



International

seven cycles

One Bike. Yours.

Custom™ Kit

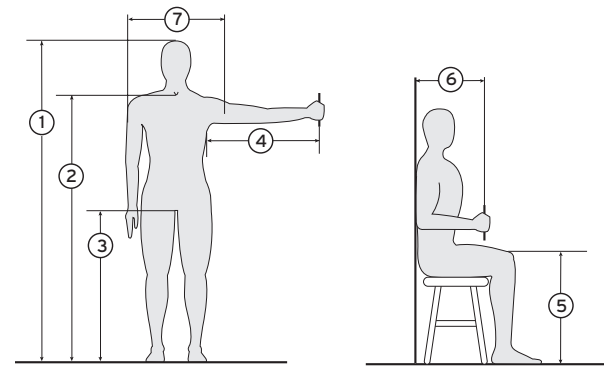
Thank you for choosing Seven Cycles. Our Custom Kit order form makes it fast and easy to get your ideal bike.

- ▶ If you are ordering a road, cyclocross, touring, commuter bike, or road tandem, please complete pages 2, 3, & 5.
- ▶ If you are ordering a mountain bike or mountain tandem, please complete pages 2, 4 & 6.

If at any point you have questions, please contact your local authorized Seven retailer or Seven Cycles.

Body Measurements

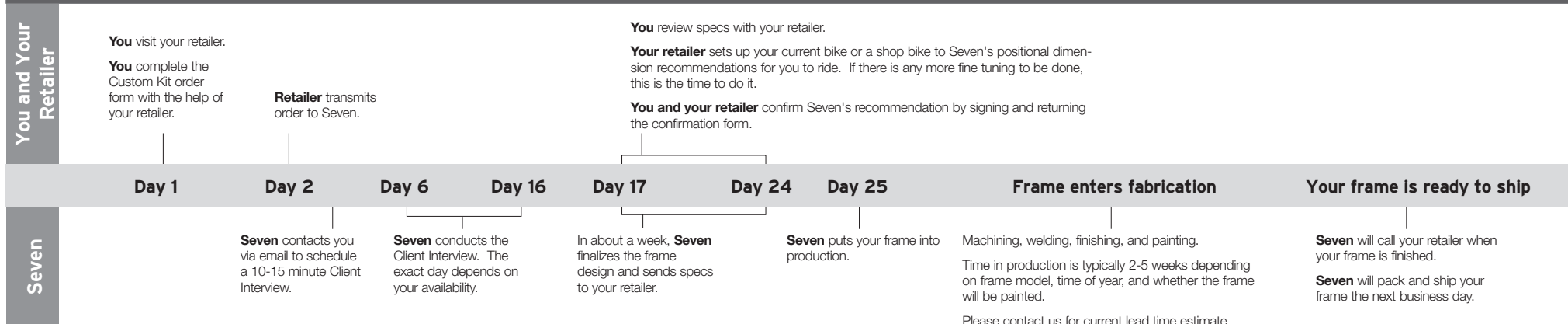
Please use metric. Enter values on Page 2.



- 1 Height:** In stocking or bare feet, stand with heels and rump against the wall; feet should be 7" (18cm) apart.
- 2 Total Body Length:** Assume the same stance as Height. Measure from the ground to the lowest point of your sternal notch.
- 3 Inseam:** Remaining in the Height stance, hold a book with a 1-1/2" (3.5cm) binding so the binding is pressed hard against your crotch—like a saddle—and the bottom of the book is against the wall. Measure from the ground to the top edge of the binding. Take this measurement three times.
- 3a** Please tell us what inseam measuring tool you used, i.e. 1-1/2" Binder, etc.
- 4 Arm:** Hold your arm outstretched to your side, horizontal to the ground. Grip a pencil in your fist, perpendicular to your arm. Measure from the pencil to your rib cage, just under your arm.
- 5 Lower Leg:** In stocking or bare feet, in the seated position, measure both the left and right lower legs from the top of your kneecap to the floor. There may be discrepancies between left and right.
- 6 Forearm:** Grip a pencil in your fist perpendicular to your arm. Bend your elbow to a 90-degree bend. Measure from the backside of the elbow to the pencil.
- 7 Shoulder Width:** Measure the distance from the outside of one shoulder to the outside of the other.
- 8 Foot:** List cycling shoe size.

Order Process

Please note: due to the nature of custom frame building, lead times may vary.





Personal Information

Name: _____

Gender: _____ Age: _____ Weight: _____

Mobile Phone Number: _____

Work Phone Number: _____

E-mail address: _____

Occupation: _____

7 character password: _____
case sensitive for website order tracking

Home Address: _____

City: _____ State: _____ Zip: _____

Authorized Seven Retailer: _____

Salesperson: _____

Body Measurements

Instructions are on page 1. Please use metric.

①	Height	③a	Inseam Measuring Tool	
②	Body Length	④	Left Arm	Left Forearm
③.1	Inseam 1	⑥	Right Arm	Right Forearm
③.2	Inseam 2	⑦	Left Lower Leg	Shoulder Width
③.3	Inseam 3	⑧	Right Lower Leg	Shoe Size

Your Riding Habits

Number of years riding: Hours per week, average: Pedaling cadence, average:

Your Riding Style

check all that apply

Spinner Pedal Through Corners Climb Seated
 Gear Masher Coast Through Corners Climb Standing

Body Information Data

How would you rate your flexibility?

From a standing position with knees locked:

7	8	9	10	11	12	13	14
Palms on Floor			Fingertips to Floor			Cannot touch Floor	

Do you experience lower back pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Do you experience upper back pain or shoulder blade pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Do you experience neck pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Back/neck pain is cycling related
 Back/neck pain is not cycling related

Do you experience hand numbness?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Current Bicycle Information

Brand: _____ Year: _____

Model: _____ Material: _____

Saddle Brand & Model: _____
 Set Back Center Mount

Seat Post: _____

Handlebar: _____

Brake Lever - Road only: _____

Pedals: _____

How would you describe your current bike?

Handling: Responsiveness, cornering, and descending

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Sluggish			Ideal						Too Squirrely				

Drivetrain Rigidity: Acceleration and climbing

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Soft			Ideal						Way Too Stiff				

Vertical Compliance: Ride comfort

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Soft			Ideal						Way Too Stiff				

Reach: When riding in the saddle with hands on hoods or grips

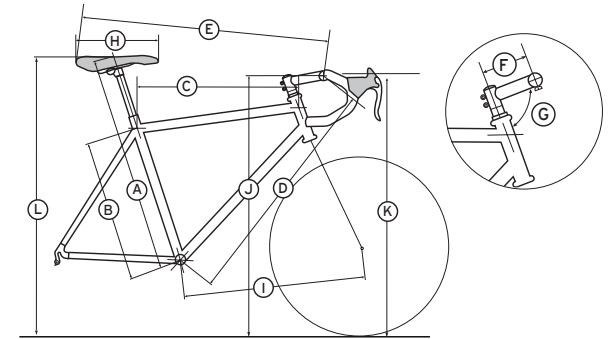
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Way Too Short			Ideal						Way Too Long				

Handlebar Height: When in the saddle with hands on hoods or grips

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Way Too High			Ideal						Way Too Low				

Bicycle Measurements

Taken from your current bicycle. Please use metric.



- ① **Saddle Height:** Measure from the center of the bottom bracket to the top of the saddle, along the length of the seat tube.
- ② **Seat Tube Length:** Measure from the center of the bottom bracket to the intersection of the top tube and the seat tube.
- ③ **Top Tube Length:** Measure from the intersection of the top tube and head tube horizontal to ground, back to the seat tube center line.
- ④ **Cockpit:** Measure the direct line from the center of the bottom bracket to the center of the stem/bar intersection.
- ⑤ **Handlebar Reach:** Measure from the saddle tail to the handlebar/stem intersection.
- ⑥ **Stem Length:** Measure along the length of the stem from headset bolt center to bar center.
- ⑦ **Stem Angle:** Provide your stem rise, if known.
- ⑧ **Saddle Length:** Measure from the saddle nose to the saddle tail.
- ⑨ **Front-Center:** Measure a direct line from the crank arm bolt center to the front axle center, with the front wheel in plane with the frame.
- ⑩ **Ground to Bar Center:** Measure from the ground to the handlebar/stem center.
- ⑪ **Grip Height:** Measure from the ground to the top side of the brake hoods or the grips.
- ⑫ **Ground to Saddle Top Mid-Point:** Measure from the ground to the top of the saddle.

Your saddle position was adjusted to achieve:

Maximum pedaling power. Comfortable reach to the handlebars.
 Knees on a plumb line to pedal spindle. Don't know; someone else set it up.

Seat Post Clamp

Towards front of saddle rails
 Towards back of saddle rails
 Centered on rails

Saddle Nose

Level to ground
 Pointed down
 Pointed up



Your Seven Model (please choose one)

- Road** ☐ 622 SLX ☐ Elium SLX ☐ Elium SL
 ☐ Axiom SLX ☐ Axiom SL ☐ Axiom S ☐ Axiom
- Cyclocross** ☐ Mudhoney PRO ☐ Mudhoney SLX ☐ Mudhoney SL ☐ Mudhoney S ☐ Mudhoney
- Mixed Terrain** ☐ Evergreen PRO ☐ Evergreen SLX ☐ Evergreen SL ☐ Evergreen S ☐ Evergreen
- Touring** ☐ Expat SL ☐ Expat S ☐ Expat
- Commuter and Urban** ☐ Cafe Racer SL ☐ Cafe Racer S ☐ Cafe Racer
- Tandem** ☐ Axiom 007 SL ☐ Axiom 007

How will you use your new bike?

Mark % of time for all that apply.

Fun	<input type="text"/>	Criterium	<input type="text"/>	Touring: Light	<input type="text"/>
Road Training	<input type="text"/>	Time Trialing	<input type="text"/>	Touring: Loaded	<input type="text"/>
Club Riding	<input type="text"/>	Triathlon	<input type="text"/>	Cyclocross	<input type="text"/>
Stage Racing	<input type="text"/>	Century	<input type="text"/>	Track	<input type="text"/>
Road Racing	<input type="text"/>	Mixed Terrain	<input type="text"/>	Commuting/Urban	<input type="text"/>

Your Seven's Ride Characteristics: How Would You Like Your Seven To Ride?

Defining Lightweight vs. Stiff

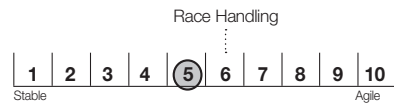
Attributes	Lightweight	Stiff
Benefits	<ul style="list-style-type: none"> Lighter frame More lively ride 	<ul style="list-style-type: none"> More snap Better acceleration
Considerations	<ul style="list-style-type: none"> More flexible bottom bracket 	<ul style="list-style-type: none"> Heavier frame Harsher ride
Excels at	<ul style="list-style-type: none"> Climbing Greater comfort 	<ul style="list-style-type: none"> Sprinting Acceleration

Circle one number on each scale to mark your preference.

☉ Denotes our recommendation for most types of riding. Note: Please do not attempt to overcompensate in your selections. A 10 really is a 10!

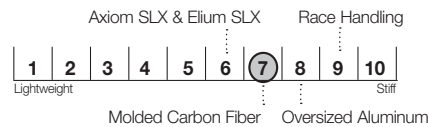
Handling

Stable handling holds a line better and excels at descending and long rides. Agile handling is quicker and more responsive and excels at racing.



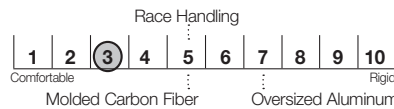
Drivetrain Stiffness

A stiff drivetrain maximizes power transfer, perfect for sprinters and criterium racers. A lightweight drivetrain results in a lighter frame.



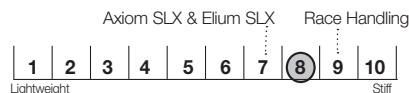
Vertical Compliance

A generalized frame ride comfort comparison.



Weight-to-Performance

A generalized comparison of weight-to-performance for non-custom Signature Size™ Sevens.



Frame Options

- Wheel Size** ☐ 700c ☐ 650b ☐ 650c
- Toe overlap is acceptable** ☐ Yes ☐ No
- Head Tube** ☐ 1-1/8" ☐ 44mm
- Rear Axle Spacing** ☐ 130 ☐ 135 ☐ 120 ☐ 145 (Tandem)
- Bottom Bracket** ☐ Standard Threaded ☐ Eccentric ☐ BB30[‡] ☐ PressFit 30[‡]
- Dropouts** ☐ Road, Standard ☐ Track ☐ Slider Dropouts[‡]

Brakes

- ☐ Road, Standard ☐ Road, Medium Reach (47-57mm)
- ☐ V-Brake / Cantilever ☐ Disc Brake, ISO
- ☐ Low-Mount Disc Brake, ISO
- Disc brake rotor diameter (mm) ☐ 140 ☐ 160 ☐ 180 ☐ 203

Cable Routing

- Road style: Brake Cable Stops at 7:00 on Top Tube
- ☐ Threaded Adjusters on Down Tube at Head Tube
- ☐ Cable Stops on Head Tube (default for SLX frames)
- ☐ Internal routing for Shimano Di2[‡] - Battery located on:
- ☐ Inside Seat Post ☐ Top of Down Tube
 - ☐ Bottom of Down Tube ☐ Underside of Chain Stay
- ☐ Internal routing for Campagnolo EPS[‡] - Battery located on:
- ☐ Inside Seat Tube ☐ Top of Down Tube ☐ Bottom of Down Tube
- ☐ Cyclocross style: all cables on Top of Top Tube

Frame Options

- Water Bottle Mounts: ☐ 0 ☐ 1 ☐ 2 ☐ 3
- ☐ Pump Peg ☐ Chain Hanger ☐ Fender Mounts

Rack Options:

- Rack Mounts: ☐ On Dropouts ☐ On Seat Stays
- ☐ Custom Seven Rear Rack ☐ Custom Seven Front Rack
- ☐ Stainless Steel ☐ Ti ☐ Stainless Steel ☐ Ti

Upcharge Options

- ☐ S&S BTC™ Couplings[‡] ☐ S&S Case Package ☐ Belt Drive Compatible[‡]

Decal Options

Upcharge applies to custom colors. See Brochure for details.

- ☐ Black w/ White Outline ☐ Blasted[‡] ☐ Other: _____
- Optional name decal to say: _____
- ☐ Black ☐ Script lettering ☐ Drive side only
 - ☐ White ☐ Block lettering ☐ Both sides of top tube

Paint[‡]

- Color(s): _____
- Scheme: _____
- See examples of Seven's wide range of paint and decals on our website <http://sevencycles.com/paint>. Downloadable templates are available.

Notes:

Signature

Your signature indicates that all information is true and correct to the best of your knowledge.

Date

Components Will You be Using

Fork

- ☐ Seven 5E Carbon ☐ Seven CX 'Cross - Canti/V-Brake only
- ☐ Seven 5E Medium Reach ☐ Seven 5E 650c
- Fender mounts (not available on Seven 'CX Cross) ☐ No ☐ Yes
- Other Fork (please specify model): _____

Seat Post

- ☐ Integrated Seat Post[‡]
- Available only on Elium SLX & SL, 622 SLX, Mudhoney SLX & PRO, and Evergreen PRO
- ☐ Seven Titanium, Custom Length
- ☐ Other: ☐ Set Back ☐ Center Mount

Stem

- ☐ Custom Seven Titanium
- Stem angle: ☐ 96° ☐ Other: _____ Length: _____
- Stiffness: ☐ S2 Std ☐ S3 Extra Stiff
- ☐ Seven Aluminum ☐ Ti bolt upgrade (Aluminum stem only)
- ☐ Stem Sourced by retailer: Length: _____ Angle: _____

Handlebar

- ☐ Seven Aluminum Road Bar Width: ☐ 38 ☐ 40 ☐ 42 ☐ 44
- ☐ Custom Seven Tiberius Bar* (Use appropriate Bar order form)
- ☐ Bar Sourced by retailer: _____

Spacers

- ☐ Titanium ☐ Aluminum

Seven Component Decal Color

- ☐ Silver ☐ Black ☐ Red

Additional Components

- Drivetrain
- ☐ Geared ☐ Single
 - ☐ Belt ☐ Internal, please specify: _____
- Gruppo: _____
- Crank Set: _____ ☐ single ☐ double ☐ triple
- Front Derailleur Mount:
- ☐ High Clamp ☐ Low Clamp ☐ None
- Pedal Model: _____ Max Tire Width: _____
- Saddle Model: _____

‡ Upcharge applies to frame. Components and accessories are separate.



Tel: 617.923.7774

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email: customs@sevencycles.com



Your Seven Model (please choose Wheel Size and Model)

Wheel Size ☐ 26" ☐ 27.5" ☐ 29"

Mountain/Expedition

☐ 622m SLX ☐ Sola PRO ☐ Sola SLX
☐ Sola SL ☐ Sola S ☐ Sola

Tandem

☐ Sola SL 007 ☐ Sola 007

How will you use your new bike?

Mark % of time for all that apply.

XC Race, Technical	<input type="text"/>	Loaded Touring	<input type="text"/>
XC Mountain Standard	<input type="text"/>	City Commuting	<input type="text"/>
XC Expedition	<input type="text"/>	Rural Commuting	<input type="text"/>
All-Mountain Hardtail	<input type="text"/>		

Your Seven's Ride Characteristics:

How Would You Like Your Seven To Ride?

Defining Lightweight vs. Stiff

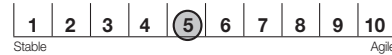
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Considerations	<ul style="list-style-type: none"> More flexible bottom bracket 	<ul style="list-style-type: none"> Heavier frame Harsher ride
Excels at	<ul style="list-style-type: none"> Climbing Greater comfort 	<ul style="list-style-type: none"> Sprinting Acceleration

Circle one number on each scale to mark your preference.

☉ Denotes our recommendation for most types of riding.
Note: Please do not attempt to overcompensate in your selections. A 10 really is a 10!

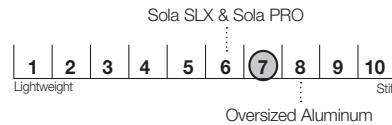
Handling

Stable handling holds a line better and excels at descending and long rides. Agile handling is quicker and more responsive and excels at racing.



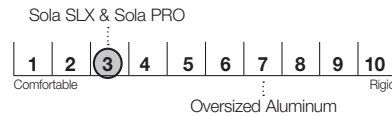
Drivetrain Stiffness

A stiff drivetrain maximizes power transfer, perfect for sprinters and criterium racers. A lightweight drivetrain results in a lighter frame.



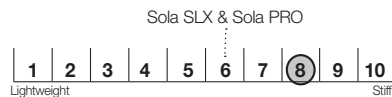
Vertical Compliance

A generalized frame ride comfort comparison.



Weight-to-Performance

A generalized comparison of weight-to-performance for non-custom Signature Size™ Sevens.



Frame Options

Head Tube

☐ 1 1/8" ☐ 44mm ☐ Headshok™†

Rear Axle Spacing

☐ 135 ☐ 142 x 12mm (requires Rocker or PolyDrop)
☐ 145 (Tandem)

Dropout Option

☐ Mountain, Standard
☐ Slider Dropouts† Derailleur hanger: ☐ Yes ☐ No
☐ Rocker Dropouts† Derailleur hanger: ☐ Yes ☐ No
☐ PolyDrop 142 x 12mm†

Brakes

☐ Disc, ISO ☐ Low-Mount Disc, ISO
☐ Both Disc & V-brake ☐ V-brake only
Disc brake rotor diameter (mm) ☐ 140 ☐ 160 ☐ 180 ☐ 203

Brake Actuation

☐ Zip Tie Guides ☐ Cable Stops

Bottom Bracket

☐ Standard Threaded ☐ Eccentric† ☐ BB30† ☐ PressFit 30†

Cable Routing

☐ Top of Top Tube ☐ Bottom of Top Tube
☐ Derailleur Cable Stops on Down Tube, Brake Cable Routing at 10:30 on Top Tube

Frame Options

Water Bottle Mounts: ☐ 0 ☐ 1 ☐ 2 ☐ 3
☐ Chain Hanger ☐ Fender Mounts

Rack Options:

Rack Mounts: ☐ On Dropouts ☐ On Seat Stays
☐ Custom Seven Rear Rack ☐ Custom Seven Front Rack
☐ Stainless Steel ☐ Ti ☐ Stainless Steel ☐ Ti

Upcharge Options

☐ S&S BTC™ Couplings† ☐ S&S Case Package ☐ Belt Drive Compatible†

Decal Options

Upcharge applies to custom colors. See Brochure for details.

☐ Black w/ White Outline ☐ Blasted† ☐ Other: _____

Optional name decal to say: _____

☐ Black ☐ Script lettering ☐ Drive side only
☐ White ☐ Block lettering ☐ Both sides of top tube

Paint†

Color(s): _____

Scheme: _____

See examples of Seven's wide range of paint and decals on our website <http://sevencycles.com/paint>. Downloadable templates are available.

Notes:

Signature

Your signature indicates that all information is true and correct to the best of your knowledge.

Date

Services

☐ **Seven's Three-year Protection Plan - \$495**

TYP protects against unforeseen, unlucky, or unfortunate damage to your frame for three years.

Components Will You be Using

Fork

Fork make and model: _____
Travel: ☐ 100mm ☐ 120mm ☐ Other _____

Seat Post

☐ Integrated Seat Post†
Available on Sola PRO or 622m SL
☐ Seven Titanium, Custom Length
☐ Other: ☐ Set Back ☐ Center Mount

Stem

☐ Custom Seven Titanium
Stem angle: ☐ 96° ☐ Other: Length:
Stiffness: ☐ S2 Std ☐ S3 Extra Stiff
☐ Seven Aluminum ☐ Ti bolt upgrade (Aluminum stem only)
☐ Stem Sourced by retailer: Length: _____ Angle: _____

Handlebar (Use appropriate Bar order form)

☐ Custom Titanium Flat Bar ☐ Tiberius Bar
☐ Custom Riser Titanium Bar
Will you be using another type of handlebar?

☐ Standard flat handlebar _____
☐ Riser bar, how much rise? _____

Spacers ☐ Titanium ☐ Aluminum

Seven Component Decal Color

☐ Silver ☐ Black ☐ Red

Additional Components

Drivetrain

☐ Geared ☐ Single
☐ Belt ☐ Internal, please specify: _____

Gruppo: _____

Crank Set: _____ ☐ single ☐ double ☐ triple

Front Derailleur Mount

☐ Low Clamp (recommended) ☐ High Clamp
☐ E-Type ☐ None

Pedal Model: _____ Max Tire Width: _____

Saddle Model: _____

† Upcharge applies to frame.
Components and accessories are separate.



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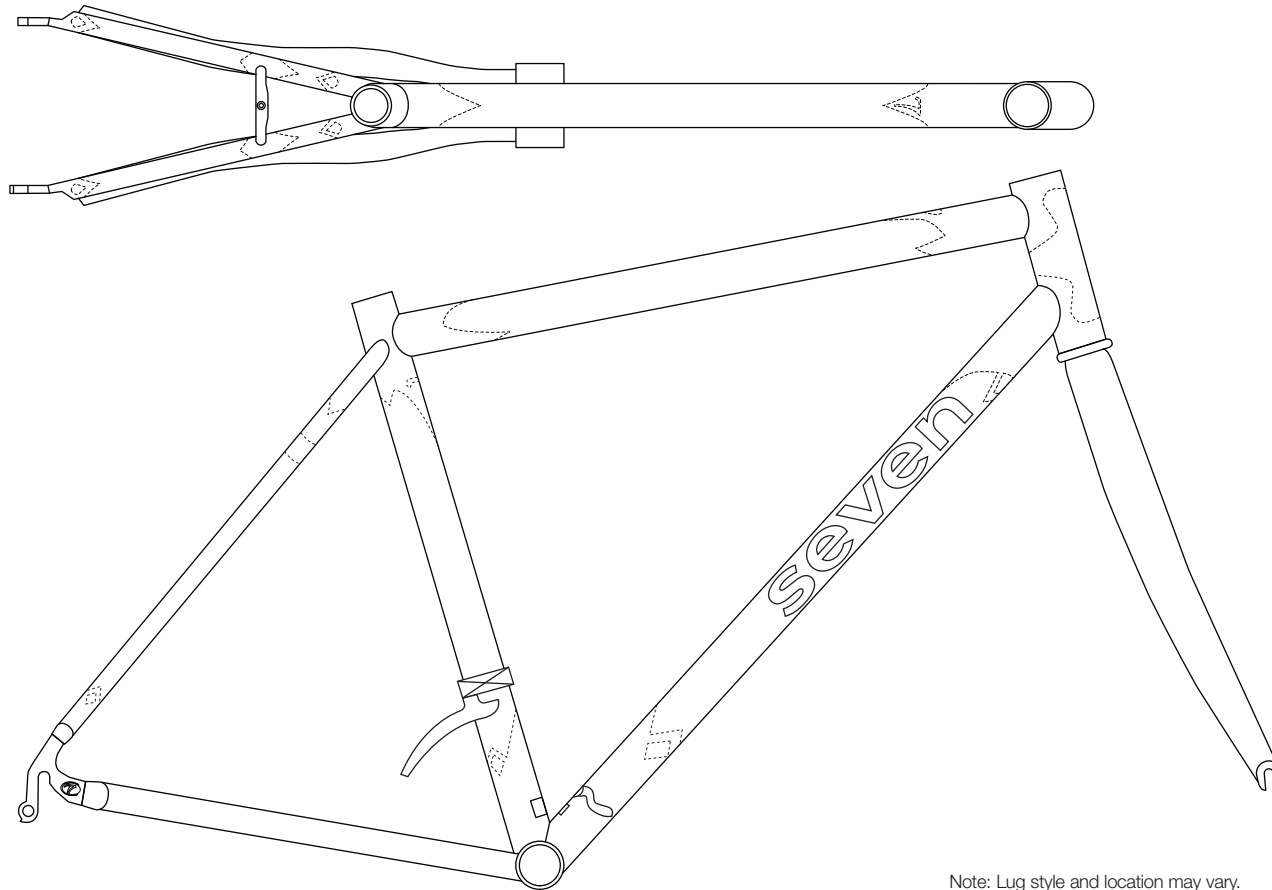
Painting Your Seven

If you plan on having your Seven painted, you might want to know that our in-house paint capabilities are second to none. Seven's facility features a state-of-the-art spray booth, custom paint mixing room, and a dust-free drying booth. Even more important is the artistry and expertise of our paint team, who combine painstaking attention to detail with creative enthusiasm.

Choosing Stock Paint Colors and Schemes

Seven offers 21 carefully selected stock paint colors, and an increasing amount of stock schemes for you to choose from, each of which can be seen online at www.sevencycles.com/paint. Simply choose the colors and

scheme you like, and jot them down on page 3 or 4 of the Custom Kit. Those looking for a more personal touch are encouraged to derive a one-of-a-kind paint scheme. Use the template below to sketch out your ideas, or find examples online to provide to Seven's design team. Seven uses PPG brand's DBC (Deltron Base Coat) group of paints, allowing for an almost limitless array of colors. By providing Seven with the appropriate PPG code(s) of your preferred color(s), often found at auto body shops and paint houses, we can guarantee a color match. Our design team is ready to help you throughout the process.



Note: Lug style and location may vary.

Designing a Custom Scheme

For custom schemes, please use the template above to help you lay out the general design. Once you have submitted your order, our Performance Design Team will help you refine and adapt your design to your actual frame model and geometry. Please note: not all schemes and decal options will fit on smaller-sized frames.

Please use the textures in the boxes on the right to indicate where you want certain colors. For unpainted titanium, leave blank.

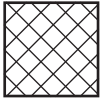
Customer Info

Name: _____

Retailer: _____

Model: _____

Paint Info

Color 1: _____ 

Code #: _____

Color 2: _____ 

Code #: _____

Color 3: _____ 

Code #: _____

Vinal Band Color: Black White
Required when going from paint to bare ti.

Notes:



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