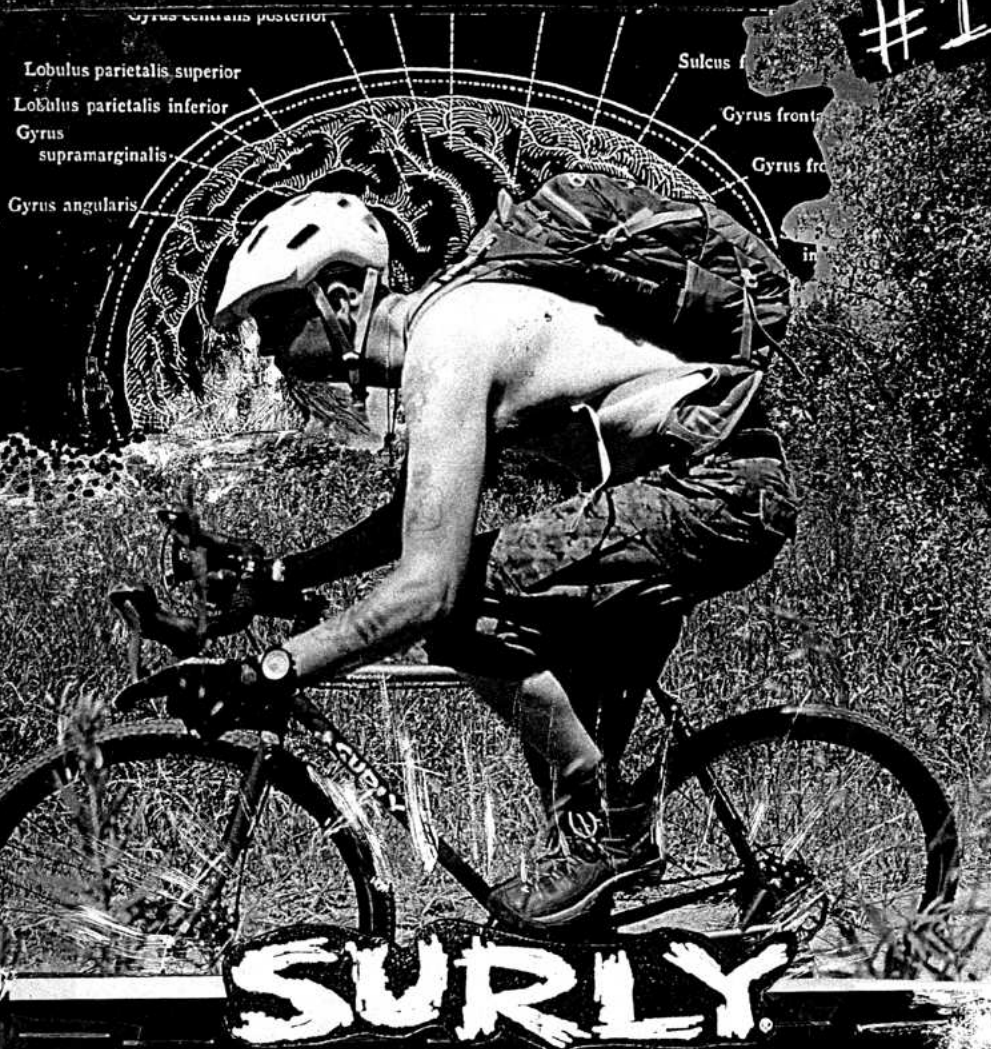


INTELLIGENCER

Quarterly Brain Nugs From Surly HQ





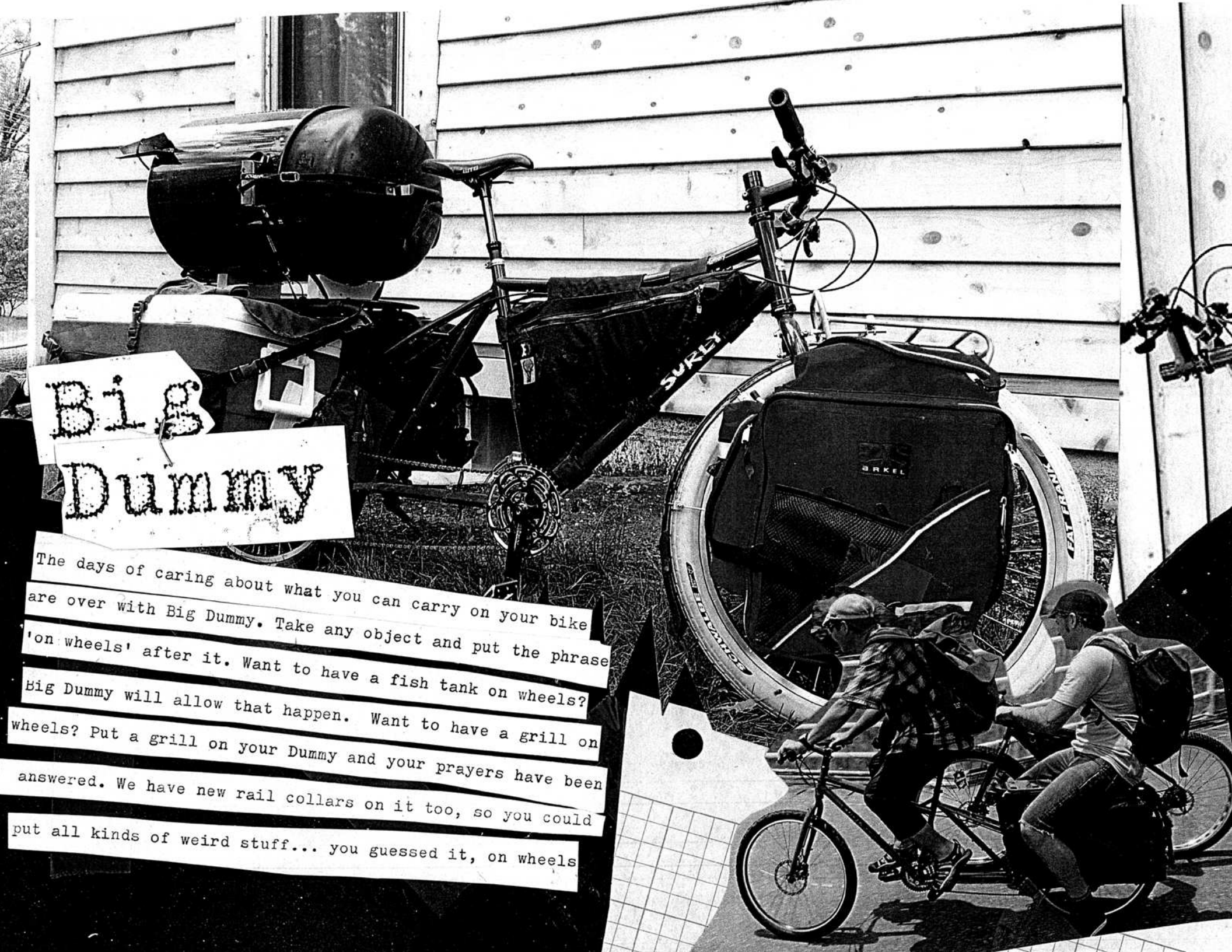
Sometimes it's good to take a break from the ever-changing, shape-shifting digital world, from the grind of cranking out catalogs year after year to sell our bikes. The walls move in such an unnerving fashion.

This year, we're gonna tone down the spec and the sales pitches and take a different approach by sprinkling in the stories and images from our friend's travels and our own. These are the reasons we are compelled to ride our bikes.

This is the *Intelligencer*, our quarterly rag full of art and stories from our dealers, interviews with our pals, and all the weird detritus we get in the mail from you, our valued customers. Everything herein is produced in analog format. Nothing touches the digital realm until we send it to the printer. It's real, it's tangible, it's why we do what we do and it's why we ride what we ride.

If at any point you become confused, just remember: Your bike will lead you to glorious times.

— The Folks at Surly Bikes



Big Dummy

The days of caring about what you can carry on your bike are over with Big Dummy. Take any object and put the phrase 'on wheels' after it. Want to have a fish tank on wheels? Big Dummy will allow that happen. Want to have a grill on wheels? Put a grill on your Dummy and your prayers have been answered. We have new rail collars on it too, so you could put all kinds of weird stuff... you guessed it, on wheels



Dear Surly

I love my Steamroller, I've had now for three years I'd love some stickers I'd love them so that I can spare them to the world my surly

I'M LOOKING FOR SOME SWAG!

HELLO, MY NAME IS PAUL AND I RUN A SMALL BIKE SHOP IN THE SAN FERNANDO VALLEY. YES, THAT "THE VALLEY."

IN ADDITION TO GOING NORMAL BIKE SHOP STUFF I ORGANIZE LOTS OF EVENTS.

ONE EVENT THAT I'VE HAD A LOT OF FUN WITH IS CALLED THE COASTER BRAKE CHALLENGE.

IT'S BEEN GOING ON FOR OVER 8 YEARS NOW.

WE DO MOUNTAIN BIKING BUT ONLY WITH A COASTER BRAKE. VERY EXCITING!!

AFTER 4 RACES A MONTH I LIKE TO GIVE AWAY SOME STUFF.

IF YOU'D BE WILLING TO SEND SOME GOODIES MY WAY THAT'D BE DAD!

OR IF YOU'D LIKE TO COME PLAY WITH US, EVEN BETTER!! I HAVE LOANER BIKES!

Thanks For your TIME!

Do you like Surly? - YES, LOTS!

Do you live in The USA? - I DO.

Are you a fan of numbers? - THEY'RE TOPS.

Have you ever wondered what month it is? - I WAS JUST WONDERING ABOUT THAT, ACTUALLY.

Do you have a hard time remembering what year it is? - NO, IT'S '87. RIGHT?

Would you like a free Surly calendar? - YES, PLEASE!

AND THANK YOU.

SURLY

Your bikes rock my Sox. I started college this year in Green Bay and I decided I need a fixie. Being from Minnesota I quickly started towards Surly cause I always see fat tire riders on the trails at Theo. With park when I'm skiing it's the winter. Needless to say I have a Steamroller AND it is the sexiest bike on campus. Obviously is the reason why I am writing to stick to things. (computers, friends, bikes, ect.) I would be very grateful. Rock On

Dear Surly,

Please find enclosed a stout self-addressed and stamped envelope of appropriate dimensions to accommodate a 2014 Surly Calendar. Per your recent blog post, please gently place one (1) calendar said envelope and mail it back to my humble residence at your earliest convenience.

I sincerely hope this submission is one of the first thousand you've received so you're able to fulfill this request. If not, I will be sorely disappointed to not have a suitable replacement for the Chuck Norris calendar currently pegged above my desk.

Chuck's great and all but your goods deliver the kind of fun that screen icons simply can't compete with on undulating forest singletrack. Frankly, I've no interest in glancing away from my monitor to daydream about riding Mr. Norris hard and putting him away wet, secure in the knowledge that he'll emerge from my shed eager for more at a moment's notice. That's where you come in. Not personally of course, because that's wrong and creepy, but the calendar reflecting the brand of products you create. Your singular stuff (no pun intended) enables the fulfillment of such unique passion so I'd prefer to bear your standard instead.

As bummed as I may be if you've already run through your inventory by the time this is received, there's also a little piece of my soul which will rejoice in the fact that at least a thousand other folks think enough of your enterprise to have responded even more promptly. When you make your payroll in some of the nichiest of niches within a non-artisan grown-ups", that's high praise indeed. Do me a solid and chuck a business card around into the envelope instead.

for making great products in your own generations to come.

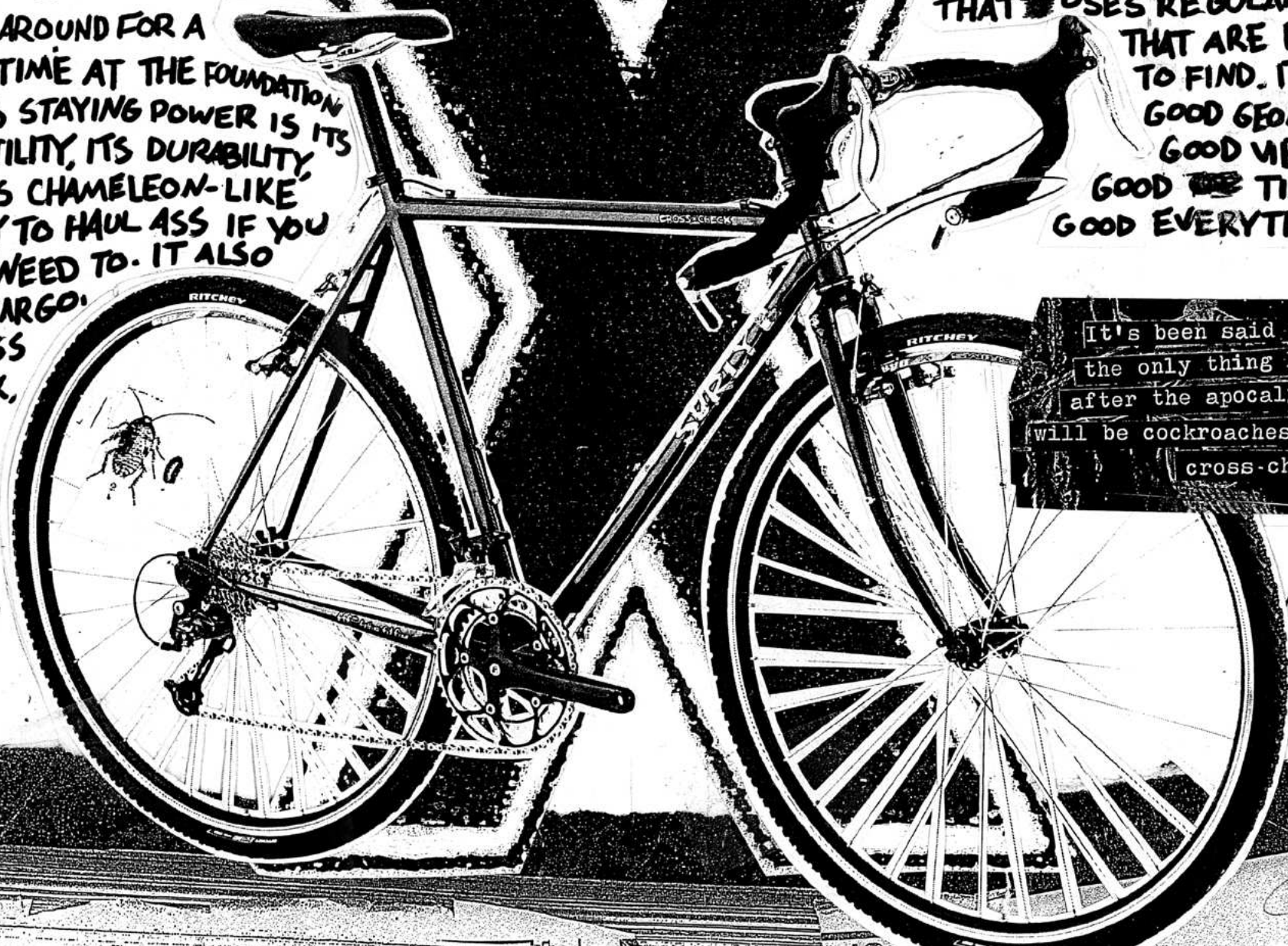
CROSS-CHECK

THE CROSS-CHECK HAS BEEN AROUND FOR A LONG TIME AT THE FOUNDATION OF ITS STAYING POWER IS ITS VERSATILITY, ITS DURABILITY, AND ITS CHAMELEON-LIKE ABILITY TO HAUL ASS IF YOU WANT/NEED TO. IT ALSO HAULS CARGO.

YOUR ASS TO WORK, STUFF HOME FROM THE STORE... IT JUST PLAIN HAULS!

IT'S A SOLID PLATFORM THAT USES REGULAR PARTS THAT ARE EASY TO FIND. IT HAS GOOD GEOMETRY, GOOD VIBES, GOOD TIMES, GOOD EVERYTHING.

It's been said that the only thing left after the apocalypse will be cockroaches and cross-checks.



Nate



On a chilly night

On a chilly January night I met our Surly pal, Nate for an evening of beers and talking about bikes. Nate has been a test subject for us with many of our products and I hadn't talked to him since Homie Fall Fest when he showed up on a onebyone with Marge rims and Maxxis Hobkwoom tires. It had been raining for two days and he mostly skidded everywhere he went that day.

Surly: Nate, how are you? It's been a long time.

Nate: Oh man, I'm good. I wasn't gonna ride my bike, but it's above zero degrees so I figured I oughta

Surly: That makes a lot of sense. I mostly just want to hang out and have a burger and some beers but let's talk about some bike stuff. You're the force behind the Nate tire, to what other development of Surly product have you contributed?

Nate: The Krampus is the only Surly product I've almost died on. I almost lost it and fell down a bluff into the Mississippi river. The handlebars are so wide.

Surly: Nate, were you the first person on Earth to ever utter the words, "BIG MAN DOWN"?

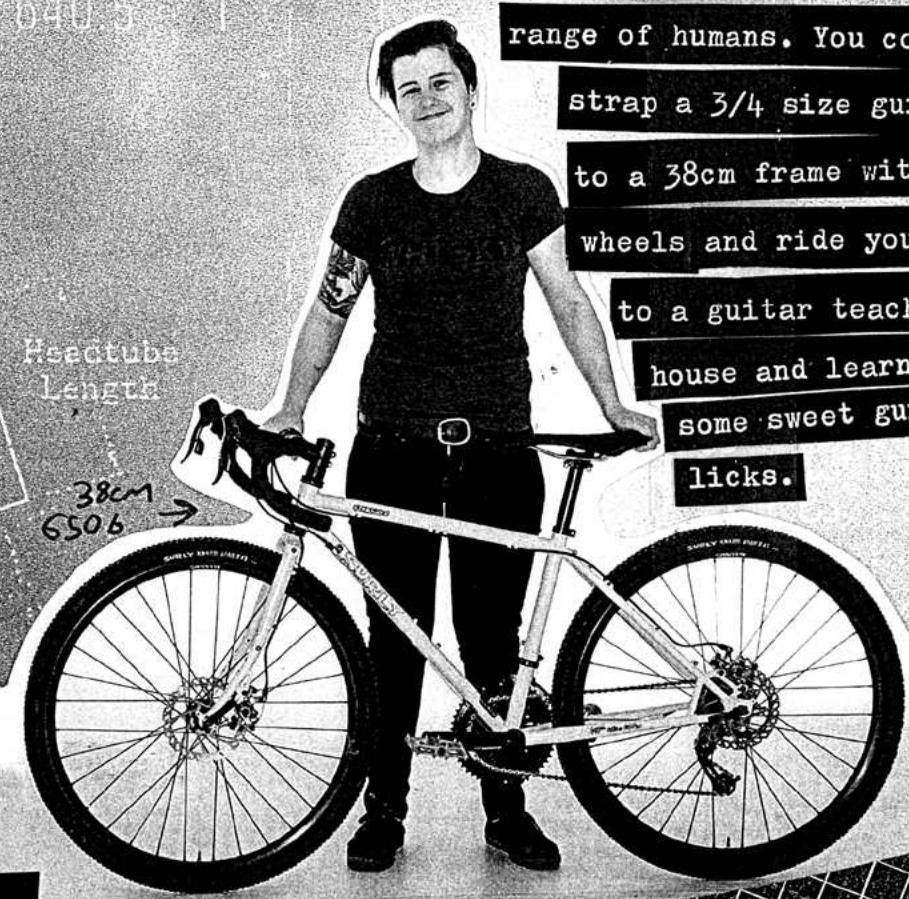
Nate: Yes

Surly: That's what I figured.

After these couple of questions were asked, our conversation descended into talking about the best places to ice fish in Minneapolis, but it reminded me why Nate has always been a Surly Pal - he enjoys riding his bike in a dangerous manner and he's a ton of fun to hang out with.

STRAGGLER

The Straggler has staying power but it also has Stopping power. We make the Straggler in two different wheel sizes to fit an exceptionally broad range of humans. You could strap a 3/4 size guitar to a 38cm frame with 650b wheels and ride your bike to a guitar teacher's house and learn some sweet guitar licks.



You DO NOT HAVE TO BE 'THIS' TALL to ride a Straggler.

BAGS

NEW TOOL BAG

A bag for tools.
Bike tools.
Camping tools.
If it fits, and it needs
a bag....
(it's PVC type stuff)
Clang!



STRAGGLE-CHECK BAG

Left Side
Map/pinchy goes here
Foil bumpers protect
your frame finish
Daisy chain strap system
lets you mount the bag to
your frame with ease.

Right Side
Improved 'zipper
garage' is more water
resistant
Water resistant main zipper
Hydration port
Velcro divider for
lower compartment
Bags are made from
Dimension Polyest Vx-42
Synthetic Sailcloth

*Pavement bags are "A" fit with
700c wheel x-check/straggler
frames. Size down one size
for 650b wheel frame fitment.

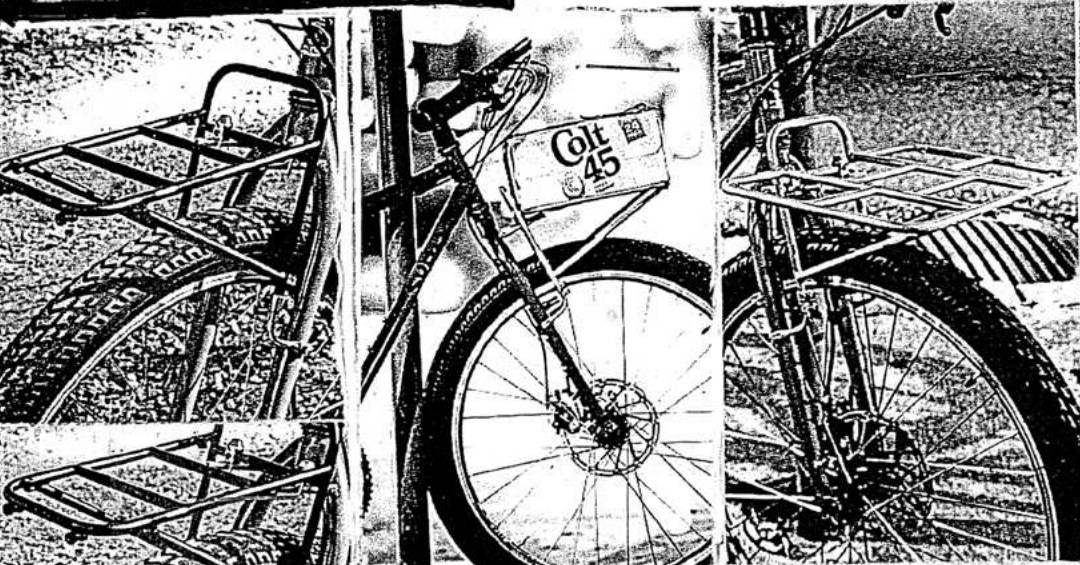
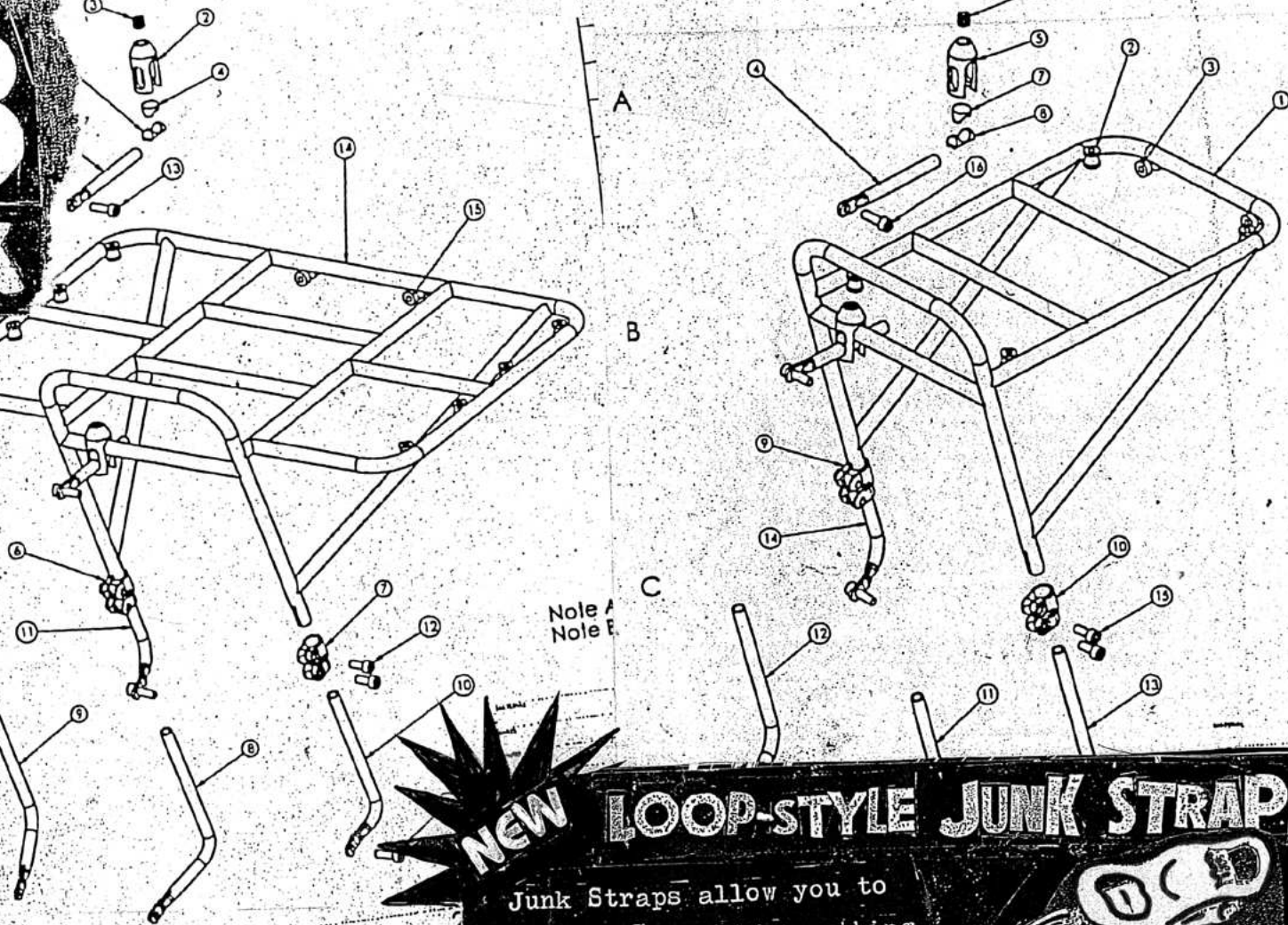
THE NEVERENDING LIST OF HOW TO USE THE JUNK STRAP

- ① Strap your head to a tree.
- ② Strap a stick to your leg if you
manage to break it on a ride.
- ③ Strap your pants if they fall down.
- ④ Strap your drain snake together so
it doesn't flail about when not in use.
- ⑤ Strap a stuffsack full of camping stuff
to your handlebars and go camping.
- ⑥ Strap some taxidermy to your bike.
- ⑦ Strap some taxidermy to the roof of your home.
- ⑧ Strap a typewriter to your 24pack rack.
- ⑨ Make a mask and strap it to your face.
- ⑩ Strap something else to your face.
- ⑪ Make a sibling restraint.
- ⑫ Strap a gallon milk jug to your backpack.
- ⑬ Strap a knife to your hunting rifle
to make a bayonet.
- ⑭ Use as a tourniquet on your bleeding friend.
- ⑮ Use as a leash for your pet racoon.



24 AND 8 PACK RACK

Racks make life on a bike way easier. The 24- and 8-Pack are good for people that don't want to carry a ton of stuff but may still want to run to the beer store to grab a sixer without having to don their rollerblades. Rollerblades suck beyond measure. These puppies bolt up nice to our forks and carry the amount of beer indicated in their respective name*. We measured capacity in beer because people relate to beer. It's really quite simple.



NEW

LOOP-STYLE JUNK STRAP

Junk Straps allow you to strap pretty much anything to something else. The loop strap has loops at the end so you can tie them down, then use them to strap stuff to other things. Keep a couple in your backpack or framebag and you'll never have to leave anything behind ever again.



ATTENTION!!

PUT THAT ADULT
MAGAZINE BACK.
DONT DO IT AGAIN!
(PS I KNOW WHO YOU ARE)



NEW PORTEUR HOUSE

We call thiz bag the Porteur House because it's as awesome as steak. It uses a strap system that will allow it to hook to most porteur style racks and it connects to our 24-pack rack like one of those face huggers from the Aliens movie. This is all well and good but it's hard to get worked up about features when you could just get one, put some camping shit in it and leave your house for the weekend and have an adventure.



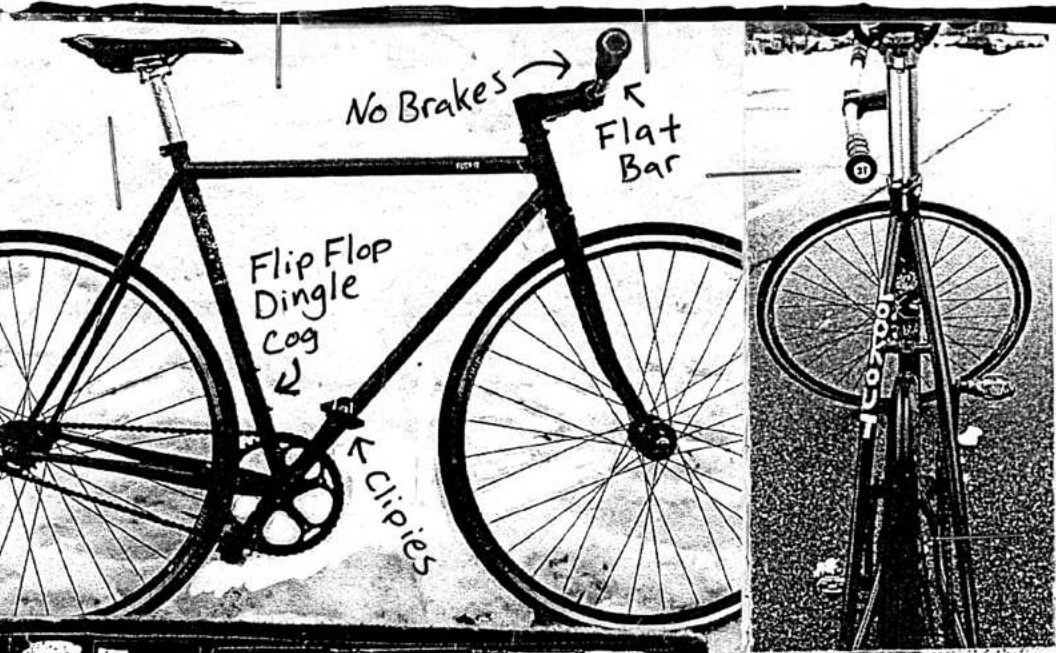
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Affth fatties fit fine



Not long ago someone from a magazine put the question to Surly as a whole, "what is the best winter commuter?" the resounding response was, "STEAMROLLER!" It's simple and it's versatile. You just can't beat track bike simplicity when the streets are filled with component-melting sludge because there just aren't any components to melt off the bike. It transitions easily from winter to spring with a simple tire change, maybe a new cog.... The Steamroller, it's simplicity on wheels.

Affth fatties fit fine

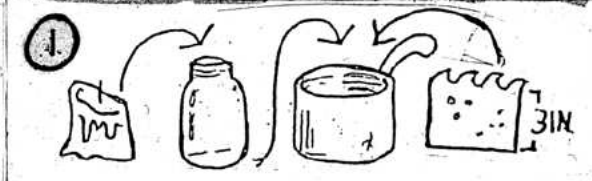


SUMMER

DIY

HOW TO MAKE A FIRE STARTER

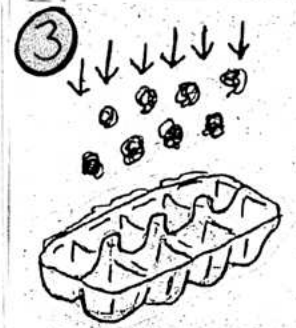
WHAT YOU WILL NEED



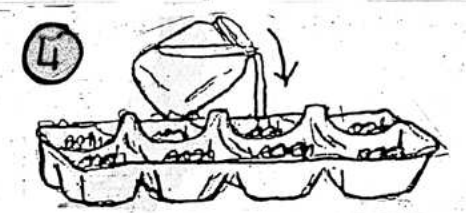
PUT THE WAX IN THE JAR, THE JAR IN THE POT, AND FILL THE POT WITH ABOUT 3IN OF WATER



BOIL THE WATER TO MELT THE WAX



FILL THE EGG CARTON WITH BALLS OF LINT

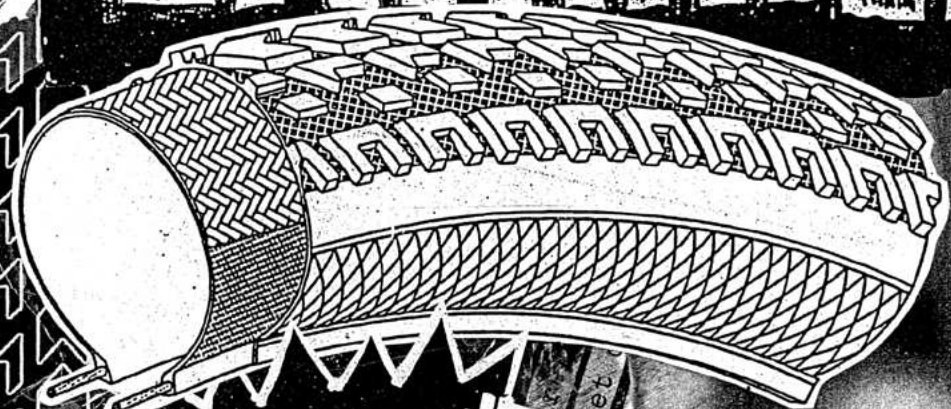


POUR MELTED WAX OVER LINT AND LET IT HARDEN



RIP OFF A NUG, SET IT ON FIRE, AND WARM YOUR SOUL

EXTRATERRESTRIAL



26X2.5"



The Extraterrestrial tire was born of the desire to buy a set of tires, then never think about bike tires ever again. The idea isn't to fill your head with notions of a never-ending bike tour, but to simply provide tires that would last for a large portion of a never-ending bike tour. The tread will work on most surfaces and they'll keep air in your tubes (or not tubes, you know, cuz they also have a tubeless bead).

DIRT WIZARD



Dirt Wizard
saved my life
at Homie Fall Fest
this year. What's
Homie Fall Fest? It's a
ride where drunk people
cheer you on to do things
you aren't really capable of but
do anyway. It rained for two
days leading up to the ride and had
I not had Dirt Wizard I would have
surely perished. But don't worry,
I wouldn't have felt a thing.
THE WIZARD CASTS HIS SPELL OF
PROTECTION AND TRACTION

NOW IN 27.5+

KNARD 26x4.8"

The Knard uses square treads with shorter knobs to keep the speed high and the volume up. We make it in sizes from 700c to 26x4.8" so speed and volume are available to virtually any rider.

NEW RUBBER COMPOUND

It feels like a sticky 38a durometer tire, measures at 48a Durometer, yet has the durability of a 60a tire.

The Dirt Wizard must have cast a spell on the rubber compound we use because it's available on our 27.5+ and 29+ ONLY Dirt Wizard tires.

SPRINGS

SOME THINGS ABOUT OUR STEEL

As you may know, we build our bikes from steel. We always have. We use steel for a lot of reasons that we won't go into detail explaining here, but the crux of it is that steel offers an nice balance of design flexibility, ride quality, cost effectiveness, durability, reparability and environmental sensitivity. That's why we call ours 'Natch (slang for 'naturally'). Quite a few people have asked us over the years, "Why does Surly use generic, off-the-shelf tubing instead of the fancy brand name stuff?" The answer is that brand-name tubing is off-the-shelf tubing.

4130 cromoly is just one variety of steel. The number is a designation of the Society of Automotive Engineers (SAE) that indicates the metal's components. Basic high-tensile steel is made of iron and a little carbon. By adjusting the amount of carbon and adding small but precise amounts of other metals different properties can be achieved. Adding chromium and molybdenum (cromo, get it?) yields a high strength-to-weight ratio. Funny car frames are famously made of 4130 steel for the same reason it's chosen for bicycle frames: it results in a steel that can be formed thin and light but that remains strong and compliant (flexible but resistant to deformation and cracking). There are other things that can be done to the resulting material, like heat treating, a process in which the metal is brought to a specific temperature and cooled at a controlled rate to realign its atomic structure, thereby further strengthening it.

At Surly we have had long and fruitful relationships with our frame manufacturer and tubing suppliers. Through these relationships we have continuously worked to develop the right tubing for each frame we offer. We develop tubing not only for each model but also for the frame sizes within that model. Sometimes there is tubing available that suits our needs, sometimes what we want doesn't exist. For example, our

new Instigator 2.0 is comprised entirely of tubing specifically designed for this frame. The main triangle's tubes are internally butted and some tubes are externally tapered, flared like a trumpet and ovalized to add stiffness and strength without adding weight. On a heavy-duty bruiser like the Instigator, it is a serious consideration to keep the weight down wherever possible without sacrificing strength. Our Long Haul Trucker's tube diameters change across the size spectrum, and the placement and length of the tapers and butts within the tube vary from size to size. This is done to ensure that the right amount of material (no more, no less) is used in each welded joint. This way we can ensure a responsive ride while keeping the tube ends sufficiently thick to keep them from melting away during welding.

A frame is more than just its tubing, however. We work with our suppliers to develop the best way to build each frame, including determining the best weld sequence and choosing the best type of welding rod, tube mitering and fixturing for each weld. By paying close attention to all these details, from tube design and manufacture to welding, to heat treating and even finishing, we address important steps in producing not just bikes, but Surly bikes...durable bikes that deliver nuanced, lively performance appropriate to their intent. Name-brand tubing companies such as Reynolds, Columbus, and Dedacciai make good stuff. They offer frame builders a wide selection of tubes to choose from. But their tubing is not better, not in the sense of being the best option all the time. It's nice to see their logo on a frame, but we wanted you to know that you're not being shortchanged just because you see a Surly 'Natch decal by the bottom bracket. In fact, we go above and beyond to exceed what any off-the-shelf tube can offer, specific tubing for the needs of specific models and sizes.

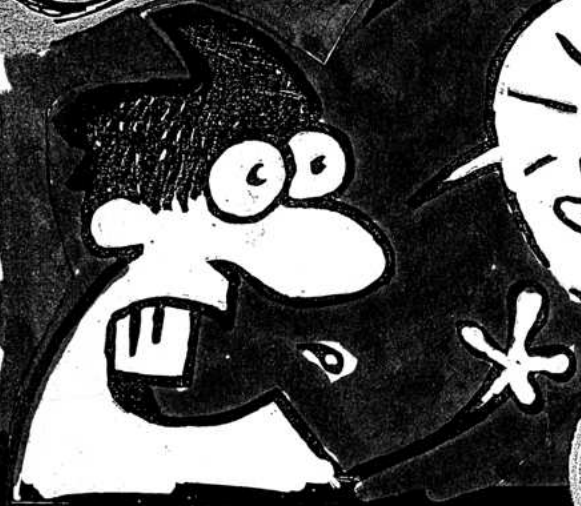
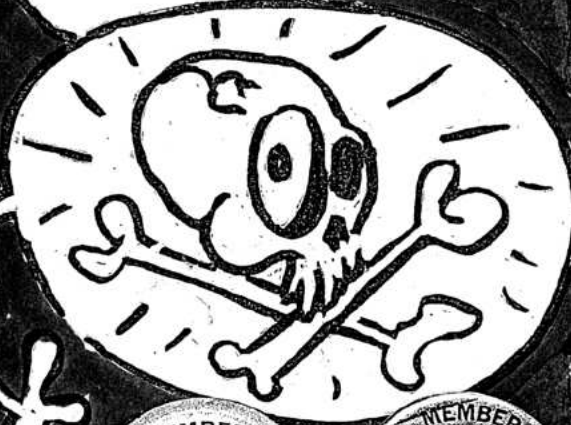
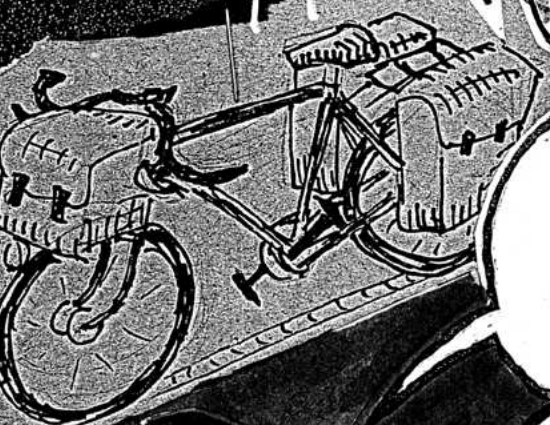
We just thought you'd like to know that.

MY OTHER BROTHER DARRYL

My Other Brother Darryl is an 80mm tubeless friendly rim. When combined with our no-stretch rim strip, tape and valve, it does away with the need for tubes, how neat is that?

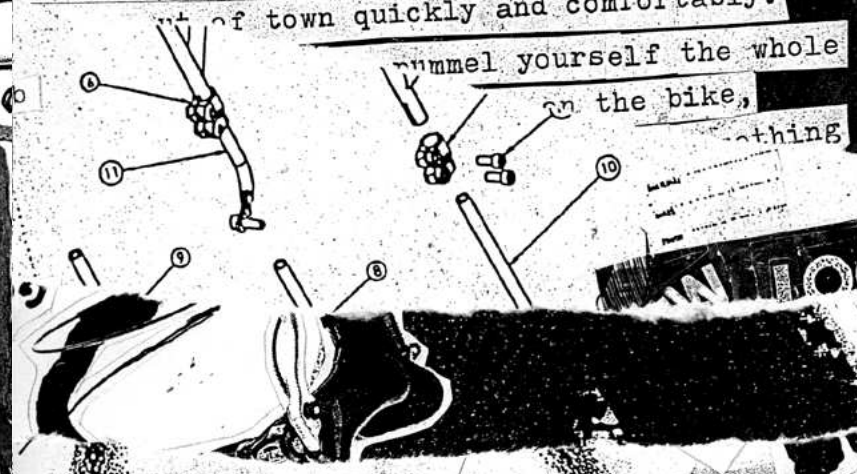
NEW TUBELESS KIT

THE CRAP PEOPLE
SEND US



THANKS FOLKS. KEEP'M COMING!

...bike tour. The ...
...a large portion of a never-ending
...provide tires that would last for
...ending bike tour, but to simply
...yourself with notions of a never-
...t'sn't to f
...of everyone and everything. Pa



THE MO
CLEAR
OCCAS
MY DI
PRES
BACK
THINK



SURLY

Bikes. Parts. Chaos.
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dorby@surlybikes.com