



2011
Focale44



YES

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?

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...

Focale44 2011 BIKES

REVOLTED

Focale 44 top of the line bike

Modern/classical frame and fork design

- 3 sizes : 52 cm, 55 cm, 58 cm
- full 4130 Cr-Mo frame and fork
- BMX frontload stem
- narrow raised alloy handlebar
- 42/16 gear ratio
- sealed bearings BB set
- plastic BMX type pedals, with straps
- sealed bearings hubs
- flip flop rear hub (fixed/freewheel)
- hi-profile rims : 31 mm
- 700x28c tires
- 1/2" x 1/8" chain
- 300 mm long seat post and 22 mm stem spacers for perfect setting
- aero-padded saddle
- built to last, around 10.0 kg / 22 lbs
- color : green



Every Focale 44 bike is delivered with brakes, freewheel and fixed sprocket. Bikes are shown without brakes.

FRAME Full 4130 Cr-Mo, 3 sizes, 120 mm hub spacing, weld-on seat clamp **FORK** Full 4130 Cr-Mo, 1-1/8", short rake **HEAD SET** Integrated, Campagnolo style + 3 spacers (10 mm + 10 mm + 5 mm) **STEM** Forged + CNC, frontload, 22,2 mm bar bore, 50 mm **HANDLEBAR** Alloy, 40 mm raised, 480 mm wide, 22,2 mm all the way **GRIPS** Kraton, no flanges **CRANK** Forged alloy, 165 mm arms, 42T alloy chainring, BCD 130 mm **BB** Tange Seiki, sealed bearings, square axle **PEDALS** Wellgo BMX plastic, new square shape, Cr-Mo axle **PEDAL STRAPS** Dual straps, wide velcro **TIRES** Innova 700 x 28c **RIMS** High profile (31 mm), double wall, 32 holes **HUBS** High flanges, sealed bearings, Cr-Mo axle, flip-flop (fixed/freewheel) **SPOKES ASSEMBLY** Radial in front, 3-cross in rear **CHAIN** KMC Z410, 1/2"x1/8" **REAR SPROCKET** 16T, Cr-Mo **FREEWHEEL** 16T, not assembled on the bike **SEAT POST** 27,2 mm, straight, steel cups **SEAT** Aero padded, BMX style, 7 mm rails **LEVERS** BMX style, not assembled on the bike **BRAKE CALIPERS** Alloy, not assembled on the bike.

Track bar and 46/16 ratio : built to go very fast

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, with straps
- sealed bearings hubs
- flip flop rear hub (fixed/freewheel)
- 1/2" x 1/8" chain
- 300 mm long seat post and 15 mm stem spacers for perfect setting
- aero-padded saddle
- built to last, around 10.8 kg / 23.8 lbs
- colors : mate black + matt royal blue



Every Focale 44 bike is delivered with brakes, freewheel and fixed sprocket. Bikes are shown without brakes.

FRAME Full 4130 Cr-Mo, 3 sizes, 120 mm hub spacing, weld-on seat clamp **FORK** Full 4130 Cr-Mo, 1-1/8", short rake **HEAD SET** Integrated, Campagnolo style + 2 spacers (10 mm + 5 mm) **HANDLEBAR/STEM** 1-piece track combo, heat treated 4130 Cr-Mo 90 mm stem, 420 mm width **GRIPS** Kraton, no flanges **CRANK** Forged alloy, 165 mm arms, 48T alloy chainring, BCD 130 mm **BB** Tange Seiki, sealed bearings, square axle **PEDALS** Wellgo BMX plastic, new square shape, Cr-Mo axle **PEDAL STRAPS** Dual straps, wide velcro **TIRES** Innova 700 x 23c **RIMS** Mid profile (21 mm), single wall, 32 holes **HUBS** High flanges, sealed bearings, Cr-Mo axle, flip-flop (fixed/freewheel) **SPOKES ASSEMBLY** Radial in front, 3-cross in rear **CHAIN** KMC Z410, 1/2"x1/8" **REAR SPROCKET** 16T, Cr-Mo **FREEWHEEL** 16T, not assembled on the bike **SEAT POST** 27,2 mm, steel cups **SEAT** Aero padded, BMX style, 7 mm rails **LEVERS** Cyclocross style, not assembled on the bike **BRAKE CALIPERS** Alloy, not assembled on the bike

Focale44 2011 BIKES

RELAX

Flat bar and 42/16 ratio : built to go fast

Modern/classical frame and fork design

- 3 sizes : 52 cm, 55 cm, 58 cm
- full 4130 Cr-Mo frame and fork
- narrow flat handlebar/stem Cr-Mo combo
- 42/16 gear ratio
- sealed bearings BB set
- plastic BMX type pedals, with straps
- sealed bearings hubs
- flip flop rear hub (fixed/freewheel)
- 700 x 23c tires
- 1/2" x 1/8" chain
- 300 mm long seat post and 15 mm stem spacers for perfect setting
- aero-padded saddle
- built to last, around 10.5 kg / 23 lbs
- colors : mat black + mat brown



Every Focale 44 bike is delivered with brakes, freewheel and fixed sprocket. Bikes are shown without brakes.

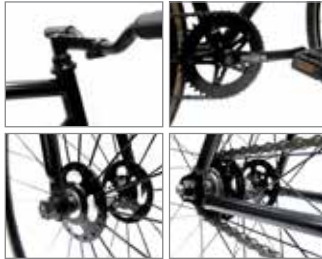
FRAME Full 4130 Cr-Mo, 3 sizes, 120 mm hub spacing, weld-on seat clamp **FORK** Full 4130 Cr-Mo, 1-1/8", short rake **HEAD SET** Integrated, Campagnolo style + 2 spacers (10 mm + 5 mm) **HANDLEBAR/STEM** 1-piece flat combo, heat treated 4130 Cr-Mo, 80 mm stem, 480 mm width **GRIPS** Kraton, no flanges **CRANK** Forged alloy, 165 mm arms, 42T alloy chainring, BCD 130 mm **BB** Tange Seiki, sealed bearings, square axle **PEDALS** Wellgo BMX plastic, new square shape, Cr-Mo axle **PEDAL STRAPS** Dual straps, wide velcro **TIRES** Innova 700 x 23c **RIMS** Mid profile (21 mm), single wall, 32 holes **HUBS** High flanges, sealed bearings, Cr-Mo axle, flip-flop (fixed/freewheel) **SPOKES ASSEMBLY** Radial in front, 3-cross in rear **CHAIN** KMC Z410, 1/2"x1/8" **REAR SPROCKET** 16T, Cr-Mo **FREEWHEEL** 16T, not assembled on the bike **SEAT POST** 27,2 mm, straight, steel cups **SEAT** Aero padded, BMX style, 7 mm rails **LEVERS** BMX style, not assembled on the bike **BRAKE CALIPERS** Alloy, not assembled on the bike

Full Moon

Focale 44 affordable bike with a aggressive geometry

Modern/classical frame and fork design

- 3 sizes : 52 cm, 55 cm, 58 cm
- hi-ten steel frame and fork
- 1" forged alloy stem, 1" threaded headset
- narrow raised handlebar
- 42/16 gear ratio
- sealed bearings BB set
- plastic BMX type pedals
- loose balls hubs
- flip flop rear hub (fixed/freewheel)
- 1/2" x 1/8" chain
- 300 mm long seat post
- aero plastic saddle
- built to last, around 11.5 kg / 25.4 lbs
- color : black



Every Focale 44 bike is delivered with brakes, freewheel and fixed sprocket. Bikes are shown without brakes.

FRAME Hi-ten, 3 sizes, 120 mm hub spacing, weld-on seat clamp **FORK** Hi-ten, 1" threaded, short rake **HEAD SET** 1" threaded, loose balls **STEM** 1" quilled, forged alloy, 80 mm **HANDLEBAR** Hi-ten, 40 mm raised, 480 mm wide **GRIPS** Kraton, no flanges **CRANK** Forged alloy, 165 mm arms, 42T alloy chainring, BCD 130 mm **BB** Tange Setki, sealed bearings, square axle **PEDALS** BMX plastic, Cr-Mo axle **TIRES** Innova 700 x 23c gunwall **RIMS** Mid profile (21 mm), single wall, 32 holes **HUBS** High flanges, loose balls, Cr-Mo axle, flip-flop (fixed/freewheel) **SPOKES ASSEMBLY** Radial in front, 3-cross in rear **CHAIN** KMC Z410, 1/2"x1/8" **REAR SPROCKET** 16T, Cr-Mo **FREEWHEEL** 16T, not assembled on the bike **SEAT POST** 25.4 mm, straight **SEAT** Aero padded, BMX style, 7 mm rails **LEVERS** BMX style, not assembled on the bike **BRAKE CALIPERS** Alloy, not assembled on the bike

POLO Bike

Polo-ready : strong wheels, small gear ratio, backward position

Modern/classical frame and fork design

- 3 sizes : 52 cm, 55 cm, 58 cm
- hi-ten steel frame and fork
- short 1" forged alloy stem, 1" threaded headset
- narrow raised handlebar
- 28/17 gear ratio
- sealed bearings BB set
- plastic BMX type pedals
- 48 holes wheels
- loose balls hubs
- flip flop rear hub (fixed/freewheel)
- 700 x 28c tires
- 1/2" x 1/8" chain
- laidback seat post
- comfortable BMX saddle
- built to last, around 11.9 kg / 26.3 lbs
- color : black



Every Focale 44 bike is delivered with brakes, freewheel and fixed sprocket. Bikes are shown without brakes.

FRAME Hi-ten, 3 sizes, 120 mm hub spacing, weld-on seat clamp **FORK** Hi-ten, 1" threaded, short rake **HEAD SET** 1" threaded, loose balls **STEM** 1" quilled, forged alloy, 80 mm **HANDLEBAR** Hi-ten, 40 mm raised, 480 mm wide **GRIPS** Kraton, no flanges **CRANK** Forged alloy, 165 mm arms, 28T alloy chainring, BCD 130 mm **BB** Tange Seiki, sealed bearings, square axle **PEDALS** BMX plastic, Cr-Mo axle **TIRES** Innova 700 x 28c **RIMS** Mid profile (21 mm), single wall, 48 holes **HUBS** High flanges, loose balls, Cr-Mo axle, flip-flop (fixed/freewheel) **SPOKES ASSEMBLY** Radial in front, 3-cross in rear **CHAIN** KMC Z410, 1/2"x1/8" **REAR SPROCKET** 17T, Cr-Mo **FREEWHEEL** 16T, not assembled on the bike **SEAT POST** 25.4 mm, laidback **SEAT** compact padded, BMX style, 7 mm rails **LEVERS** BMX style, not assembled on the bike **BRAKE CALIPERS** Alloy, not assembled on the bike

Focale44 2011 BIKES Sizes

Revolted, Noble, Relax & Frame kit

	SIZE 52	SIZE 55	SIZE 58
Frame size (BB to top of seat tube)	530 mm / 20.9"	560 mm / 22.0"	590 mm / 23.2"
Top tube	530 mm / 20.9"	550 mm / 21.7"	580 mm / 22.8"
Head angle	74 degrees	74 degrees	74 degrees
Seat angle	75 degrees	75 degrees	75 degrees
Chain stays length (slammed)	395 mm / 15.6"	395 mm / 15.6"	395 mm / 15.6"
BB drop	65 mm / 2.6"	65 mm / 2.6"	65 mm / 2.6"
Head tube length	120 mm / 4.7"	150 mm / 5.9"	180 mm / 7.1"
Head tube standard	Campagnolo integrated	Campagnolo integrated	Campagnolo integrated
Seat post size	27.2 mm	27.2 mm	27.2 mm
Distance between dropouts	120 mm	120 mm	120 mm
Tire clearance	up to 32c	up to 32c	up to 32c

FullMoon & Polo Bike

	SIZE 52	SIZE 55	SIZE 58
Frame size (BB to top of seat tube)	530 mm / 20.9"	560 mm / 22.0"	590 mm / 23.2"
Top tube	530 mm / 20.9"	550 mm / 21.7"	580 mm / 22.8"
Head angle	74 degrees	74 degrees	74 degrees
Seat angle	75 degrees	75 degrees	75 degrees
Chain stays length (slammed)	395 mm / 15.6"	395 mm / 15.6"	395 mm / 15.6"
BB drop	65 mm / 2.6"	65 mm / 2.6"	65 mm / 2.6"
Head tube length	100 mm / 3.9"	130 mm / 5.1"	160 mm / 6.3"
Head tube standard	1" threaded	1" threaded	1" threaded
Seat post size	25.4 mm	25.4 mm	25.4 mm
Distance between dropouts	120 mm	120 mm	120 mm
Tire clearance	up to 32c	up to 32c	up to 32c



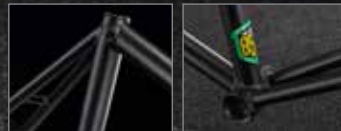
Reynolds Frame

The best steel tubes
for a modern frame :
Focale 44 Reynolds 853

includes :
frame + headset
colors : matt black

- 4 sizes : 49cm, 52 cm, 55 cm, 58 cm
- top tube, down tube and seat tube :
Reynolds 853, made in UK
- chain stays and seat stays :
4130 Cr-Mo
- horizontal top tube
- integrated head tube for Campagnolo
standard (1-1/8")
- engraved F44 logo in head tube
- BSA bottom bracket
- CNC seat stays bridge,
not compatible with rear brake use
- 4 mm Cr-Mo CNC dropouts,
with Taper Lock chain tensioner
- internal seat clamp in top tube
- tire clearance: up to 700x32c tire
- weight : 1750 grams / 3.8 lbs

Photos : Studio Ze



Titanium Frame

3AL 2.5V titanium tubing, integrated head tube, internal seat clamp in top tube, thin CNC plate as seat stay bridge, dropouts with Taper Lock chain tensioner...

Only good stuff for this unique frame.

So unique we still don't know if we will produce it.

Interested ? Contact us :
question@focale44bikes.com



Photos : Studio Ze



Focale44 2011 PARTS

Frame Kit

Build your own Focale 44

includes :

frame + fork + headset + spacers

colors : matt black + matt royal blue

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 700x32c tire
- hole for rear brake in seat
stays bridge
- 4 mm Cr-Mo CNC dropouts
- weld-on seat clamp
with replaceable bolt and nut
- weight : 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
- weight : 920 grams / 2.0 lbs



Wheels REVOLTED

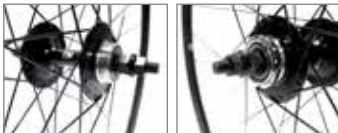
Front Wheel :

- sealed bearings
- high flanges
- 3/8" solid Cr-Mo axle
- OLD 100 mm
- 32 black spokes, radial lacing
- alloy double wall rim, 31 mm high
- hi-pressure rim tape
- color : black



Rear Wheel :

- sealed bearings
- high flanges
- flip-flop : fixed cog or freewheel
- lock-ring included
- 3/8" solid Cr-Mo axle
- OLD 120 mm
- 32 black spokes, 3-cross lacing
- alloy double wall rim, 31 mm high
- hi-pressure rim tape
- color : black



Wheels FullMoon

Front Wheel :

- loose balls bearings
- high flanges
- 3/8" solid Cr-Mo axle
- OLD 100 mm
- 32 black spokes, radial lacing
- alloy simple wall rim, 21 mm high
- hi-pressure rim tape
- color : black



Rear Wheel :

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



Wheels POLO

Front Wheel :

- loose balls bearings
- high flanges
- 3/8" solid Cr-Mo axle
- OLD 100 mm
- 48 black spokes, 1-cross lacing
- alloy simple wall rim, 21 mm high
- hi-pressure rim tape
- color : black



Rear Wheel :

- loose balls bearings
- high flanges
- flip-flop : fixed cog or freewheel
- lock-ring included
- 3/8" solid Cr-Mo axle
- OLD 120 mm
- 48 black spokes, 3-cross lacing
- alloy simple wall rim, 21 mm high
- hi-pressure rim tape
- color : black



Focale44 2011 PARTS

Crank POLO

- forged 6061-T6 alloy arms, 165 mm
- steel chainring 28T
- double plastic chainguard
- for square axle
- color : black



Pedals

- platform style
- high resistant nylon body
- 9/16" axle
- color : black

Pedals Straps

- double straps
- for platform pedals
- wide upper velcro
- color : black



Focale44 2011 PARTS

Track Combo Handlebar

- 1-pc stem/handlebar combo, track
- 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

Straight Combo Handlebar

- 1-pc stem/handlebar combo, flat
- 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

Revolted Handlebar

- raised handlebar
- 6061-T6 alloy
- 22.2 mm all the way (including at stem clamp)
- 40 mm rise
- 480 mm wide
- 7° backsweep
- 3° upsweep
- color : black



Focale44 2011 PARTS



Full Moon Stem

- quill stem for 1" threaded headset
- forged 6061-T6 alloy
- for 25.4 mm handlebar
- 80 mm reach
- color : ED-black

Revolted Stem

- frontload stem for 1-1/8" steer tube
- forged + CNC 6061-T6 alloy
- for 22.2 mm handlebar
- 50 mm reach
- color : ED-black



Padded Seat

- aero seat
- 7 mm rails
- padded : foam + vinyl cover
- color : black



Plastic Seat

- aero seat
- 7 mm rails
- plastic
- color : black



Focale44 2011 PARTS

Noble Tire

- 700 x 23c
- 30 dpi sidewalls
- made by Innova
- color : white



Relax Tire

- 700 x 23c
- 30 dpi sidewalls
- made by Innova
- color : black
- available with gumwall finish like on Full Moon bike



Revolted Tire

- 700 x 28c
- 30 dpi sidewalls
- made by Innova
- color : black



Keirin Grips

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



Headset

- for integrated head tube
- Compagnolo compatible
- sealed bearings
- alloy cap
- color : black



Brake Lever

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



16T Sprocket

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



Lockring

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



Chainring Bolts

- set of 5 chainring bolts
- for single chainring



Distribution

AUSTRALIA + NEW ZEALAND

Kickassbmx

www.kickassbmx.com
bmx@kickassbmx.com

AUSTRIA

La Finca (Germany)

www.la-finca-distribution.de
info@la-finca-distribution.de

BELGIUM + LUXEMBOURG

Frenchys Distribution

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