



**Focale44** bicycles



## We love bikes

Some of us ride BMX, some of us ride MTB, some of us ride road bike. None of us wants to use BMX, MTB nor road bike for in-city transportation. So we decided to create Focale 44, dedicated to urban use. Focale 44 is the third brand from BMX Groupment, our company. Our other brands are Superstar (BMX street/park) and St-Martin (BMX flatland). We come from BMX. However, we are interested in all kind of bikes for both physical activity and way of transportation.

## Why Focale 44 ?

Summer 2008 : while the project is growing in our minds, we found a good name "Steroid Cycles". We liked it. However, some of our distributors thought that name might be a problem, as steroids don't have a good image. So we had to find a new name. During more than 6 months, we searched a name. When one suggested a word, the other did not like it. We became crazy about that until that day : "And do you like « Focal » ? " For once, we all agreed. We added an "E" to make it more french. And we added "44" to make the name longer. Why 44 ? No real reason. At last, we had our brand name : Focale 44. After that, a friend told us that, in photography, the 43/44 mm focal length is very similar to what the human eye can see. Simple coincidence...

# NOBLE Complete BIKE



## MODERN CLASSICAL frame and fork design

- 3 sizes : 52 cm, 55 cm, 58 cm
- full 4130 Cr-Mo frame and fork
- track handlebar/stem Cr-Mo combo
- 46/16 gear ratio
- sealed bearings BB set
- plastic BMX type pedals
- sealed bearings hubs
- flip flop rear hub (fixed/freewheel)
- 1/2"x1/8" chain
- 300 mm long seat post and 15 mm stem spacers for perfect setting
- plastic but comfortable saddle
- built to last, around 10.8 kg / 23.8 lbs
- 2010 first color : mate black

**Pictured without brakes. However, every Noble is delivered with brakes, freewheel and fixed sprocket.** You can choose your riding style.

# NOBLE Complete BIKE



<b>Frame</b>	Full 4130 Cr-Mo, 3 sizes, 120 mm hub spacing, weld-on seat clamp
<b>Fork</b>	Full 4130 Cr-Mo, 1-1/8", short rake
<b>Head set</b>	Integrated, Campagnolo style + 2 spacers (10 mm + 5 mm)
<b>Handlebar/stem</b>	1-piece track combo, heat treated 4130 Cr-Mo 90 mm stem, 420 mm width
<b>Grips</b>	Keirin, kraton
<b>Crank</b>	Forged alloy, 170 mm arms, alloy chainring 46T, BCD 130 mm
<b>BB</b>	Tange Seiki, sealed bearings, square axle
<b>Pedals</b>	Wellgo BMX plastic, Cr-Mo axle
<b>Tires</b>	Innova 700 x 23c
<b>Rims</b>	Lightweight alloy, 32 holes
<b>Hubs</b>	High flanges, sealed bearings, Cr-Mo nuted axle, flip-flop (fixed/freewheel)
<b>Spokes assembly</b>	Radial in front, 3-cross in rear
<b>Chain</b>	KMC Z410, 1/2"x1/8"
<b>Rear sprocket</b>	16T, Cr-Mo
<b>Freewheel</b>	16T, not assembled on the bike
<b>Seat post</b>	27,2 mm, steel cups
<b>Seat</b>	Plastic, BMX style, 7 mm rails
<b>Levers</b>	Tektro, cyclocross style, not assembled on the bike
<b>Brake calipers</b>	Tektro, not assembled on the bike

	SIZE 52	SIZE 55	SIZE 58
<b>Frame size</b> (BB to top of seat tube)	530 mm / 20.9"	560 mm / 22.0"	590 mm / 23.2"
<b>Top tube</b>	530 mm / 20.9"	550 mm / 21.7"	580 mm / 22.8"
<b>Head angle</b>	74 degrees	74 degrees	74 degrees
<b>Seat angle</b>	75 degrees	75 degrees	75 degrees
<b>Chain stays length</b> (slammed)	395 mm / 15.6"	395 mm / 15.6"	395 mm / 15.6"
<b>BB drop</b>	65 mm / 2.6"	65 mm / 2.6"	65 mm / 2.6"
<b>Head tube length</b>	120 mm / 4.7"	150 mm / 5.9"	180 mm / 7.1"
<b>Head tube standard</b>	Campagnolo integrated	Campagnolo integrated	Campagnolo integrated
<b>Seat post size</b>	27.2 mm	27.2 mm	27.2 mm
<b>Distance between dropouts</b>	120 mm	120 mm	120 mm

# RELAX Complete BIKE



## MODERN CLASSICAL frame and fork design



- 3 sizes : 52 cm, 55 cm, 58 cm
- full 4130 Cr-Mo frame and fork
- flat handlebar/stem Cr-Mo combo
- 42/16 gear ratio
- sealed bearings BB set
- plastic BMX type pedals
- sealed bearings hubs
- flip flop rear hub (fixed/freewheel)
- 1/2"x1/8" chain
- 300 mm long seat post and 15 mm stem spacers for perfect setting
- plastic but comfortable saddle
- built to last, around 10.5 kg / 23 lbs
- 2010 first colors : grey, swamp green

**Pictured without brakes. However, every Noble is delivered with brakes, freewheel and fixed sprocket.** You can choose your riding style.

# RELAX Complete BIKE



<b>Frame</b>	Full 4130 Cr-Mo, 3 sizes, 120 mm hub spacing, weld-on seat clamp
<b>Fork</b>	Full 4130 Cr-Mo, 1-1/8", short rake
<b>Head set</b>	Integrated, Campagnolo style + 2 spacers (10 mm + 5 mm)
<b>Handlebar/stem</b>	1-piece flat combo, heat treated 4130 Cr-Mo 80 mm stem, 480 mm width
<b>Grips</b>	Keirin, no flanges
<b>Crank</b>	Forged alloy, 170 mm arms, alloy chainring 42T, BCD 130 mm
<b>BB</b>	Tange Seiki, sealed bearings, square axle
<b>Pedals</b>	Wellgo BMX plastic, Cr-Mo axle
<b>Tires</b>	Kenda Kontender 700 x 23c
<b>Rims</b>	Lightweight alloy, 32 holes
<b>Hubs</b>	High flanges, sealed bearings, Cr-Mo nuted axle, flip-flop (fixed/freewheel)
<b>Spokes assembly</b>	Radial in front, 3-cross in rear
<b>Chain</b>	KMC Z410, 1/2"x1/8"
<b>Rear sprocket</b>	16T, Cr-Mo
<b>Freewheel</b>	16T, not assembled on the bike
<b>Seat post</b>	27,2 mm, steel cups
<b>Seat</b>	Plastic, BMX style, 7 mm rails
<b>Levers</b>	Tektro, cyclocross style, not assembled on the bike
<b>Brake calipers</b>	Tektro, not assembled on the bike

	SIZE 52	SIZE 55	SIZE 58
<b>Frame size</b> (BB to top of seat tube)	530 mm / 20.9"	560 mm / 22.0"	590 mm / 23.2"
<b>Top tube</b>	530 mm / 20.9"	550 mm / 21.7"	580 mm / 22.8"
<b>Head angle</b>	74 degrees	74 degrees	74 degrees
<b>Seat angle</b>	75 degrees	75 degrees	75 degrees
<b>Chain stays length</b> (slammed)	395 mm / 15.6"	395 mm / 15.6"	395 mm / 15.6"
<b>BB drop</b>	65 mm / 2.6"	65 mm / 2.6"	65 mm / 2.6"
<b>Head tube length</b>	120 mm / 4.7"	150 mm / 5.9"	180 mm / 7.1"
<b>Head tube standard</b>	Campagnolo integrated	Campagnolo integrated	Campagnolo integrated
<b>Seat post size</b>	27.2 mm	27.2 mm	27.2 mm
<b>Distance between dropouts</b>	120 mm	120 mm	120 mm

# Frame Kit



includes : **frame + fork + headset + spacers**

2010 colors : **red, green, black, purple**

## Frame :

- 3 sizes : 52 cm, 55 cm, 58 cm
- full 4130 Cr-Mo
- long lasting reliable construction
- horizontal top tube
- integrated head tube for Campagnolo standard (1-1/8")
- engraved F44 logo in head tube
- BSA bottom bracket

- straight chain stays : allows up to 700x25c tire
- hole for rear brake in seat stays bridge
- 4 mm Cr-Mo CNC dropouts
- weld-on seat clamp with replaceable bolt and nut
- 2090 grams / 4.6 lbs

## Fork :

- full 4130 Cr-Mo
- 1-1/8" steer tube threadless
- integrated crown cone for integrated headset only
- hole for front brake
- 25.4 mm taper legs
- 33.5 mm rake
- 920 grams / 2.0 lbs



# Handlebars



## FLAT Handlebar/Stem combo

- 1-pc stem/handlebar combo, flat style
- full 4130 heat treated Cr-Mo
- for 1-1/8" threadless steer tube
- 80 mm stem length
- 40 mm stem height
- -10° angle
- internal stem clamp
- 580 mm handlebar width
- 22.2 mm (7/8") handlebar O.D.
- 3° backsweep
- 0° upsweep
- color : ED-black



## TRACK Handlebar/Stem combo

- 1-pc stem/handlebar combo, track style
- full 4130 heat treated Cr-Mo
- for 1-1/8" threadless steer tube
- 90 mm stem length
- 40 mm stem height
- 0° angle
- internal stem clamp
- 420 mm handlebar width, axle to axle
- 110 mm reach
- 170 mm drop
- 24.0 mm handlebar O.D.
- color : ED-black



# Wheels



## Front Wheel

- sealed bearings
- high flanges
- 3/8" solid Cr-Mo axle
- OLD 100 mm
- black nuts
- 32 black spokes, radial lacing
- black nipples
- alloy single wall rim, 21 mm high
- hi-pressure rim tape



## Rear Wheel

- sealed bearings
- high flanges
- flip-flop : for fixed cog or freewheel
- lock-ring included
- 3/8" solid Cr-Mo axle
- OLD 120 mm
- black nuts
- 32 black spokes, 3-cross lacing
- black nipples
- alloy single wall rim, 21 mm high
- hi-pressure rim tape



# Misc Parts



## Brake Lever

- top mount on track handlebar
- for O.D. 24 mm handlebars
- hinged clamp
- return spring
- right only



## Keirin Grips

- smooth kraton rubber
- micro diamond design
- 175 mm long
- for O.D. 24 mm handlebars
- close ends
- colors : black or white



## Noble White tire

- 700 x 23C
- long lasting 30 dpi sidewalls
- made by Innova
- color : white

# Misc Parts



## 16T Sprocket

- Cr-Mo
- 16 teeth
- for 1/2" x 1/8" chain
- 1.37 x 24 tpi thread



## 16T Lock Ring

- Cr-Mo
- fits most track hub with double thread



## Chaining Bolts

- set of 5 chaining bolts for single chaining



## Warranty

Contact us for any warranty issue. We handle warranty issues case by case with a happy ending most of the time. However we might not replace all damaged frames or parts. Warranty does not cover normal wear and tear, misuse or neglect, or modification of the frame or part. Warranty applies only to the original owner and is not transferable. Focale 44 bikes © shall not be responsible for incidental or consequential damages.

## Distribution

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[kuki@proletaryatbmx.pl](mailto:kuki@proletaryatbmx.pl)

### **SINGAPORE**

Tiong Hin  
[www.tionghin.com](http://www.tionghin.com)  
[sales@tionghin.com](mailto:sales@tionghin.com)

### **SWEDEN**

Signature BMX (Finland)  
[www.signaturebmx.com](http://www.signaturebmx.com)  
[info@signaturebmx.com](mailto:info@signaturebmx.com)

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[info@la-finca-distribution.de](mailto:info@la-finca-distribution.de)

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Zeal BMX  
[www.zealbmx.com](http://www.zealbmx.com)  
[info@zealbmx.com](mailto:info@zealbmx.com)

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[www.sidewalldistro.com](http://www.sidewalldistro.com)