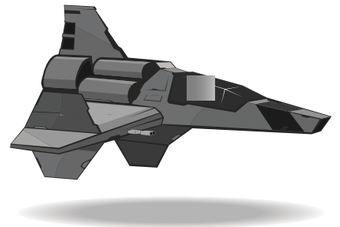
EM525

***PARTS SHOWN ARE NOT OFFERED AT THIS TIME . PLEASE CONTACT NORTHAMERICA CYCLES FOR DETAILS



EM525

DISC ULTEGRA DI2

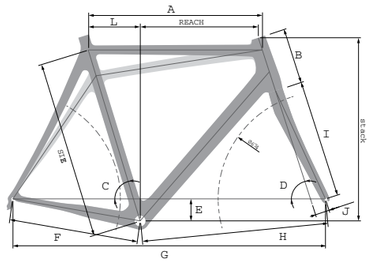


The best cyclist of all time won 525 races during his professional carreer. A record we are proud to associate with the EM525, our top of the line model.

Shimano Ultegra Di2 DB

FRAME	Sizes	Endurance Geometry XS-S-M-L-XL-XXL
		Performance Geometry XS-S-M-L-XL-XXL
	Colors	EMD01Ams // Antracite - Black (Matte - Glossy) //
	Frame	EM525 Unidirectional HM Carbon, 12x142mm TA
	Fork	EM525 Unidirectional HM Carbon, 12x100mm TA
GROUPSET	Shifters	Shimano Ultegra Di2
	Front derailleur	Shimano Ultegra Di2
	Rear derailleur	Shimano Ultegra Di2
	Crankset	Shimano Ultegra 52/36
	Cassette	Shimano Ultegra 11-30
	Chain	KMC x11
	Brakes	Shimano Ultegra
WHEELS	Wheelset	Fulcrum Racing Quattro Carbon DB
	Tires	Vittoria Corsa 25mm
COMPONENTS	Saddle	Selle Italia SLR
	Seatpost	DEDA Super Zero
	Handlebar	DEDA Super Zero
	Stem	DEDA Super Zero

	XS	S	M	L	XL
TOP	470	490	505	525	545
A	74,0	73,5	73,5	73,5	73,0
B	139	149	153	158	168
C	526	541	551	563	580
D	134	155	174	192	217
E	71,7	72,2	72,7	73,2	72,7
F	370	370	370	370	370
G	43	43	43	43	43
H	967	974	986	993	1007
I	408	408	409	409	410
J	574	581	587	594	611
K	70	69	69	69	68
REACH	370	375	380	386	391
STACK	537	557	576	597	618
CRANK	170	172,5	172,5	172,5	175
BAR	420	440	440	440	460
STEM	100	100	110	110	120

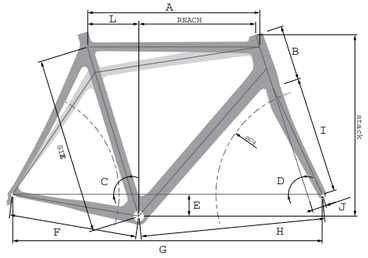


em525

RIM ULTEGRA

Shimano Ultegra

				XS	S	M	L	XL
FRAME	Sizes	Endurance Geometry XS-S-M-L-XL	TOP	470	490	505	525	545
		Performance Geometry XS-S-M-L-XL	A	74,0	73,5	73,5	73,5	73,0
	Colors	EMC01Asm // Molteni Orange - Blue (Glossy - Matte) //	B	139	149	153	158	168
	Frame	EM525 Unidirectional HM Carbon	C	526	541	551	563	580
	Fork	EM525 Unidirectional HM Carbon	D	118	133	147	162	183
GROUPSET	Shifters	Shimano Ultegra	E	71,7	72,2	72,7	73,2	72,7
	Front derailleur	Shimano Ultegra	F	370	370	370	370	370
	Rear derailleur	Shimano Ultegra	G	43	43	43	43	43
	Crankset	Shimano Ultegra 52/36	H	967	974	986	993	1007
	Cassette	Shimano Ultegra 11-30	I	408	408	409	409	410
	Chain	KMC x11	J	574	581	587	594	611
	Brakes	Shimano Ultegra	K	70	69	69	69	68
WHEELS	Wheelset	Fulcrum Racing Quattro LG	REACH	375	382	388	395	402
	Tires	Vittoria Rubino Pro 25mm	STACK	520	535	550	566	583
COMPONENTS	Saddle	Selle Italia SLR	CRANK	170	172,5	172,5	172,5	175
	Seatpost	DEDA Super Zero	BAR	420	440	440	440	460
	Handlebar	DEDA Super Zero	STEM	100	100	110	110	120
	Stem	DEDA Super Zero						



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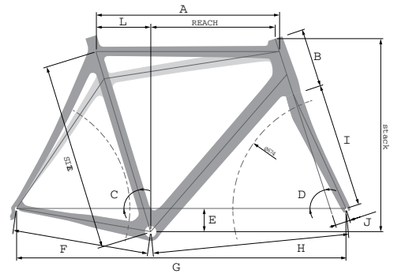
sanremo76
DISC ULTEGRA

Eddy Merckx competed in Milan-San Remo 10 times, winning seven of them. Yet another unique record of his. His last victory at this event was in 1976. La Primavera is recognized as a sprinters classic, which is what links it to the speedy SanRemo76.

Shimano Ultegra DB

FRAME	Sizes	XS-S-M-L-XL-XXL
	Colors	76D01Am // DarkBlue - White (Matte) //
	Frame	SR76 Unidirectional HM Carbon, 12x142 TA
	Fork	SR76 Unidirectional HM Carbon, 12x100 TA
GROUPSET	Shifters	Shimano Ultegra DB
	Front derailleur	Shimano Ultegra
	Rear derailleur	Shimano Ultegra
	Crankset	Shimano Ultegra 52/36
	Cassette	Shimano 105 11-30
	Chain	KMC x11
	Brakes	Shimano Ultegra DB
WHEELS	Wheelset	Fulcrum Racing 400 DB
	Tires	Vittoria Rubino Pro 25mm
COMPONENTS	Saddle	Selle Italia X3
	Seatpost	DEDA Zero 2
	Handlebar	DEDA Zero 2
	Stem	DEDA Zero 2

	S	M	L	XL
TOP	480	500	520	540
A	74,0	73,5	73,5	73,0
B	141	151	156	167
C	525	541	554	573
D	119	136	154	173
E	71,6	72,0	72,4	72,8
F	370	370	370	370
G	43	43	43	43
H	972	982	991	1003
I	408	409	409	410
J	574	583	592	603
K	70	69	69	68
REACH	374	381	389	397
STACK	520	537	555	574
CRANK	172,5	172,5	172,5	172,5
BAR	420	440	440	440
STEM	100	110	110	120

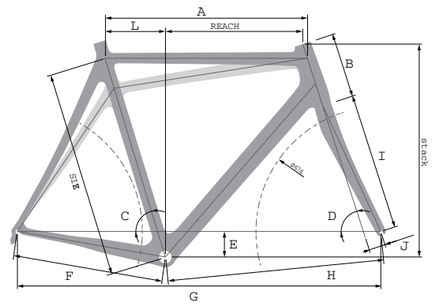


sanremo76 ULTEGRA

Shimano Ultegra

FRAME	Sizes	S-M-L-XL
	Colors	76C01Am // Black - Gold (Matte) //
	Frame	SR76 Unidirectional HM Carbon
	Fork	SR76 Unidirectional HM Carbon
GROUPSET	Shifters	Shimano Ultegra
	Front derailleur	Shimano Ultegra
	Rear derailleur	Shimano Ultegra
	Crankset	Shimano Ultegra 52/36
	Cassette	Shimano 105 11-30
	Chain	KMC x11
	Brakes	Shimano Ultegra
WHEELS	Wheelset	Fulcrum Racing Quattro LG
	Tires	Vittoria Rubino Pro 25mm
COMPONENTS	Saddle	Selle Italia X3
	Seatpost	DEDA Zero 2
	Handlebar	DEDA Zero 2
	Stem	DEDA Zero 2

	S	M	L	XL
TOP	480	500	520	540
A	74,0	73,5	73,5	73,0
B	141	151	156	167
C	525	541	554	573
D	119	136	154	173
E	71,6	72,0	72,4	72,8
F	370	370	370	370
G	43	43	43	43
H	972	982	991	1003
I	408	409	409	410
J	574	583	592	603
K	70	69	69	68
REACH	374	381	389	397
STACK	520	537	555	574
CRANK	172,5	172,5	172,5	172,5
BAR	420	440	440	440
STEM	100	110	110	120



lavaredo68

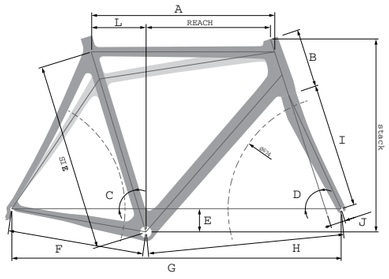
DISC ULTEGRA MIX

The name of this endurance Gran Fondo race bike is linked to the 1968 Giro - the Tre Cime di Lavaredo stage, in particular. When Eddy reached teh foot of the final climb, not only was he in the middle of major blizzard but also a full 10 minutes behind the lead group. It was there that he began the most impressive climb of his carreer. When he crossed the finish line in victory, he proved to the world that he is not only a strong sprinter but a future Tour winner.

Shimano Ultegra Mix DB

FRAME	Sizes	XS-S-M-L-XL
	Colors	68D01As // Peugeot White - Black (Glossy) //
	Frame	LV68 Unidirectional HM Carbon, 12x142 TA
	Fork	LV68 Unidirectional HM Carbon, 12x100 TA
GROUPSET	Shifters	Shimano Ultegra DB
	Front derailleur	Shimano Ultegra
	Rear derailleur	Shimano Ultegra
	Crankset	Shimano RS510 50/34
	Cassette	Shimano 105 11-30
	Chain	KMC x11
	Brakes	Shimano Ultegra DB
WHEELS	Wheelset	Fulcrum Racing 700 DB
	Tires	Vittoria Zaffiro Pro 25mm
COMPONENTS	Saddle	Selle Italia X3
	Seatpost	DEDA Zero 2
	Handlebar	DEDA Zero 2
	Stem	DEDA Zero 2

	XS	S	M	L	XL
TOP	435	465	495	525	555
A	74,0	73,5	73,5	73,5	73,0
B	-	-	-	-	-
C	517	536	549	561	581
D	114	136	159	181	205
E	71,2	71,7	72,2	72,7	73,2
F	369	369	369	369	369
G	43	43	43	43	43
H	968	978	987	998	1007
I	408	408	408	410	410
J	571	581	589	598	607
K	71	71	70	69	69
REACH	370	377	383	389	396
STACK	515	538	560	582	607
CRANK	170	172,5	172,5	172,5	175
BAR	420	420	440	440	460
STEM	80	90	100	110	120



eddy merckx

wallers73

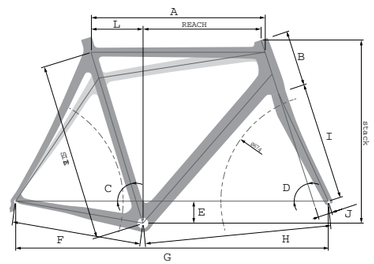
DISC ULTEGRA MIX

The 1973 Paris-Roubaix experienced hellish weather conditions, where only 35 of the 135 riders reached the finished. Seperating winner Eddy Merckx and the 35th rider in the Hell of the North was a whopping 36 minutes. The Wallers73 endurance race bike will come in handy, especially on the Forest of Wallers' legendary cobblestones.

Shimano Ultegra Mix DB

FRAME	Sizes	XS-S-M-L-XL
	Colors	73D01Bs // Antracite Grey - Black (Glossy) // 73D01As (Glossy) [showing on the left]
	Frame	WA73 Unidirectional HM Carbon, 12x142 TA
	Fork	WA73 Unidirectional HM Carbon, 12x100 TA
GROUPSET	Shifters	Shimano Ultegra DB
	Front derailleur	Shimano Ultegra
	Rear derailleur	Shimano Ultegra
	Crankset	Shimano RS510 50/34
	Cassette	Shimano 105 11-30
	Chain	KMC x11
	Brakes	Shimano Ultegra DB
WHEELS	Wheelset	Fulcrum Racing 700 DB
	Tires	Vittoria Zaffiro Pro 30mm
COMPONENTS	Saddle	Selle Italia X3
	Seatpost	DEDA Zero 2
	Handlebar	DEDA Zero 2
	Stem	DEDA Zero 2

	XS	S	M	L	XL
TOP	435	445	475	505	535
A	74,0	74,0	73,5	73,0	73,0
B	140	146	156	168	175
C	521	531	547	565	575
D	105	124	144	168	187
E	71,0	71,5	72,0	72,5	73,0
F	395	395	395	395	395
G	45	45	45	45	45
H	991	999	1007	1017	1023
I	425	425	426	427	427
J	577	584	591	600	605
K	70	69	69	69	68
REACH	368	373	378	384	388
STACK	528	546	567	592	611
CRANK	170	172,5	172,5	172,5	175
BAR	420	420	440	440	460
STEM	80	90	100	110	120



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strasbourg71

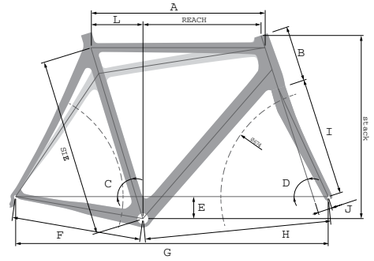
DISC FORCE 1

During the 1971 Tour de France, Eddy Merckx won the overall classification as well as the tricky second stage to Strasbourg. It ended on a gravel road where Merckx narrowly beat Roger De Vlaeminck in a sprint. That's why we link this win to our carbon gravel bike.

SRAM Force1

FRAME	Sizes	XS-S-M-L-XL
	Colors	71D01Am // Pistache Green - Beige (Matte) //
	Frame	SB71 Unidirectional HM Carbon, 12x142 TA
	Fork	SB71 Unidirectional HM Carbon, 12x100 TA
GROUPSET	Shifters	SRAM Force1
	Front derailleur	/
	Rear derailleur	SRAM Force1
	Crankset	SRAM S350 42T
	Cassette	SRAM Force1 11-42
	Chain	SRAM PC1130
	Brakes	SRAM Force1
WHEELS	Wheelset	Fulcrum Racing 500 DB
	Tires	Challenge Gravel Grinder
COMPONENTS	Saddle	Selle Italia XR
	Seatpost	DEDA Zero 100
	Handlebar	DEDA Zero 100
	Stem	DEDA Zero 100

	XS	S	M	L	XL
TOP	435	445	475	505	535
A	74,0	74,0	73,5	73,0	73,0
B	140	146	156	168	175
C	521	531	547	565	575
D	105	124	144	168	187
E	71,0	71,5	72,0	72,5	73,0
F	395	395	395	395	395
G	45	45	45	45	45
H	991	999	1007	1017	1023
I	425	425	426	427	427
J	577	584	591	600	605
K	70	69	69	69	68
REACH	368	373	378	384	388
STACK	528	546	567	592	611
CRANK	170	172,5	172,5	172,5	175
BAR	420	420	440	440	460
STEM	80	90	100	110	120



Good agreements make good friends

The updated warranty details can be found here:

www.edyymerckx.com/warranty

The limited Belgian Cycling Factory warranty in a nutshell:

- Every orginal owner of an Eddy Merckx frame can count on 5 years warranty, provided that it was purchased from an official Eddy Merckx Bikes Dealer.
- For layers of paint and varnish, Belgian Cycle Factory offers the original owner limited warranty covering materials and/or technical manufacturing defects for a 2-year period.

> *We were made to ride together.*
>
> Patrick Sercu;
> track friend for life'

Distributor

northamericacycles

2105 SE 5th St, Ames, IA 50010

info@nacycles.com

(844) NAC-BIKE | (844)-622-2453

515-232-0279

eddy merckx

Dealer Program

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