

# **FIT FUNCTION FORM**



**STRAEL 2.0 LOOKBOOK**

## INTRO

Thanks for your patience. We've been out of stock of the original Strael for some time and we really appreciate those of you that have been waiting for the release of the Strael 2.0. I've obsessed over the design and tried to evolve the product so that it's more elegant and refined but without losing any of the utility and functionality of the original.

The product will go live on the site in a few weeks. As with the original, we'll include detailed design notes and be making the process of purchasing upgrades more straightforward. For 2018 we have five Shimano build options from 105 to Dura Ace Di2, as well as Sram 1X build options in Rival and Force. The prices have increased a little, mainly because of exchange rates, but if you order with the early bird you can make a good saving.

I do believe this is the best steel 'All Season' road bike on the market and given the tube specs, build quality, design details and range of sizes (10 sizes) I think it represents amazing value.

**Dominic Thomas - Fairlight Bike Designer**



# FRAMESET

**COLOUR OPTION 1: PUTTY**











Seperate cable guide will be available for 1X builds





Downtube cable guide removed for use of Di2





# FRAMESET

**COLOUR OPTION 2: DEEP GREY**













A close-up photograph of a black bicycle frame, focusing on the junction where the seat tube, down tube, and chainstay meet. The frame is highly reflective, showing highlights and shadows that emphasize its sleek, aerodynamic design. The text "FIT FUNCTION FORM" is printed on the seat tube in a bold, sans-serif font. "FIT" is in orange, "FUNCTION" is in white, and "FORM" is in orange. The background is a plain, light color, making the dark frame stand out.

**FIT  
FUNCTION  
FORM**





# **FULL BIKE EXAMPLE 1**

**SHIMANO ULTEGRA R8000**



Pictured with 28c tyre



















# **FULL BIKE EXAMPLE 2**

**SHIMANO 105 R7000**















# **FULL BIKE EXAMPLE 3**

**SRAM FORCE 1X**











SRAM  
FORCE

SRAM







# **FULL BIKE EXAMPLE 4**

**SRAM RIVAL 1X**

















## STRAEL 2.0 - NEW FEATURES



### Fairlight X Bentley Components Dropouts

I collaborated with my ex-colleague and talented engineer Mark Bentley (Bentley Components) to help design and prototype our new dropout system. We first prototyped this concept in 2015 and we use a combination of laser cut steel plate, turned stainless steel inserts and a CNC machined aluminium brake mount to produce a dropout that is light, functional and elegant. It takes a brake mount standard that was really devised for carbon bikes and incorporates it into the tried and tested methods of steel bike manufacturing. There is a nod to the classic IS mount adaptor which worked so well for so long.

### 3D Printed Cable Guide

Rather than using a modular ports/blanks type system which often actually adds weight (because of the braze-on reinforcements needed) we designed a simple bolt on plastic guide that uses a single bottle boss and the DI2 hole to hold it in place. When using DI2 all that remains is a single bottle boss for a very clean look. Incorporated on to the top of the guide is a clip to hold the brake hose to keep it out of the way. We are also producing a 1x specific version of the guide for cleaner 2x builds.

### Anraed Thru-Axle Fork

We took our existing mould for our Anraed fork and modified it to incorporate a 100 x 12mm dropout. We also increased the steerer tube length to 330mm so that we can now offer a size 61 Tall frame with a full 40mm of headset spacers. The fork maintains its generous tyre clearances (33c with LOTS of mud room or 28c with guards) as well as the dynamo mount on the front of the crown. We have kept 'proper' mudguard eyelets at the dropouts so no bending or manipulation of the mudguard stays is needed.



# GEOMETRY





### A - FIT GUIDE

This is not an online bikefit, it is a guide to help find the best bike geometry for your proportions.

The way it works:

- Select your frame and input your height and inside leg measurements
- Overall Frame size is driven by your height (e.g. 5ft8" = 54cm)
- Frame Geometry is driven by your proportions (e.g. 54Regular or 54Tall)

Frame	Choose Frame...	1
Units	Choose units...	2
Height	Choose...	3
Inside leg	Choose...	4

1st Choice - What we feel will be the most compatible frame with your body.

2nd Choice - Covers riding styles not obtainable using the first recommendation.

Note: Even with our 'Proportional Geometry' bikes, riders with extreme body types (e.g. very long legs vs body) may be restricted in riding styles available.

If you're unsure about using this guide just email us on [mail@fairlightcycles.com](mailto:mail@fairlightcycles.com)

### B - SEND BIKE FIT DATA

	1st Choice	2nd Choice
Too Low		
Low / Race		
Mid-Low / Sport		
Mid - Recreation		
Mid-Upright / Touring		
Upright / Comfort		

### C - MEASURE BIKE

The **Fit Guide Tool** can be found on all existing product pages on the website

## PROPORTIONAL GEOMETRY

All Fairlight bikes have been thoughtfully conceived with the rider in mind. Everybody is different; our bikes are designed to account for differences in body proportions not just overall height. We call this 'proportional geometry'. We offer all of our frame sizes in (R)egular and (T)all versions so that you can find your perfect fit.

### (R) REGULAR

Designed to be lower at the front and longer.  
For people with shorter legs and a longer back.  
Or, for those just wanting a lower, racier, riding position.

### (T) TALL

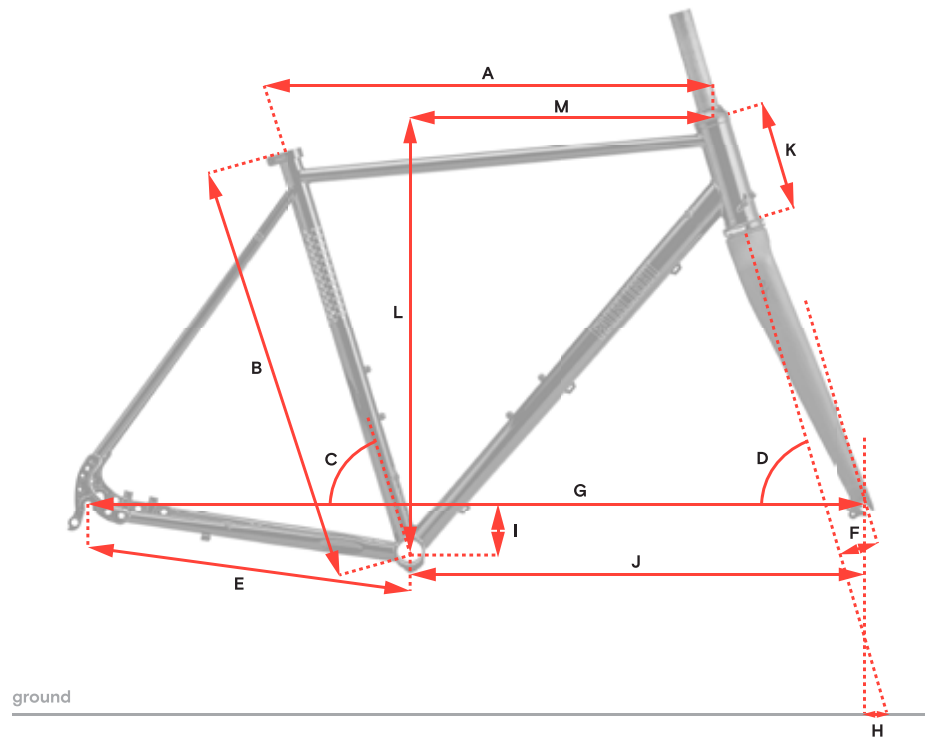
Designed to be higher at the front and shorter.  
For people with longer legs and a shorter back  
Or, for those wanting a more upright position.

## FINDING THE RIGHT SIZE AND GEOMETRY

We always recommend having a bike fit; the benefits to your comfort and efficiency can be massive. This can only be done in person with a skilled bike-fit practitioner. If you've had a bike fit then you can send us your details and we'll provide you with a 'Fairlight Fit Report'. This recommends a frame geometry and the exact bike setup required to achieve your fit. If you go ahead with the purchase we'll set up the bike per your report.

If you haven't had a fitting you can use our online **Fit Guide Tool** to help find the right frame for you.





	Size	51R	51T	54R	54T	56R	56T	58R	58T	61R	61T
<b>A</b>	<b>Top tube horizontal (mm)</b>	536	531	550	545	566	558	580	573	594	594
<b>B</b>	<b>Seat tube length (mm)</b>	510	514	532	536	545	557	564	575	583	592
<b>C</b>	<b>Seat tube angle</b>	74	74	73.5	74	73	73.5	73	73.5	73	73.5
<b>D</b>	<b>Head tube angle</b>	72	71.5	72.5	72.5	73.5	73	73.5	73	73.5	73
<b>E</b>	<b>Chainstay length (mm)</b>	418	418	418	418	418	418	418	418	418	418
<b>F</b>	<b>Fork rake</b>	45	45	45	45	45	45	45	45	45	45
<b>G</b>	<b>Wheelbase (mm)</b>	993	993	998	999	1000	1002	1014	1017	1028	1039
<b>H</b>	<b>Trail (mm)</b>	63	66	60	60	54	57	54	57	54	57
<b>I</b>	<b>Bottom bracket drop (mm)</b>	68	68	68	68	68	68	68	68	68	68
<b>J</b>	<b>Front center distance (mm)</b>	585	585	590	590	592	594	605	609	619	630
<b>K</b>	<b>Head tube length (mm)</b>	110	140	130	160	140	180	160	200	180	220
<b>L</b>	<b>Stack (mm)</b>	530	557	551	579	564	600	583	619	602	639
<b>M</b>	<b>Reach (mm)</b>	383	370	386	378	394	380	402	389	410	405
	<b>Fork length - axle to crown (mm)</b>	381	381	381	381	381	381	381	381	381	381

# SPECS & PRICING

## TAXES AND CUSTOMS DUTIES

### UK & EU Customers

- All prices include UK VAT @ 20%
- EU Customers will pay UK VAT (20%). This will continue to be the case for as long as the UK remains within the EU free market.

### International Customers (Non EU)

- Non EU customers will pay excluding UK VAT @ 20%.
- The price for non EU customers is shown in grey in the price tables below.
- Non EU customers will then be subject to local taxes and import duties when the goods arrive into your respective countries.



FRAMESET



FRAMESET

SRP	£1,199 (€999.17 for Non EU)
Frame & Fork	
Frame	Fairlight Strael 853 All Season Road
Fork	Fairlight Anraed Disc Carbon Tapered Steerer
Headset	Fsa Orbit Ita
Seatclamp	Anodized Black Seatclamp with Threaded Insert
Axles	Fairlight 142x12mm Rear, Fairlight 100x12mm Front
Cable Guide	Fairlight 3D Print Cable Guide
Dimensions	
Headset	Upper – 44mm 1.1/8 Lower – 44mm 1.5
Front Derailleur	28.6mm Band On (Not Included)
Bottom Bracket	68mm Threaded English Cups (Not Included)
Seat Post	27.2mm (Not Included)
Hub Width	100x12mm Front, 142x12mm Rear
Upgrade Options	
Headset & Seatclamp Upgrade	
Hope Headset & Seatclamp	£45 (€37.50 for Non EU)



SHIMANO BUILDS

	105 R7000	ULTEGRA R8000	ULTEGRA DI2 R8050
SRP	£2,199 (£1,832.50 for Non EU)	£2,699 (£2,249.17 for Non EU)	£3,499 (£2,915.83 for Non EU)
Frame & Fork			
Frame	Fairlight Strael 853 All Season Road	Fairlight Strael 853 All Season Road	Fairlight Strael 853 All Season Road
Fork	Fairlight Anraed Disc Carbon Tapered Steerer	Fairlight Anraed Disc Carbon Tapered Steerer	Fairlight Anraed Disc Carbon Tapered Steerer
Headset	Fsa Orbit Ita	Fsa Orbit Ita	Fsa Orbit Ita
Seatclamp	Anodized Black Seatclamp with Threaded Insert	Anodized Black Seatclamp with Threaded Insert	Anodized Black Seatclamp with Threaded Insert
Axles	Fairlight 142x12mm Rear, Fairlight 100x12mm Front	Fairlight 142x12mm Rear, Fairlight 100x12mm Front	Fairlight 142x12mm Rear, Fairlight 100x12mm Front
Groupset			
Chainset	Shimano 105 R7000 50:34	Shimano Ultegra R8000 50:34	Shimano Ultegra R8000 50:34
Rear Derailleur	Shimano 105 R7000 Gs	Shimano Ultegra R8000 Gs	Shimano Ultegra Di2 R8050 Gs
Front Derailleur	Shimano 105 R7000 Band-On	Shimano Ultegra R8000 Band-On	Shimano Ultegra R8050 Braze-On with Adaptor
Shifters	Shimano R7000 Hydro Shifters	Shimano Ultegra Str8020 Hydro Shifters	Shimano Ultegra Di2 Str8070 Hydro Shifters
Cassette	Shimano 105 R7000 11 Speed 11-32T	Shimano Ultegra R8000 11 Speed 11-34T	Shimano Ultegra R8000 11 Speed 11-34T
Bottom Bracket	Shimano Rs500	Shimano Ultegra Bottom Bracket Cups 68mm	Shimano Ultegra Bottom Bracket Cups 68mm
Wheels & Brakes			
Wheelset	Fulcrum Racing 7 DB	Hunt 4 Season Disc 24/24	Hunt 4 Season Disc 24/24
Tyres	Continental Gatorskin 700 x 28C	Continental Gp5000 700 x 28C	Continental GP5000 700 x 28C
Tubes	Continental Race 700 x 28-32C	Continental Race 700 x 28-32C	Continental Race 700 x 28-32C
Brakes	Shimano 105 R7000 Hydro Flat Mount Calipers	Shimano Br8070 Hydro Flat Mount Calipers	Shimano Br8070 Hydro Flat Mount Calipers
Rotors	Shimano Sm-Rt81 Ice-Tech Centre-Lock 140mm F&R	Shimano Ultegra Smrt800 C/Lock 140mm F&R	Shimano Ultegra Smrt800 C/Lock 140mm F&R
Finishing Kit			
Handlebar	FSA Vero Compact	FSA Gossamer Compact	FSA Gossamer Compact
Seat Post	FSA Gossamer 27.2mm	FSA SI-K Carbon 27.2mm	FSA SI-K Carbon 27.2mm
Stem	FSA Omega	FSA SI-K Alloy	FSA SI-K Alloy
Handlebar Tape	Pro Pu SI Black Tape	Pro Pu SI Black Tape	Pro Pu SI Black Tape
Saddle	Fabric Scoop Shallow Elite - Black/Black	Fabric Scoop Shallow Elite - Black/Black	Fabric Scoop Shallow Elite - Black/Black
Pedals	Not Included	Not Included	Not Included
Upgrade Options			
Headset & Seatclamp Upgrade			
Hope Headset & Seatclamp	£45 (£37.50 for Non EU)	£45 (£37.50 for Non EU)	£45 (£37.50 for Non EU)
Wheel Upgrades			
Hunt 4 Season Disc	£100 (£83.33 for Non EU)	N/A - Standard Spec	N/A - Standard Spec
Hope 20Five-Rs4-32/32-J Bend	£200 (£166.67 for Non EU)	£100 (£83.33 for Non EU)	£100 (£83.33 for Non EU)
Hunt Super Dura Dynamo	£350 (£291.67 for Non EU)	£250 (£208.33 for Non EU)	£250 (£208.33 for Non EU)
Hunt Carbon 30 Aero Disc	£675 (£562.50 for Non EU)	£600 (£500 for Non EU)	£600 (£500 for Non EU)
Hunt Carbon 30 Gravel Disc	£675 (£562.50 for Non EU)	£600 (£500 for Non EU)	£600 (£500 for Non EU)
Tyres			
Conti Gp 5000 (28mm)	£40 (£33.33 for Non EU)	N/A - Standard Spec	N/A - Standard Spec
Conti Gp 4 Season (28mm or 32mm)	£40 (£33.33 for Non EU)	£0	£0
Conti Gp 5000 Tubeless Compatible (supplied with tubes fitted)	£50 (£41.66 for Non EU)	£10 (£8.33 for Non EU)	£10 (£8.33 for Non EU)
Chainset - Sub Compact			

If you require a sub compact chainset then we recommend opting for a Shimano GRX groupset - email us for info

# SHIMANO BUILDS

	DURA ACE	DURA ACE DI2
SRP	£3,599 (€2,999.17 for Non EU)	£4,499 (€3,749.17 for Non EU)
Frame & Fork		
Frame	Fairlight Strael 853 All Season Road	Fairlight Strael 853 All Season Road
Fork	Fairlight Anraed Disc Carbon Tapered Steerer	Fairlight Anraed Disc Carbon Tapered Steerer
Headset	FSA Orbit Ita	FSA Orbit Ita
Seatclamp	Anodized Black Seatclamp with Threaded Insert	Anodized Black Seatclamp with Threaded Insert
Axles	Fairlight 142x12mm Rear, Fairlight 100x12mm Front	Fairlight 142x12mm Rear, Fairlight 100x12mm Front
Groupset		
Chainset	Shimano Dura Ace 9100 50:34	Shimano Dura Ace 9100 50:34
Rear Derailleur	Shimano Dura Ace 9100 SS Cage	Shimano Dura Ace 9150 Ss Cage
Front Derailleur	Shimano Dura Ace 9100 Band-On	Shimano Dura Ace 9150 Braze-On with Adaptor
Shifters	Shimano Dura Ace Str9120 Hydro Shifters	Shimano Dura Ace Str9170 Hydro Shifters
Cassette	Shimano Dura Ace 9100 11 Speed 11-30T	Shimano Dura Ace 9100 11 Speed 11-30T
Bottom Bracket	Shimano Ultegra Bottom Bracket Cups 68mm	Shimano Dura Ace Bottom Bracket Cups 68mm
Wheels & Brakes		
Wheelset	Hunt 4 Season Disc 24/24.	Hunt 4 Season Disc 24/24.
Tyres	Continental Gp5000 700 x 28C	Continental Gp5000 700 x 28C
Tubes	Continental Race 700 x 28-32C	Continental Race 700 x 28-32C
Brakes	Shimano Dura Ace Br9170 Hydro Flat Mount Calipers	Shimano Dura Ace Br9170 Hydro Flat Mount Calipers
Rotors	Shimano Dura Ace Smrt900 Ice-Tech 140mm F&R	Shimano Dura Ace Smrt900 Ice-Tech 140mm F&R
Finishing Kit		
Handlebar	FSA Gossamer Compact	FSA Gossamer Compact
Seat Post	FSA SI-K Carbon 27.2mm	FSA SI-K Carbon 27.2mm
Stem	FSA SI-K Alloy	FSA SI-K Alloy
Handlebar Tape	Pro Pu SI Black Tape	Pro Pu SI Black Tape
Saddle	Fabric Scoop Shallow Elite - Black/Black	Fabric Scoop Shallow Elite - Black/Black
Pedals	Not Included	Not Included
Upgrade Options		
Headset & Seatclamp Upgrade		
Hope Headset & Seatclamp	£45 (€37.50 for Non EU)	£45 (€37.50 for Non EU)
Wheel Upgrades		
Hunt 4 Season Disc	N/A - Standard Spec	N/A - Standard Spec
Hope 20Five-Rs4-32/32-J Bend	£100 (€83.33 for Non EU)	£100 (€83.33 for Non EU)
Hunt Super Dura Dynamo	£250 (€208.33 for Non EU)	£250 (€208.33 for Non EU)
Hunt Carbon 30 Aero Disc	£600 (€500 for Non EU)	£600 (€500 for Non EU)
Hunt Carbon 30 Gravel Disc	£600 (€500 for Non EU)	£600 (€500 for Non EU)
Tyres		
Conti Gp 5000 (28mm)	N/A - Standard Spec	N/A - Standard Spec
Conti Gp 4 Season (28mm or 32mm)	£0	£0
Conti Gp 5000 Tubeless Compatible (supplied with tubes fitted)	£10 (€8.33 for Non EU)	£10 (€8.33 for Non EU)





SRAM BUILDS

SRAM BUILDS		
SRP	SRAM RIVAL 1X	SRAM FORCE 1X
	£2,299 (€1,915.83 for Non EU)	£2,899 (€2,415.83 for Non EU)
Frame & Fork		
Frame	Fairlight Strael 853 All Season Road	Fairlight Strael 853 All Season Road
Fork	Fairlight Anraed Disc Carbon Tapered Steerer	Fairlight Anraed Disc Carbon Tapered Steerer
Headset	FSA Orbit Ita	FSA Orbit Ita
Seatclamp	Anodized Black Seatclamp with Threaded Insert	Anodized Black Seatclamp with Threaded Insert
Axles	Fairlight 142X12mm Rear, Fairlight 100X12mm Front	Fairlight 142X12mm Rear, Fairlight 100X12mm Front
Groupset		
Chainset	Sram Rival 1X 42T X-Sync	Sram Force 1X 42T X-Sync
Rear Derailleur	Sram Rival 1X Long Cage	Sram Force 1X Long Cage
Front Derailleur	N/A	N/A
Shifters	Sram Rival 1X Hydro	Sram Force 1X Hydro
Cassette	Sram Rival Pg1130 11-36T	Sram Force Pc1170 11-36T
Bottom Bracket	Sram Gxp	Sram Gxp
Wheels & Brakes		
Wheelset	Fulcrum Racing 7 Db	Hunt 4 Season Disc 24/24
Tyres	Continental Gatorskin 700 x 28C	Continental Gp5000 700 x 28C
Tubes	Continental Race 700 x 28-32C	Continental Race 700 x 28-32C
Brakes	Sram Rival Hydro Flat-Mount	Sram Force Hydro Flat-Mount
Rotors	Sram Centerline 140mm	Sram Centerline 140mm
Finishing Kit		
Handlebar	FSA Vero Compact	FSA Gossamer Compact
Seat Post	FSA Gossamer 27.2mm	FSA SI-K Carbon 27.2mm
Stem	FSA Omega	FSA SI-K Alloy
Handlebar Tape	Pro Pu SI Black Tape	Pro Pu SI Black Tape
Saddle	Fabric Scoop Shallow Elite - Black/Black	Fabric Scoop Shallow Elite - Black/Black
Pedals	Not Included	Not Included
Upgrade Options		
Headset & Seatclamp Upgrade		
Hope Headset & Seatclamp	£45 (€37.50 for Non EU)	£45 (€37.50 for Non EU)
Wheel Upgrades		
Hunt 4 Season Disc	£100 (€83.33 for Non EU)	N/A - Standard Spec
Hope 20Five-Rs4-32/32-J Bend	£200 (€166.67 for Non EU)	£100 (€83.33 for Non EU)
Hunt Super Dura Dynamo	£350 (€291.67 for Non EU)	£250 (€208.33 for Non EU)
Hunt Carbon 30 Aero Disc	£675 (€562.50 for Non EU)	£600 (€500 for Non EU)
Hunt Carbon 30 Gravel Disc	£675 (€562.50 for Non EU)	£600 (€500 for Non EU)
Tyres		
Conti Gp 5000 (28mm)	£40 (€33.33 for Non EU)	N/A - Standard Spec
Conti Gp 4 Season (28mm or 32mm)	£40 (€33.33 for Non EU)	£0
Conti Gp 5000 Tubeless Compatible (supplied with tubes fitted)	£50 (€41.66 for Non EU)	£10 (€8.33 for Non EU)



# SHIPPING

## **UK Shipping**

- All bikes and framesets are sent out via TNT. Shipping is priced at £15.

## **Other Shipping Zones**

- We ship internationally with DHL. Estimated costs are dependent on shipping zone. All of the costs are inclusive of UK VAT for EU customers, exclusive for non EU.
- Western Europe: Bike £80, Frame £40
- Central / Eastern / Southern Europe: Bike £90 – £100, Frame £40
- USA: Bike £180, Frame £70 (ex VAT)
- Canada: Bike £220, Frame £90 (ex VAT)
- Australia / New Zealand / South East Asia: Bike £340, Frame £100 (ex VAT)

## **Shipping Payment**

- Shipping cost is added to your order after you have placed your deposit.

# HOW TO ORDER





## THE ORDER PROCESS:

1. Go **HERE** to place your order.
2. Current availability dates are shown in the linked page. Allocate your frameset by selecting your size, colour and build options. Pay your £500 deposit.
3. We will send you an email confirming your order.
4. You will be emailed an invoice link approx 2-3 weeks before your build is due. The balance must be paid in full no later than one week (7 days) prior to your allocated build slot.
5. Your Fairlight will be delivered to you.





# FIT FUNCTION FORM

[mail@fairlightcycles.com](mailto:mail@fairlightcycles.com)

 **FAIRLIGHT**