

Seven Cycles, Inc. Changes the Gravel Game with New Flat-Mount MATADOR Fork

Seven Cycles, Inc., has released another ground-breaking fork for mixed-terrain and gravel riders. The new fork, called the MATADOR (Mixed-Terrain, Thru-Axle, Disc) has clearance for a 700 x 45c tire or 650b x 2.1. Based on the success of their previous thru-axle fork, the Max 45, Seven designed the MATADOR from the ground up and incorporating new features to improve handling for many mixed-terrain riders.

Seven Cycles' founder Rob Vandermark said, "We have this opportunity every day. We can incorporate our riders' experiences into new bikes on a very short timeline. The industry has only just begun to innovate specifically for mixed-terrain riding, and we think the MATADOR represents the next phase, incorporating some basic design improvements not available from any other fork."

The MATADOR comes in a stock 55mm rake, for example, which improves handling for most riders as well as minimizing toe overlap with larger tires. It's in natively flat-mount, but can be adapted for used with older, post-mount brakes. It also has fender mounts, for riders who will adventure in the rain, snow, ice and mud.

Vandermark says, "Forks are still catching up to frames in terms of options for riders trying to do long, off-road, mixed-terrain rides. Initially, cyclocross forks were the only option, and then a variety of disc forks hit the market, including several of our own design. MATADOR is, we think, the most contemporary design on the market now."

The MATADOR retails for \$565 and is available for order both with a complete Seven build or aftermarket, as a stand-alone product through the Seven website. It comes with 12mm thru-axle dropouts and a 5.5cm rake. The steerer taper is 1.5" to 1.125". The build height is 395mm, and it takes flat mount disc brakes with 160mm rotors.

Available now at: <http://sevencycles.com/store/en/home/90-matador-fork.html>

About Seven Cycles: Seven Cycles manufactures high-end bicycle frames from butted and straight-gauge seamless 3-2.5 titanium, filament-wound carbon fiber, and the world's finest steels. Seven offers a wide variety of bicycles—road, touring, randoneuring, criterium, mixed-terrain, track, cyclocross, mountain, fat, and tandem—in the customer's choice of stock or custom geometry.

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