



**MISSION**  
BICYCLE COMPANY



A bicycle is the idea of freedom  
as much as it's a ride to work.  
It's a friend and an accomplice,  
a party and solitude. Your bike  
is a means to an end, and an  
end unto itself.







Bicycles are the most joyful way to commute. We believe they should be more than just welcomed, they should be celebrated.

Our mission is to help you fall in love with cycling — to equip you for that celebration — by building the most personal, reliable, and remarkable city bicycles available.

Let's get started.





## Valencia

### Single Speed Simplicity

It's easier than you think to ride single speed. They're light, fast, agile and as simple as mechanically possible. With only one gear there's no attention paid to shifting and no chance of being caught off guard by the wrong chain position. There's only the pedal stroke, and that is also easier than you might think.

When you're ready, drop by for a test ride and we'll surprise you with how natural single speed feels. It's true it's not the right setup for every commute or every rider, but it might be for you.



Freewheel



Fixed



Free & Fixed



19 lbs

Not sure what gearing will suit you best? We cover gearing on page 13.



## Sutro

### Multi Speed Versatility

The simplicity of single speed riding, married to the convenience of multi-speed versatility. It's a go anywhere bike built around an internally geared hub and a single intuitive shifter.

The Sutro was modeled on our Valencia to stay quick, agile, and responsive. The internal gearing allows for a straight and static chain line, while the internal cable routing keeps the look clean and simple. The result is shifting made easier, and more reliable. You won't even notice you're riding a geared bike, and neither will those you pass.



8 Speed



One Shifter



Internal  
Cable Routing



24 lbs

For more on the magic of internally geared hubs, continue to page 12.



# Mission Bicycle Frame + Fork

Our frames were designed in San Francisco to be fun, agile, and durable. We stripped everything off — down to lightweight 4130 chromoly steel — and put back on only what was essential. Each frame is hand welded in Taiwan by an experienced fabricator specializing in chromoly steel, then reviewed and painted in San Francisco before final build. Light, strong, and guaranteed for 50 years, a Valencia or Sutro frameset is the canvas for your design.

4  
lbs

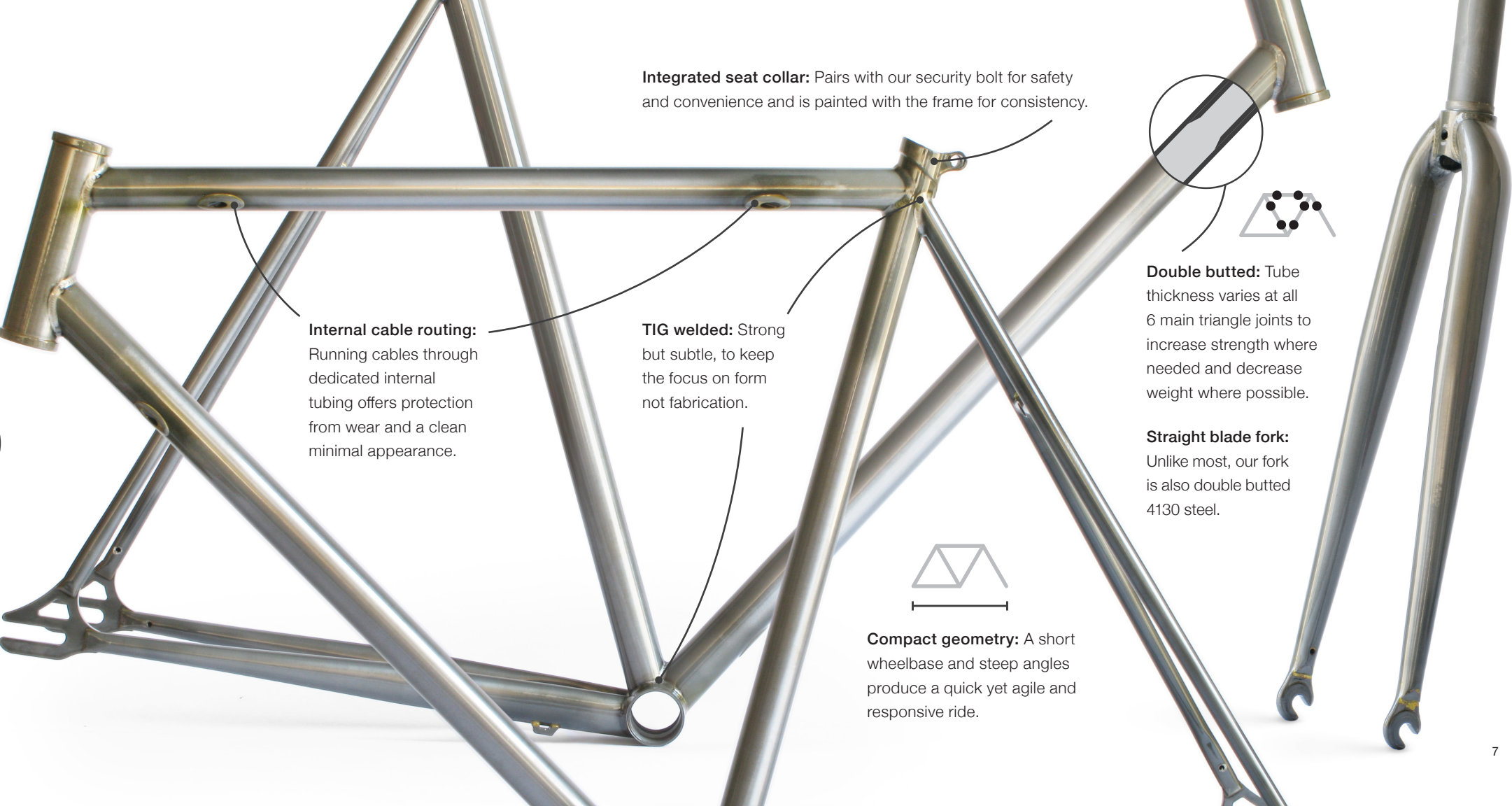
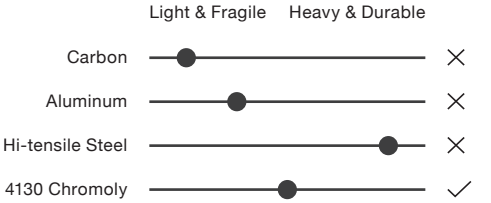
Light and strong

50  
Years

Guaranteed

200+  
Colors

We can help



**Integrated seat collar:** Pairs with our security bolt for safety and convenience and is painted with the frame for consistency.

**Internal cable routing:** Running cables through dedicated internal tubing offers protection from wear and a clean minimal appearance.

**TIG welded:** Strong but subtle, to keep the focus on form not fabrication.

**Double butted:** Tube thickness varies at all 6 main triangle joints to increase strength where needed and decrease weight where possible.

**Straight blade fork:** Unlike most, our fork is also double butted 4130 steel.

**Compact geometry:** A short wheelbase and steep angles produce a quick yet agile and responsive ride.





For more on our Lumen retro-reflective bikes  
visit [missionbicycle.com/lumen](https://missionbicycle.com/lumen)



## Curated For Quality

### Brooks Leather Saddle

The finest leather is selected to mold to your body and last for decades. Handmade in England since 1866. *Upgrade*

### Ergonomic Silicone Grips

Ergonomic grips shaped like your hand instead of a tube, made from durable silicone that's always comfortable and never sticky.

### Sealed Cartridge Bearings

Cheaper bikes use exposed ball bearings where we rely on sealed cartridges: headset, bottom bracket, hubs. Sealed cartridges are longer lasting and maintenance free.

### Bold Crankset

A 40mm tall chainring of uncommon strength comes standard on every bike. Black or silver.

### Thomson Seatpost

Elliptical extrusion, forged clamps, 7000 series aluminum, at only 201 grams: Impressive ways to say very light and incredibly strong. Thomson sets the standard. Made in the USA. *Upgrade*

### Chris King Headset

The standard by which all sealed cartridge headsets have been measured for over 30 years. Made in the USA and covered by a 10-year warranty. *Upgrade*

### Velocity Deep-V Rims

Strong, true, and anodized in 7 colors. Deep-V rims are high profile for added strength without added weight. The only aluminum rim still made in the USA.

### Cog Size

We've got a range of cog sizes for freewheel, fixed, and geared hubs, and we'll make sure your cadence is perfect for your riding.

### Caliper Brakes

With a two-finger pull, Tektro caliper brakes provide a smooth but powerful stop. While more complicated systems are trending, like disc brakes, they're higher maintenance and overkill for city streets.

### Plemons Straps

Secure leather toe straps perfectly matched to Brooks leather. Handmade in San Francisco. *Upgrade*

### Continental Ultra Sport II

German engineered to be soft enough for a secure grip, but hard enough for long life. Well made tires improve ride quality, efficiency, and flat protection, which is why our standard build comes with name brand Continental.

### DT American Spokes

American made stainless steel DT spokes threaded into brass nipples for strong and true wheels.

### LightPost

5 red LEDs built directly into the seatpost for convenience, safety, and security. Over 100 hours run time on two AA batteries. *Upgrade*

### Gatorskin Tires

Don't be fooled by good looks, this puncture resistant tire will withstand brutal roads. Made in Germany. *Upgrade*



# Shimano Internally Geared 8-Speed

Gears are convenient for many commuters, but traditional multi-gear equipment is not. The front and rear external derailleurs on most bikes are fragile and complicated, two things a city bike should never be. Instead, we offer these things that are equal parts magic and mechanics: internally geared hubs.

While the materials, precision, and fabrication are thoroughly modern, internally geared bike hubs are over 100 years old. They blanket the great cycling cities of Europe, as common as a handlebar bell, and for good reason:

- the single shifter is intuitive and immediate
- the gears are sealed from weather and dirt
- there are no vulnerable derailleurs to damage
- there's little to no maintenance

Internal hubs can even be tuned on the side of the road with a simple barrel twist, instead of a trip to the mechanic and a bill. You should just enjoy your ride, rather than have to troubleshoot it.



## Gears



### Single Speed Freewheel

Simple, light, and fun. Single speeds are best for flat commutes or riders who don't mind rising out of the saddle to pedal uphill. Freewheel bikes allow you to backpedal and coast.



### Single Speed Fixed

Simple, light, and possibly even more fun. If the bike is moving, so are the pedals. Fixed gear bikes do not allow coasting and are best for riders looking for a more direct connection to the street.

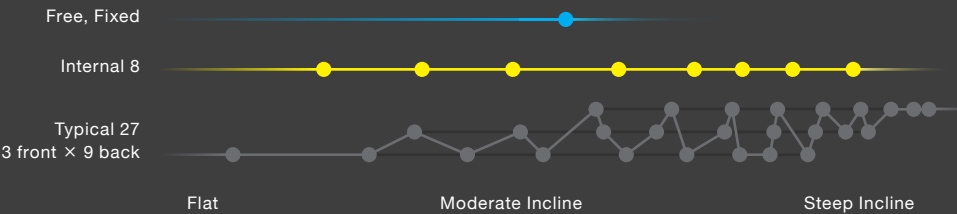


### Internal 8-Speed

Total gearing versatility, allowing a comfortable pedal stroke no matter the street or the day. Conquer the biggest hills and longest routes at your pace.

All of our single speed bikes come standard with a front brake (rear brake upgrade available). Our flip-flop hub allows for both freewheel and fixed options.

Geared bikes have front & rear brakes and internal cable routing.



- 1 No Shifter
- 8 One Shifter
- 3 9 Two Shifters





## San Francisco Made

When we say SF Made what we mean is the coffee we brew during your design was roasted in San Francisco. We mean the staffer with whom you collaborated lives down the block. We mean every week a truck pulls up on Valencia Street to unload the highest quality components from around the world, from people whose expertise

extends back decades. We mean our mechanics grease every thread, tighten every bolt, and press every headset on Valencia Street. Every email, every phone call, every admin duty happens in one building in the Mission. We mean all Mission Bicycles, every single one ever, has been built in San Francisco.

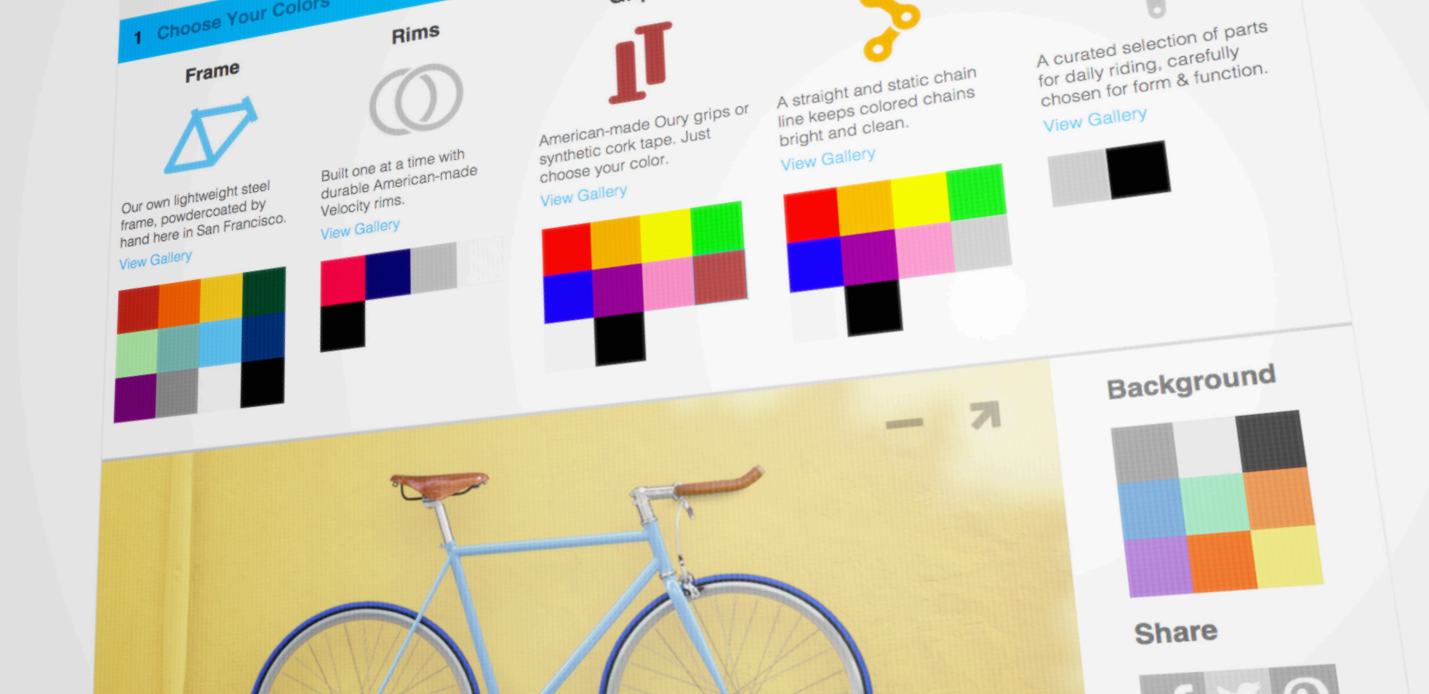


## Powder Coated For Durability

We use electrostatic powder coat instead of sprayed liquid paint because it's far more durable. A city bike should be used. It should be locked up outside the grocery store and it should be propped against hallway walls. For all those necessary but abrasive resting places, powder coat offers protection that liquid paint just can't match.

After 6 years and thousands of frames we've curated a palette of our most popular colors. Those, along with the other 200+ that are available on any bike, are applied just a few miles away in South San Francisco.





## Design Online

Designing your bike is as easy as launching your web browser. Our photoreal Bike Builder is simple, illustrative, and open 24/7. If you have any questions while designing, daytime chat is available with our staff at 766 Valencia.

You can order with confidence even if you're not local to

San Francisco. Your credit card won't be charged until a staffer has reviewed your design, and your bike won't ship until you've seen a photo of the final build. If you have changes, we're happy to make them so your bike arrives exactly as imagined.



## Visit The Store

If you're local to the San Francisco Bay Area, drop by our shop in the heart of the Mission district. Our staff and one-of-a-kind Design Wall are available whenever the doors are open. We'll start with a test ride, then work collaboratively to audition colors, explain components, and perfect fit. Your bike will materialize in physical technicolor, free of mystery and in real time. It's personal, it's educational, and it's seriously fun.

When everything is ready, we even offer a unique service called Build Together, allowing you to work directly with a mechanic to assemble your own bike.



*Have any questions?*

766 Valencia Street  
San Francisco, CA 94110

[info@missionbicycle.com](mailto:info@missionbicycle.com)

(415) 683-6166

*We've got one for you.*

*Do you know your frame size?*

*Let's find out.*

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[missionbicycle.com](http://missionbicycle.com)

