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GROUNDER
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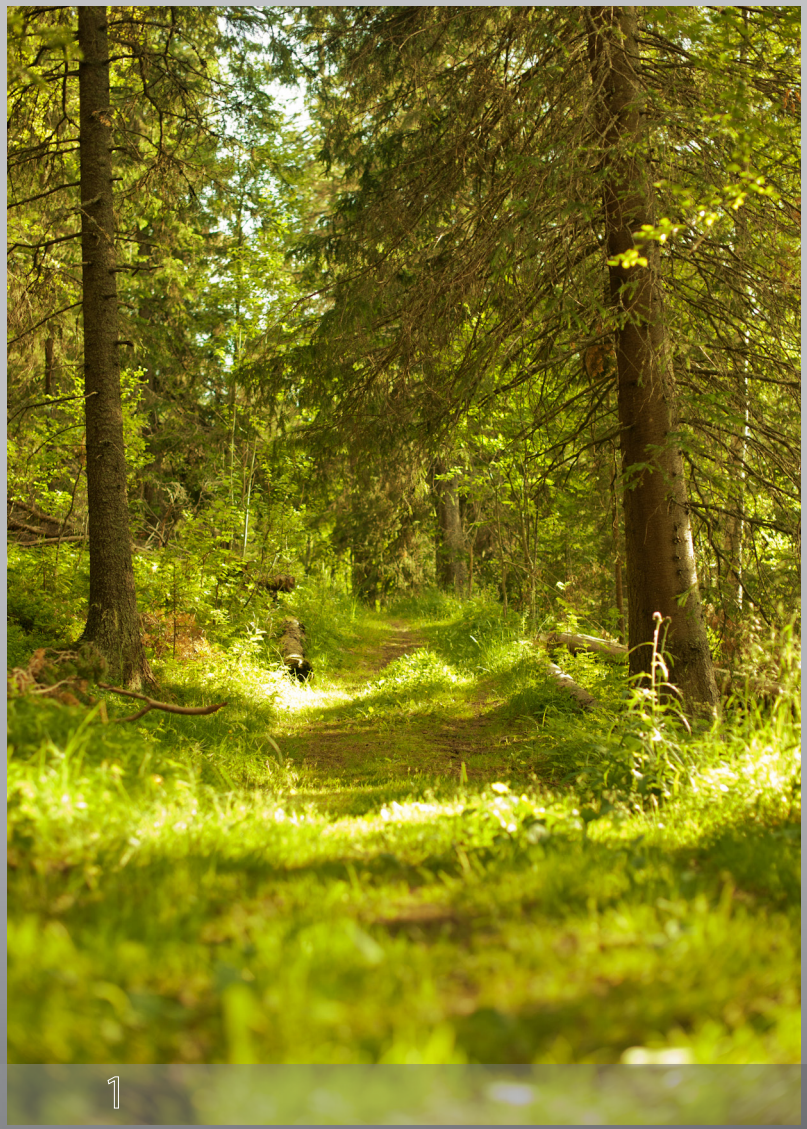
Gaap

The fictive brand HOOP

Hoop is a fictive brand created for a school project about design an functionality. The main goal for this project was to create a bicycle configurator using Flash. Meanwhile a printable and interactive PDF would be created.
All the artwork in this catalogue is made in Adobe Illustrator and is 100% vectors and gradients. I have used the mesh tool extensively and gotten great practice while making this. Thereafter all was put together in InDesign after some touch ups in Photoshop.

Enjoy/
Max Boström



Force

7234 g

If you aim at winning the World Cup or just to humiliate your friends this is the perfect race weapon. The 845 g carbon frame and 100 mm fork lets you fly over any obstacle with ease.

Specification

Frame: 3K carbon monochrome
Fork: HOOP Carbon 100 XC
Wheels: Stoned Tubular Carbon
Tires: HOOP Grounder 2" Kevlar
Drive train: Japano RCX
Crank set: HOOP custom carbon
Brakes: HOOP PartyStopper
Finishing kit: HOOP carbon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Force
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GRUNT

9654 g

The ultimate AM bike to take you cross mountains has finally arrived. With its 160 mm of front and rear travel carbon frame your all set to cover any ground in total confidence.

Specification

Frame: 3K carbon monochrome 160
Fork: HOOP Carbon 160 AM
Shock: HOOP Carbon AMR
Wheels: Stoned Tubular Carbon
Tires: HOOP Grounder XL 2,5" Kevlar
Drive train: Japano RCX
Crank set: HOOP custom carbon
Brakes: HOOP PartyStopper
Finishing kit: HOOP carbon


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Arrow

5436 g

Blasting uphill or soaring down a mountain road, the Arrow is your best alternative. With its 755 g frame and XLite wheels the overall weight of 5436 g truly makes you feel invincible.

Specification

Frame: 3K carbon monochrome
Wheels: XLite Tubular Carbon
Tires: HOOP Lightning 1" Kevlar
Drive train: Japano Blck
Crank set: HOOP skinny carbon
Brakes: HOOP Ha!t
Finishing kit: HOOP carbon


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Arrow



Vacuum

7106 g

The peak of aerodynamic since has let to the birth of the worlds best triathlon bike ever. With fully integrated cable routing and rear brake your ready to slice your competition to pieces.

Specification

Frame: 3K carbon monochrome Airo
Wheels: Turbulence Tubular Carbon
Tires: HOOP Lightning 1" Kevlar
Drive train: Japano Blck
Crank set: HOOP disc carbon
Brakes: HOOP Ha!t
Finishing kit: HOOP carbon


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Vacuum

Wheels

Tubular carbon wheels for termack and dirt with unbeatable weight and trueness

XLite Front

- 505 g with ceramic cartridge bearings
- 16 strait pull bladed spokes
- Rim width/hight: 20/15 mm

XLite Rear

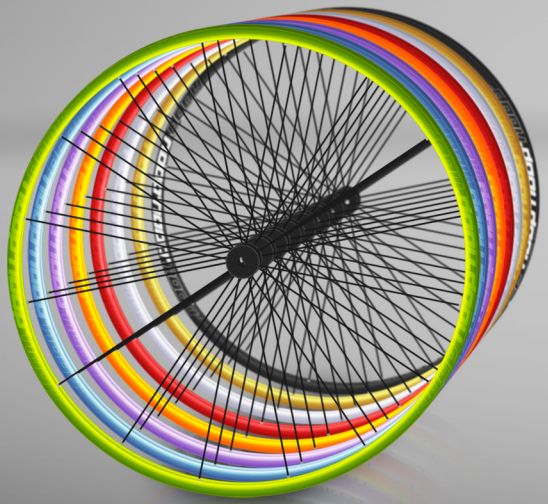
- 606 g with ceramic cartridge bearings
- 32 strait pull bladed spokes
- Rim width/hight: 20/15 mm

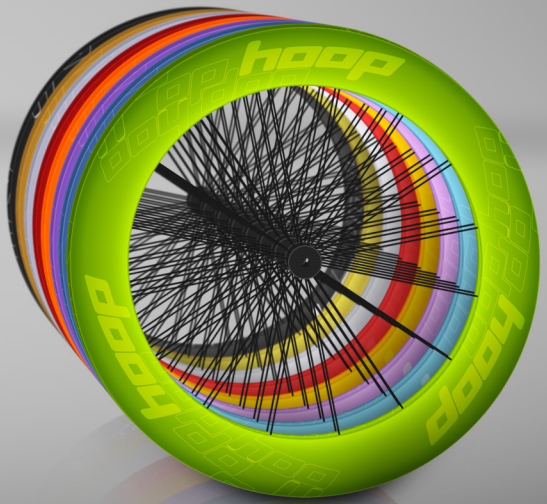
Turbulence Front

- 610 g with ceramic cartridge bearings
- 16 strait pull bladed spokes
- Rim width/hight: 20/70 mm

Turbulence Rear

- 720 g with ceramic cartridge bearings
- 24 strait pull bladed spokes
- Rim width/hight: 20/70 mm





Stoned 3K Carbon

- 1300 g wheelset with ceramic cartridge bearings
- 24 strait pull bladed spokes with tripple lacing
- Rim width/hight: 25/22 mm



Bolts

Bolt in Grade 5 Aerospace Titanium 6A/4V Alloy
Will never rust and half the weight of steel

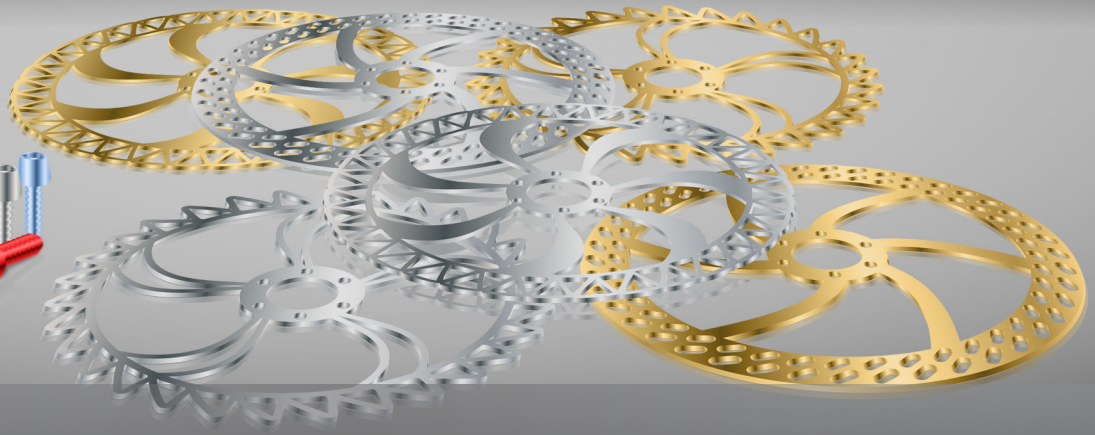
Sizes:	Colours:
M3x10mm	Natural
M4x10mm	Gold
M4x15mm	Orange
M5x10mm	Red
M5x15mm	Purple
M5x20mm	Blue
M6x15mm	Green
M6x30mm	Black



Rotors

6 bolt disc fitting, stainless steel rotors with absolut trueness

SuperLite	RaceStop	CrustSpin
Size & weight:	**Size & weight:**	**Size & weight:**
- 160 mm - 83,5 g	- 160 mm - 94 g	- 160 mm - 96 g
- 180 mm - 94 g	- 180 mm - 105 g	- 180 mm - 108 g
- 200 mm - 120 g	- 200 mm - 130 g	- 200 mm - 135 g



Drive-Train

12 spocket road cassettes and 10 spocket mtb cassettes to suite all tastes with matching chains

Steel Road
Size & weight:
8-23T - 210 g
8-25T - 215 g
8-28T - 220 g

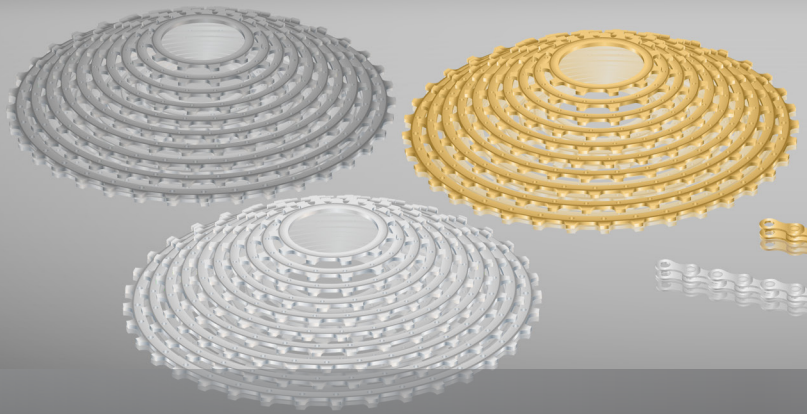
Titanium Road
Size & weight:
8-23T - 174 g
8-25T - 182 g
8-28T - 194 g

Ti Road Gold
Size & weight:
8-23T - 174 g
8-25T - 182 g
8-28T - 194 g

Steel MTB
Size & weight:
11-32T - 208 g
11-34T - 212 g
11-36T - 218 g

Titanium MTB
Size & weight:
11-32T - 172 g
11-34T - 176 g
11-36T - 188 g

Ti MTB Gold
Size & weight:
11-32T - 172 g
11-34T - 176 g
11-36T - 188 g



Steel Road
Size & weight:
114 links - 267 g

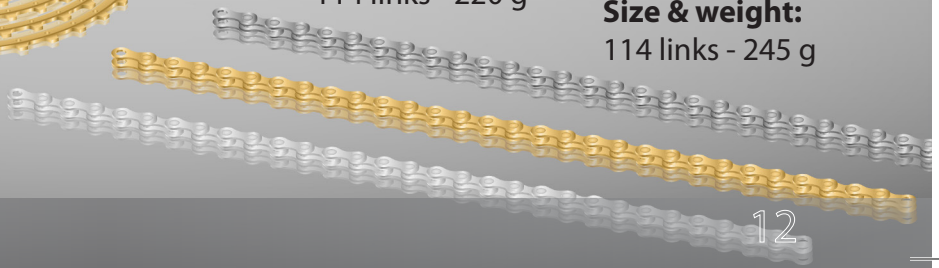
Titanium Road
Size & weight:
114 links - 224 g

Ti Road Gold
Size & weight:
114 links - 220 g

Steel MTB
Size & weight:
114 links - 285 g

Titanium MTB
Size & weight:
114 links - 256 g

Ti MTB Gold
Size & weight:
114 links - 245 g



Lubes



Bum bum ointment
175 ml
After 10 hours in the saddle you could need some relief

Bike shine de lux
175 ml
Sparkles for your darlings

Lumbering Lube
175 ml
Grease em up nicely



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