

# how to choose a road bicycle

Peter Froud

origins

# problem

problem

deconstruction

problem

deconstruction

visualization

problem

deconstruction

visualization

discussion

problem

deconstruction

visualization

discussion





***cannondale***

*cannondale*



*cannondale*



*cannondale*



**cannondale**



**cannondale**

CAAD8

CAAD12

SuperSix EVO

SuperSix EVO Hi-Mod

Synapse

Synapse Carbon

 **GIANT**

 **SPECIALIZED**

 **TREK**

**cannondale**

CAAD8

CAAD12

SuperSix EVO

SuperSix EVO Hi-Mod

Synapse

Synapse Carbon

105

Claris

Sora

Tiagra

 **GIANT**

 **SPECIALIZED**

 **TREK**

**cannondale**

CAAD8

CAAD12

SuperSix EVO

SuperSix EVO Hi-Mod

Synapse

Synapse Carbon

 **GIANT**

105

Disc 105

Disc Ultegra

Disc Ultegra Di2

Tiagra

Ultegra 3

Ultegra 4

Hi-MOD Disc Black Inc.

Hi-MOD Disc Red

Hi-MOD Disc Ultegra

Hi-MOD Dura Ace

 **SPECIALIZED**

 **TREK**



*cannondale*



**cannondale**

Defy

Defy Disc

Defy Advanced

 **GIANT**

Defy Advanced Pro

Defy Advanced SL

TCR Advanced

TCR Advanced Pro

TCR Advanced SL

 **SPECIALIZED**

Propel Advanced

Propel Advanced Pro

Propel Advanced SL

 **TREK**

**cannondale**



Allez

Amira

Diverge

Dolce

Roubaix

Ruby

Tarmac

Venge



**cannondale**

 **GIANT**

 **SPECIALIZED**

 **TREK**

Allez

Amira

Diverge

Dolce

Roubaix

Ruby

Tarmac

Venge

Sprint X2 Specialized Edition

Sprint X1 Specialized Edition

DSW Sprint X1 Expert

DSW Sprint X1 Comp

DSW SL Expert

DSW SL Comp

DSW Elite

E5 Sport

E5

*cannondale*



Emonda

Emonda ALR

Madone

1 Series

Domane

**cannondale**

 **GIANT**

 **SPECIALIZED**

 **TREK**

Emonda

Emonda ALR

Madone

1 Series

Domane

S 4

S 5

S 6

SL 5

SL 6

SL 8

SL 8 RED

SLR 10

SLR 6

SLR 8

SLR 9

*cannondale*



*cannondale*





*cannondale*

 **GIANT**

 **SPECIALIZED**

 **TREK**

190



insight

problem

deconstruction

visualization

discussion

problem

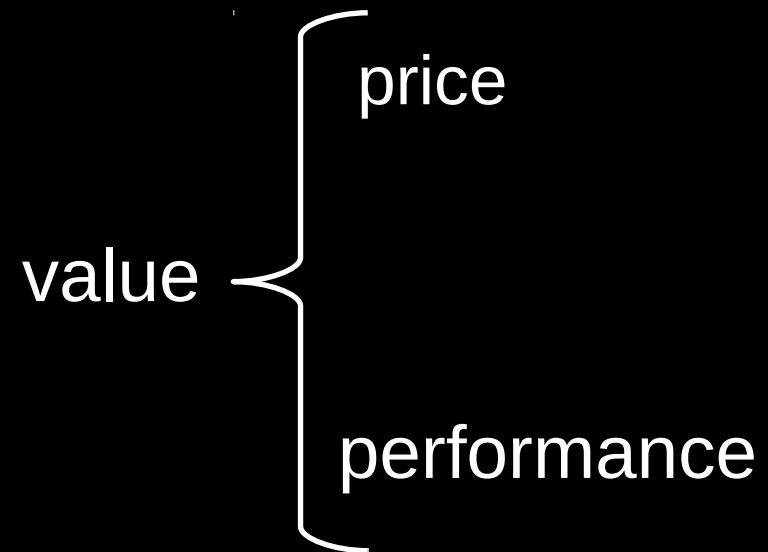
deconstruction

visualization

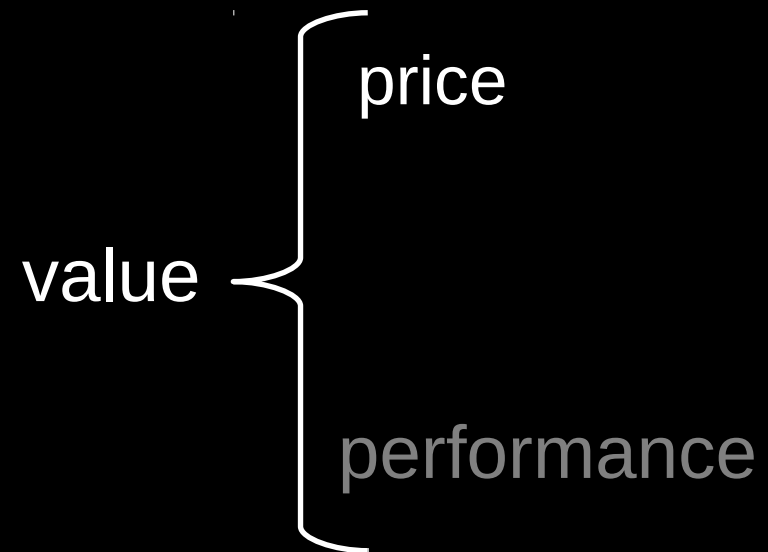
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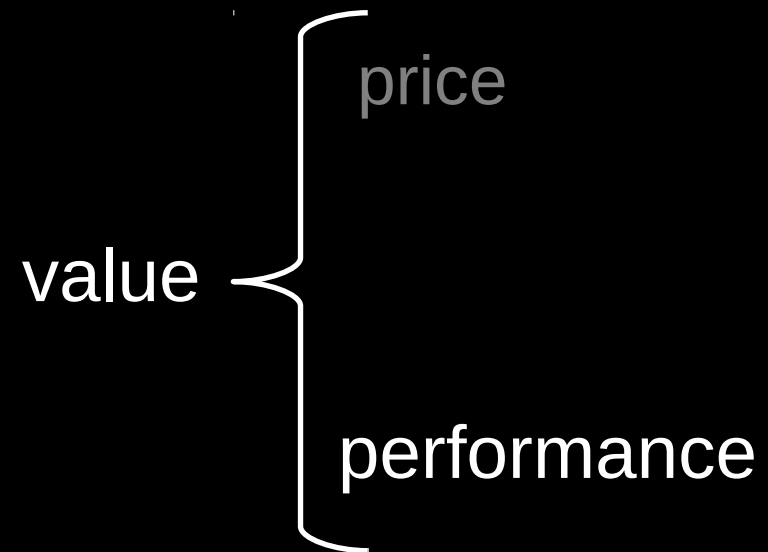


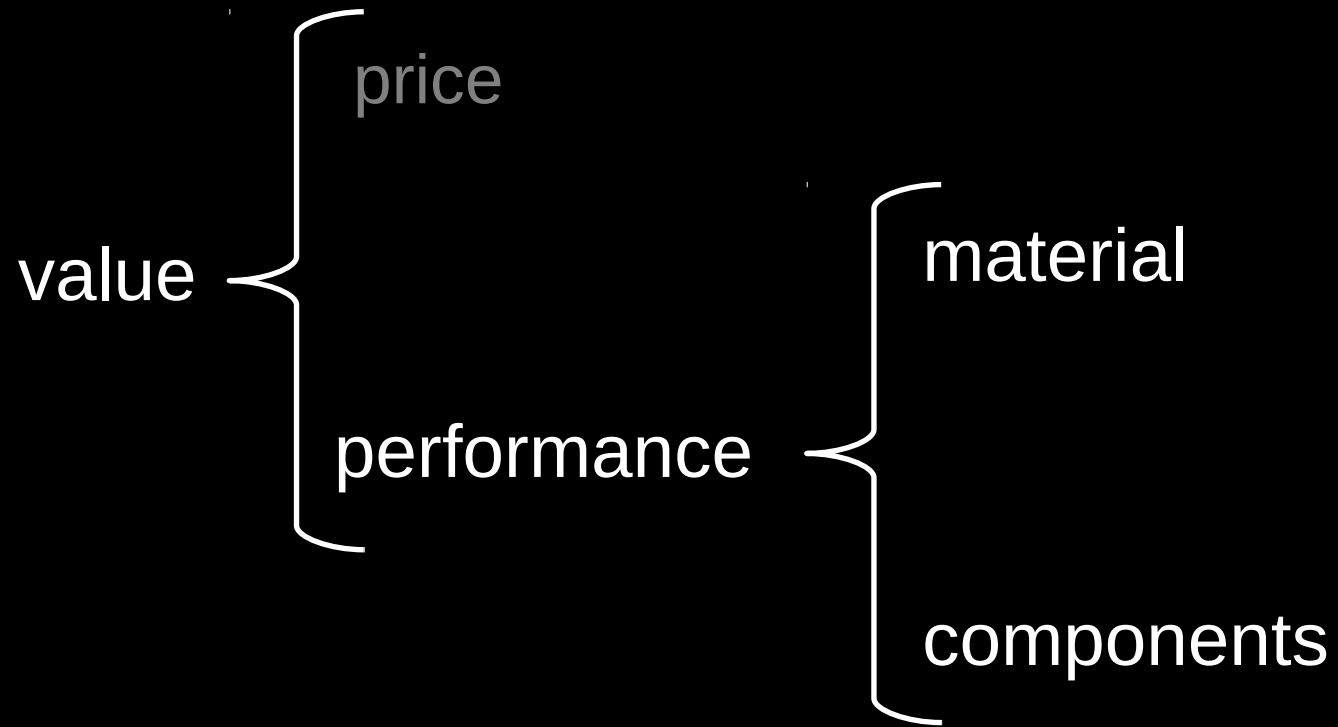
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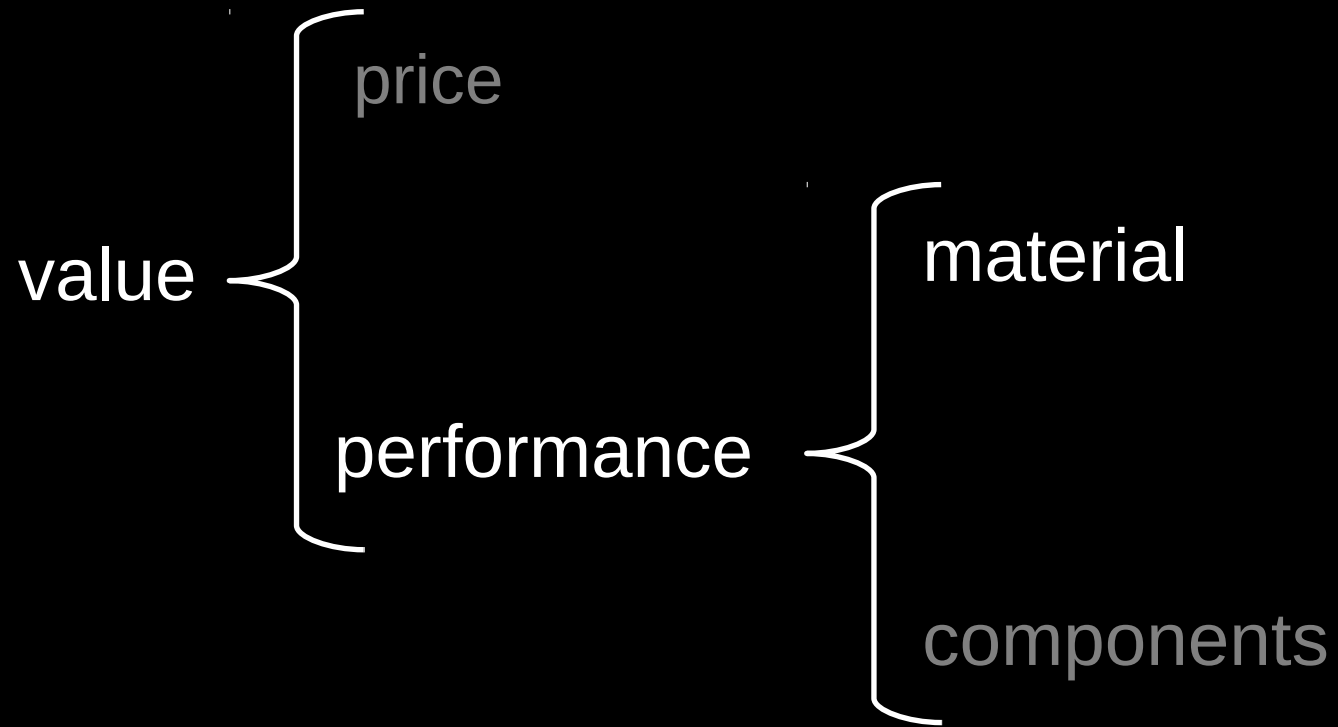






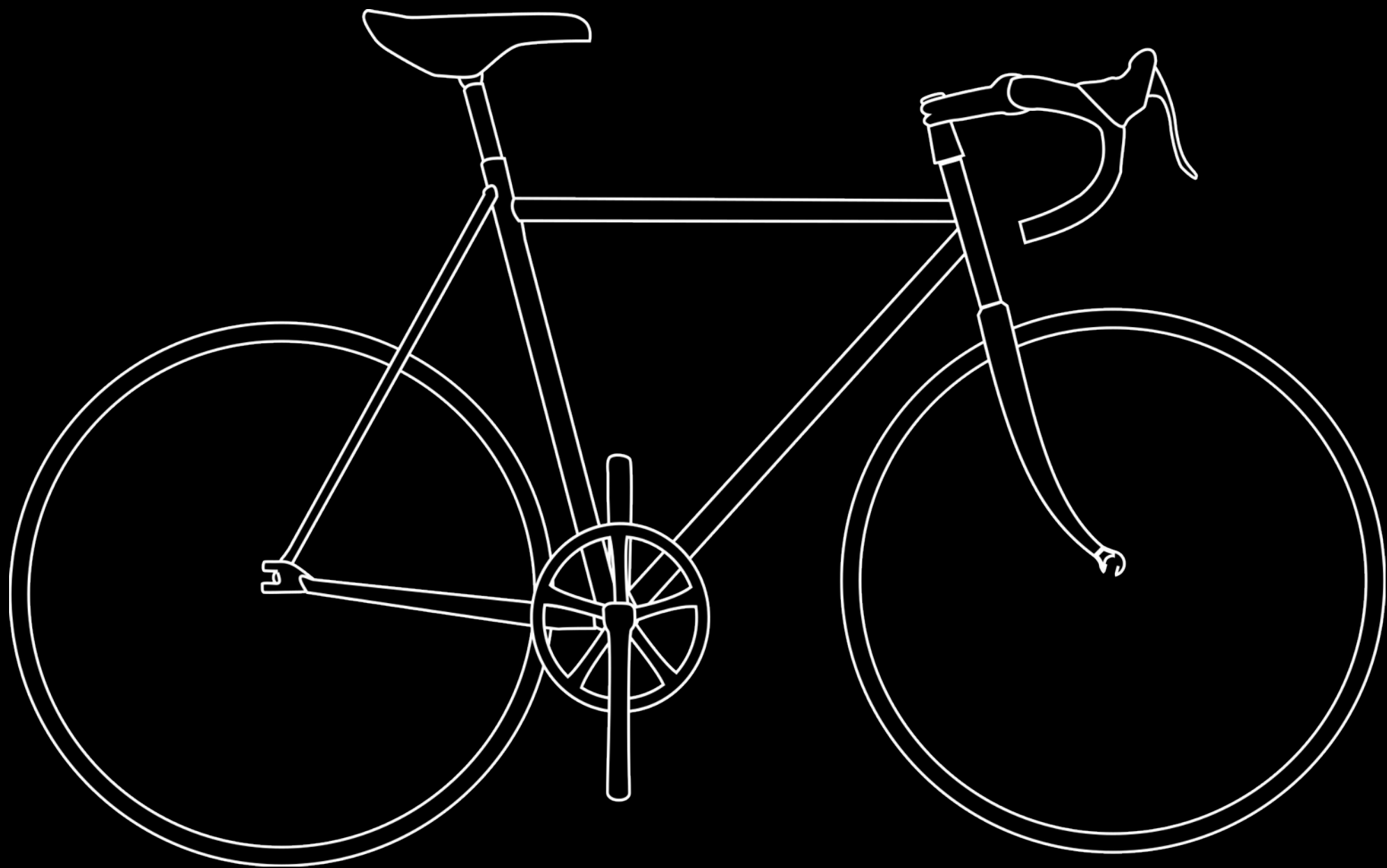


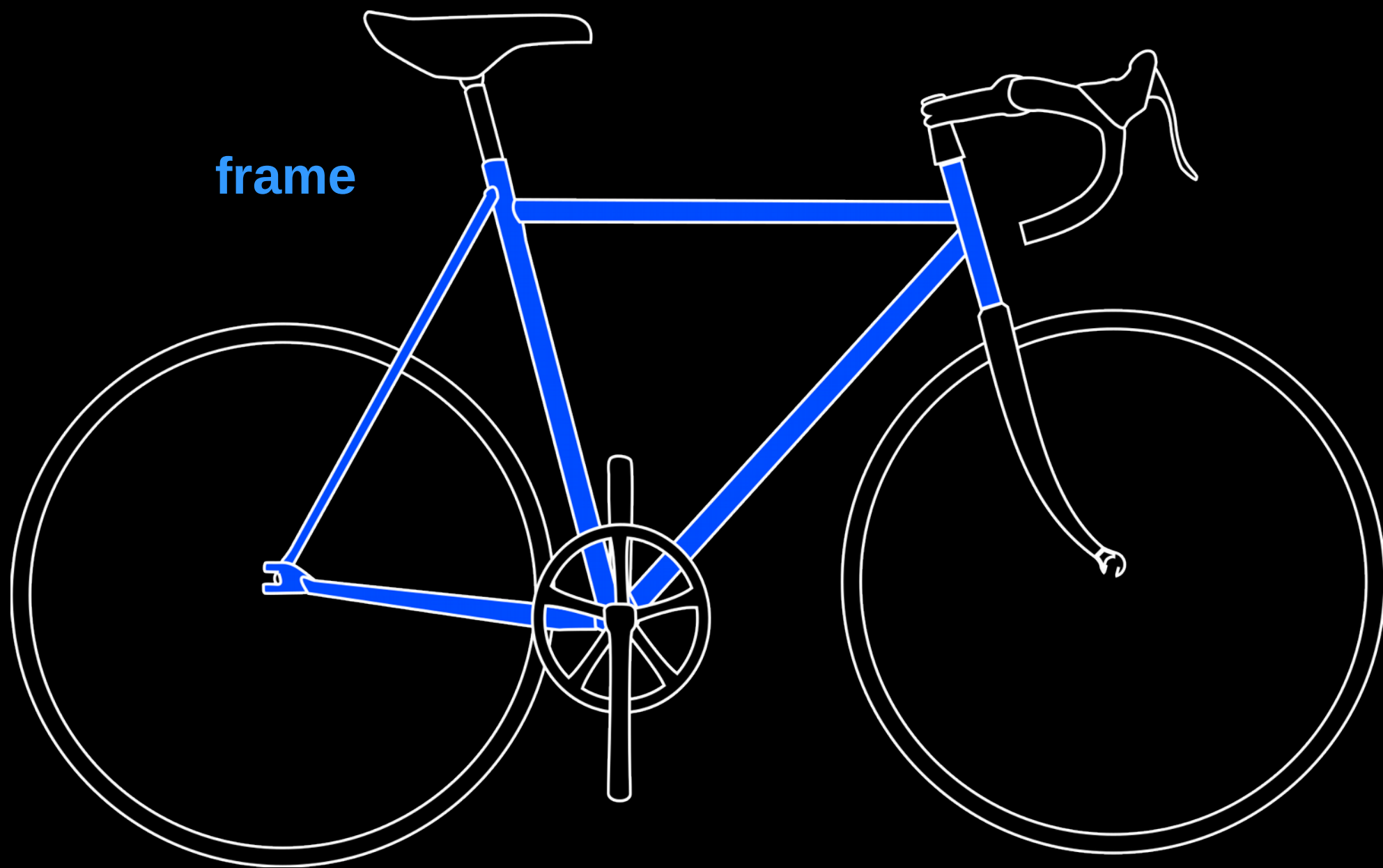




carbon fiber

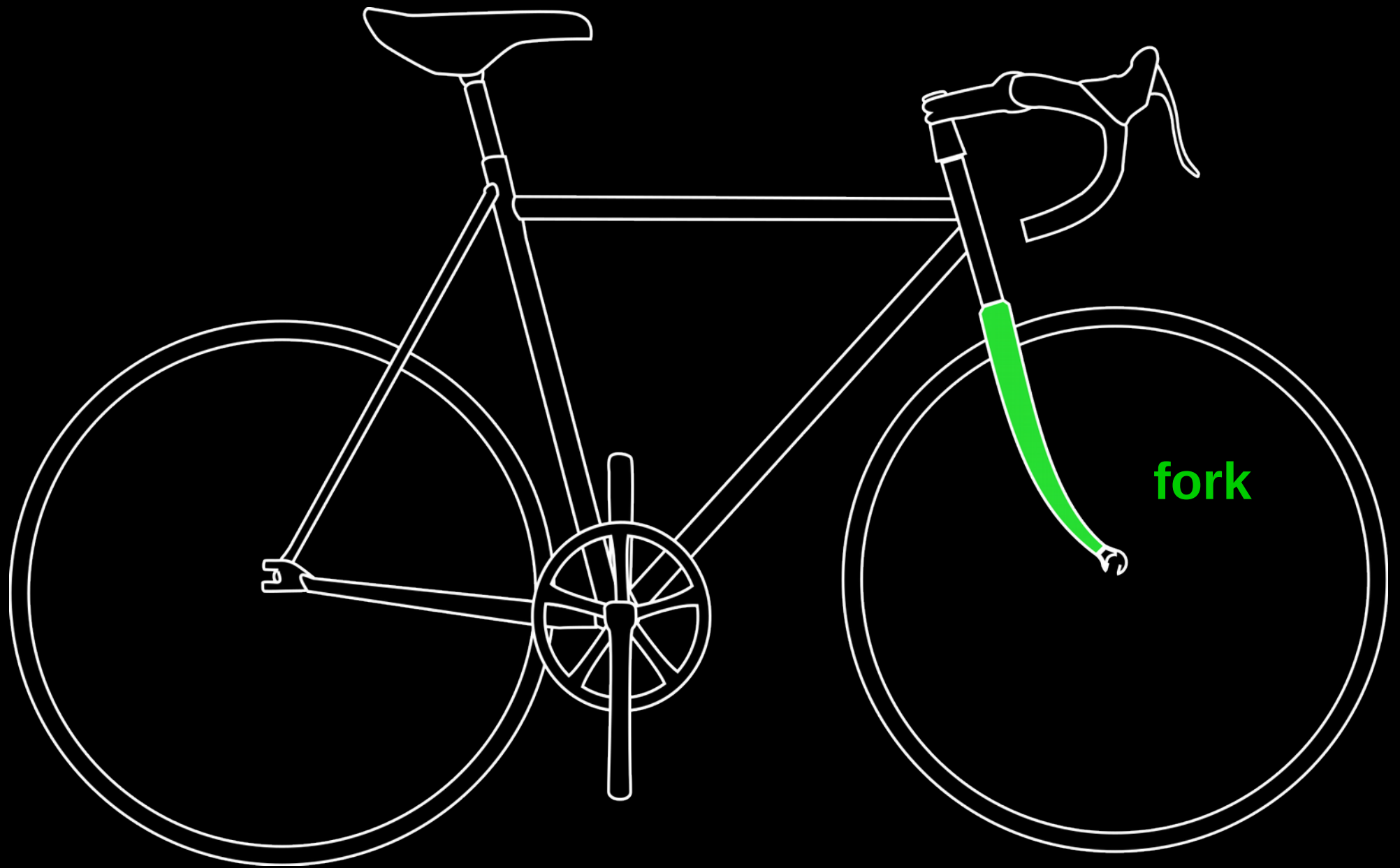




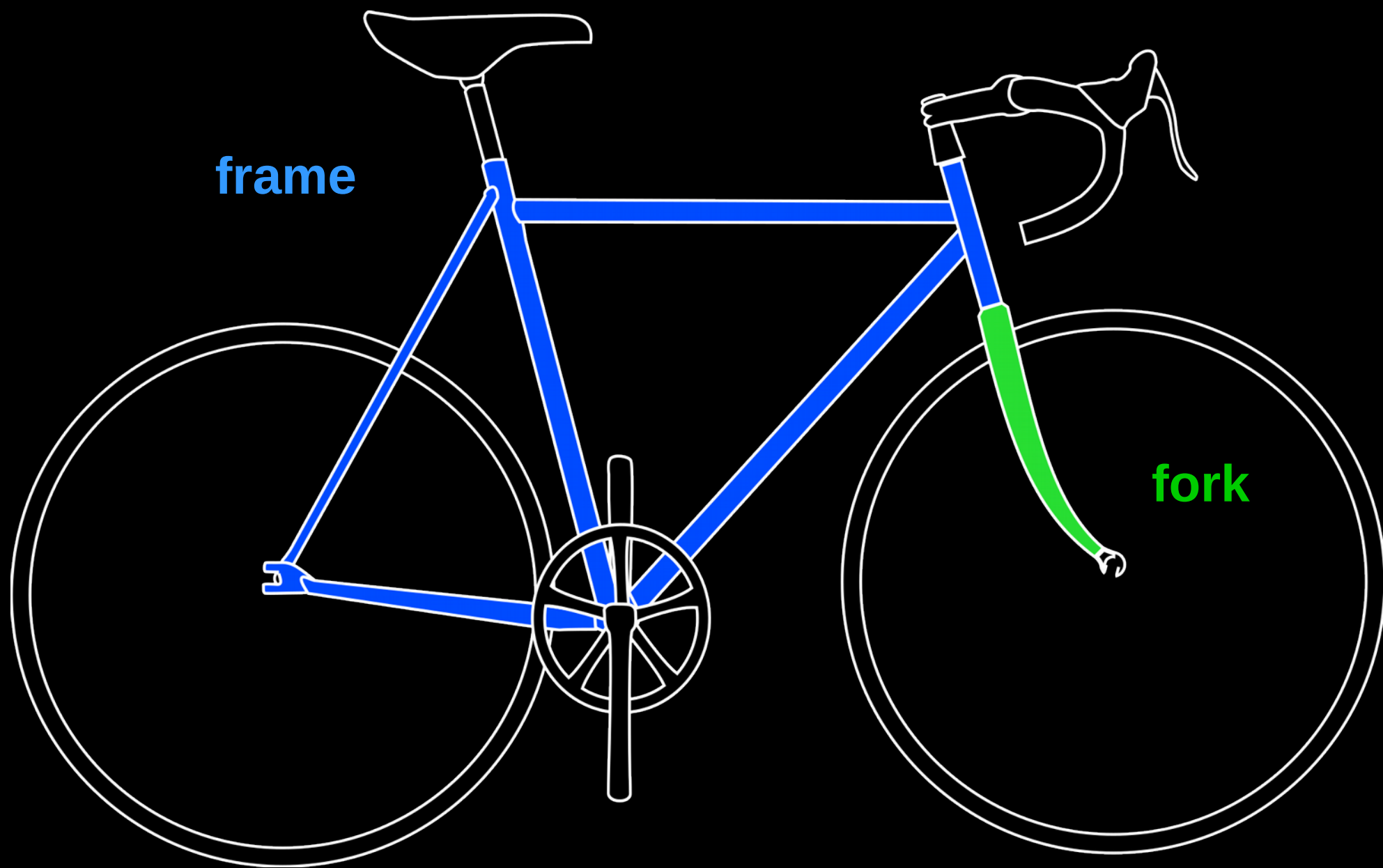


frame



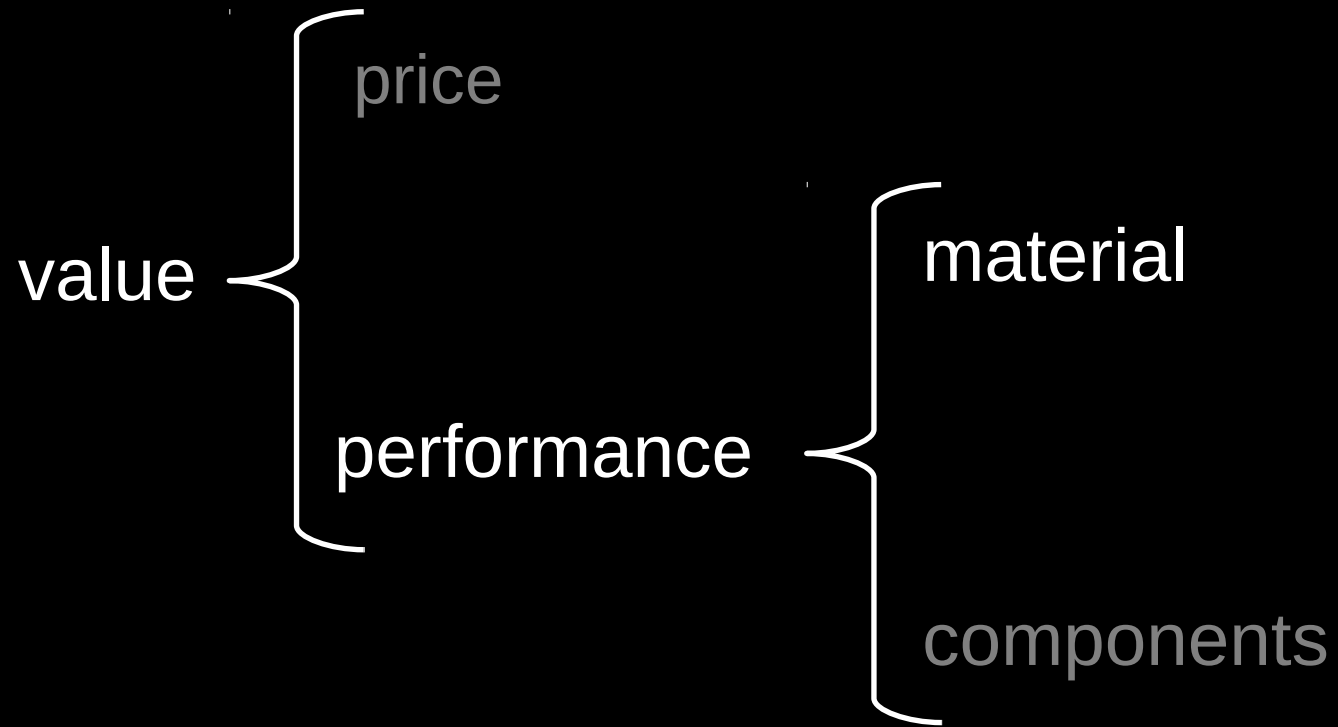


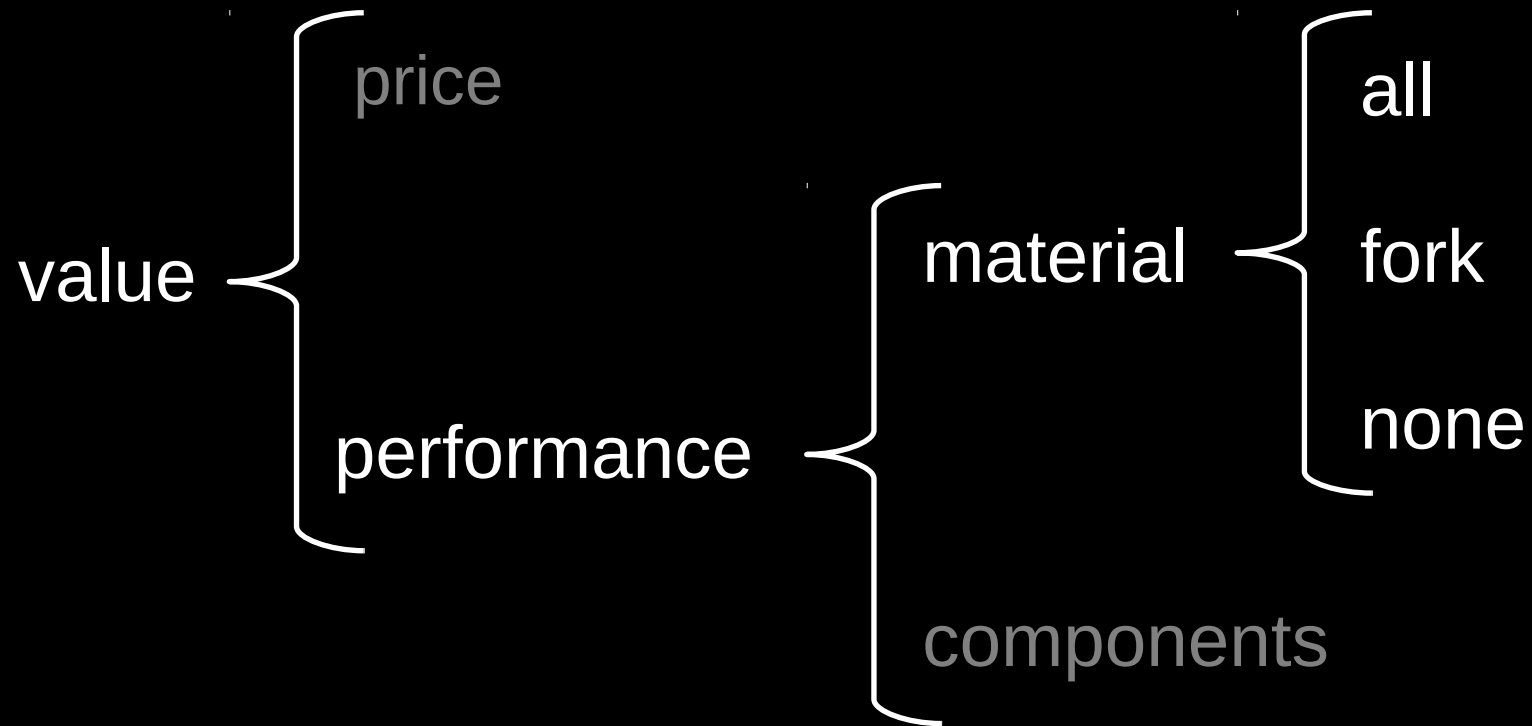
fork

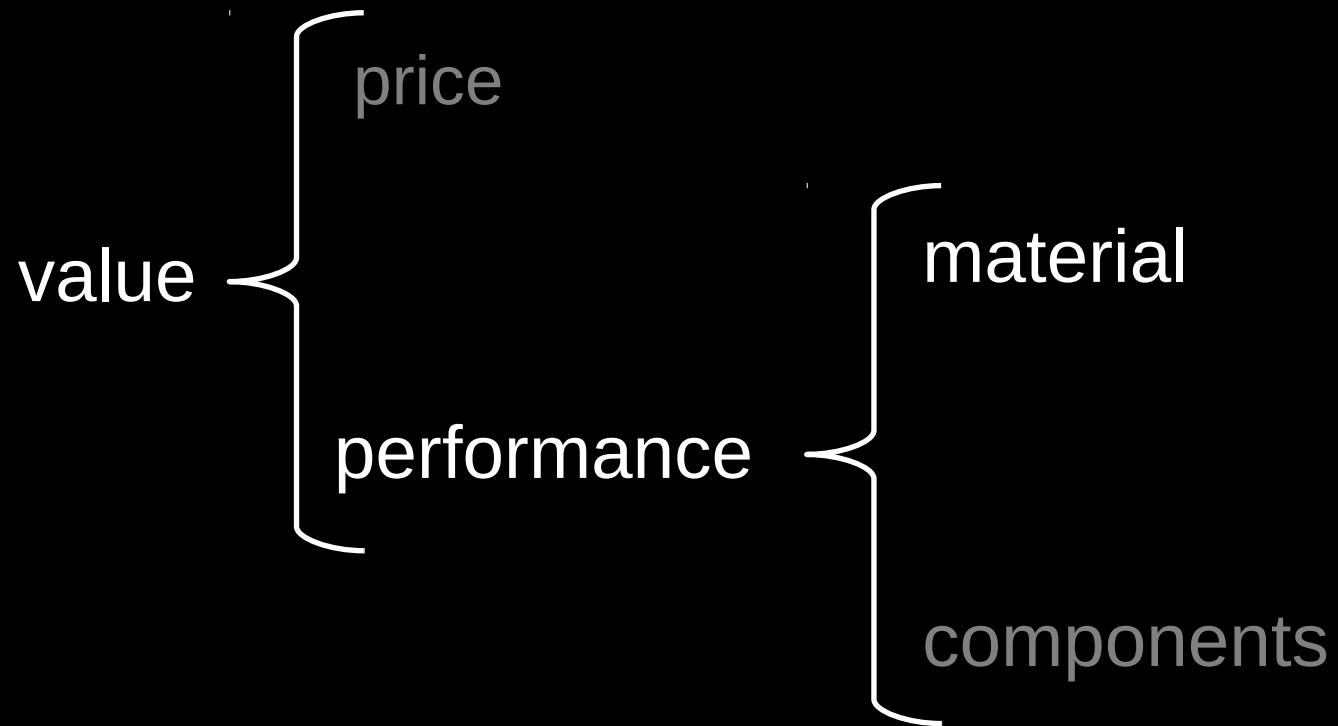


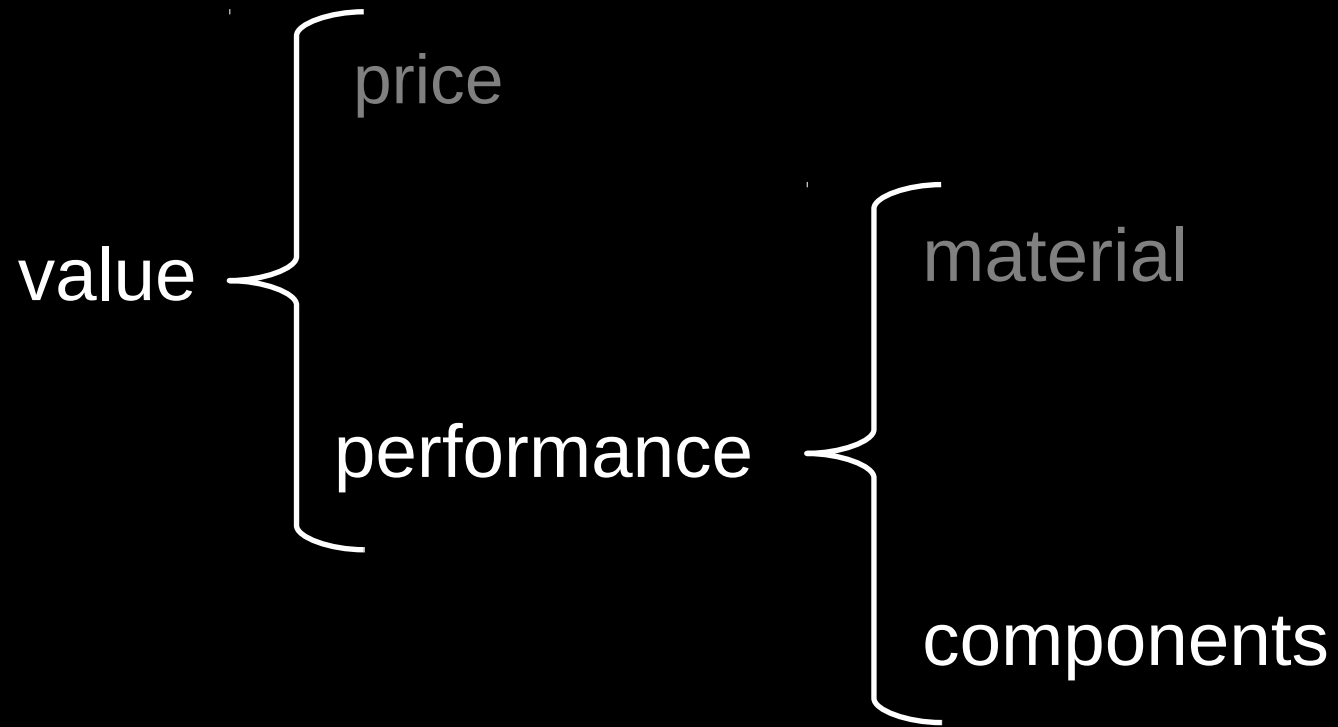
frame

fork

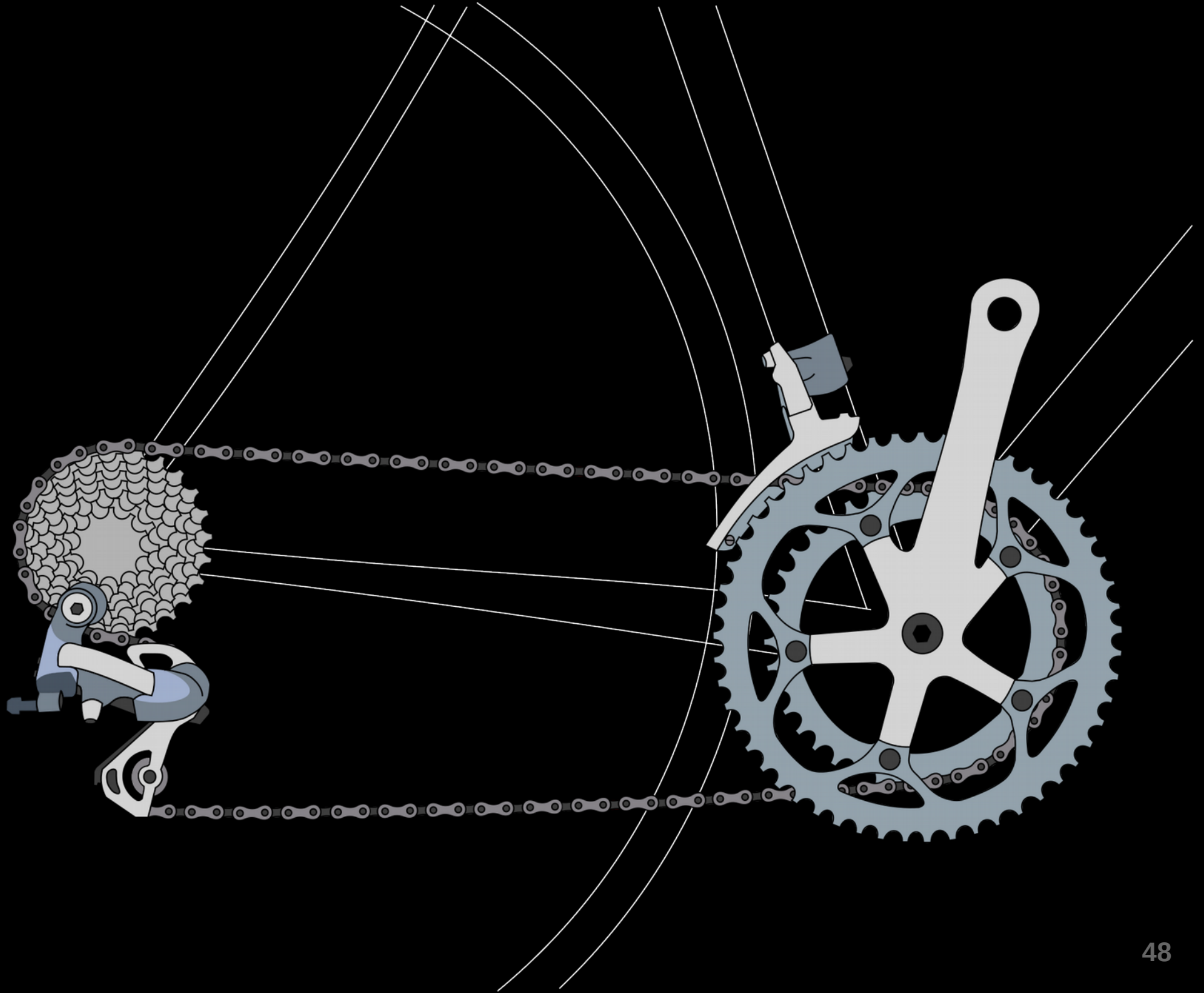








groupset





# SHIMANO

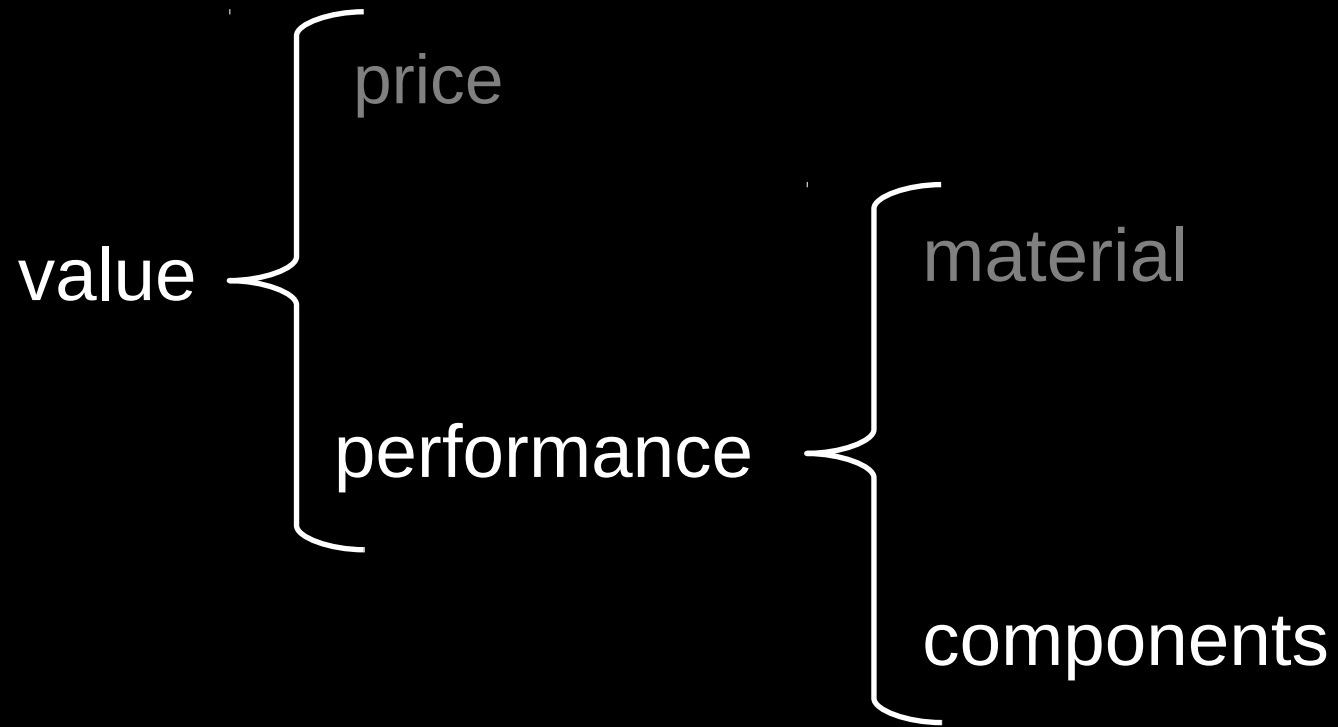
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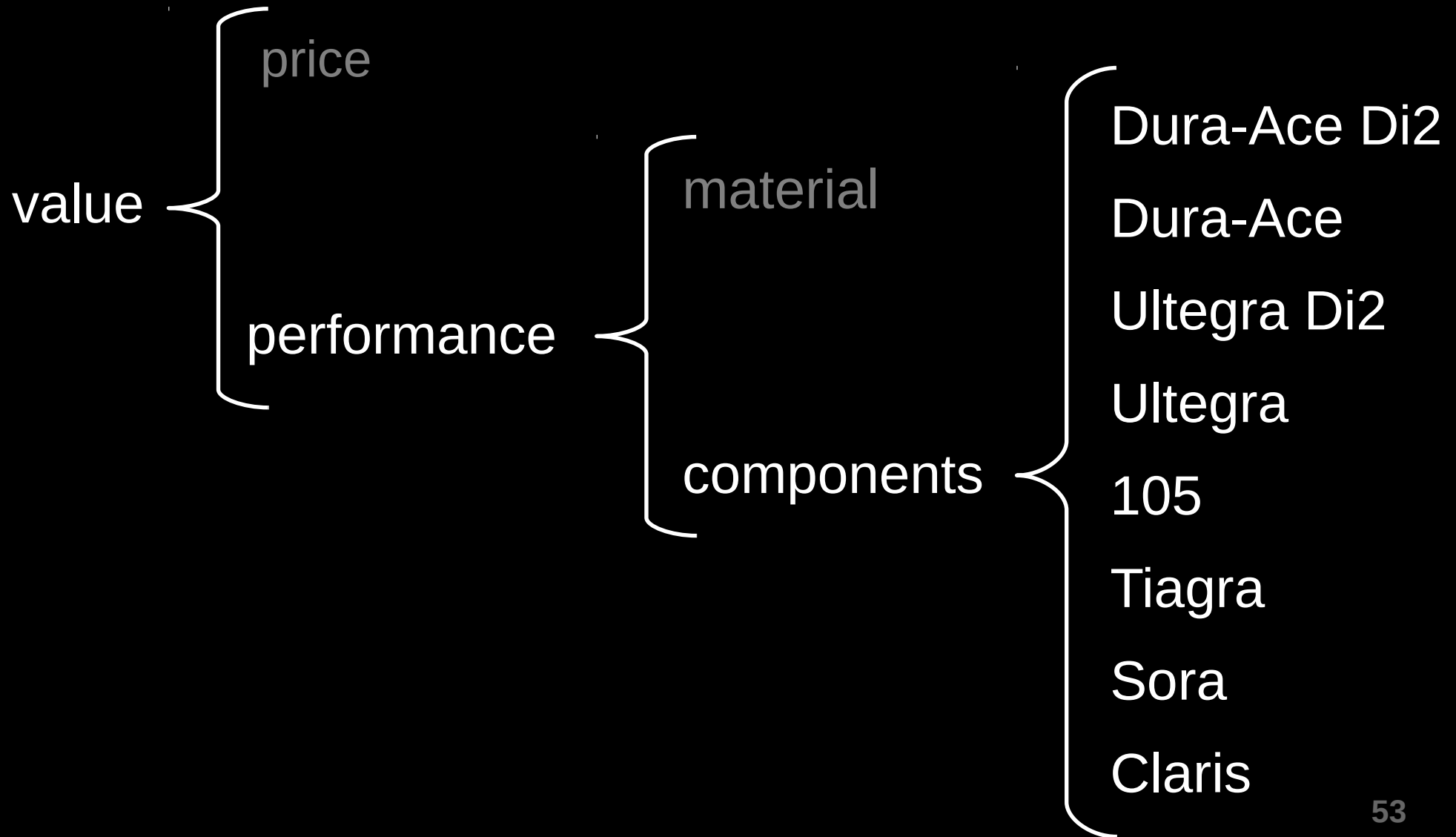
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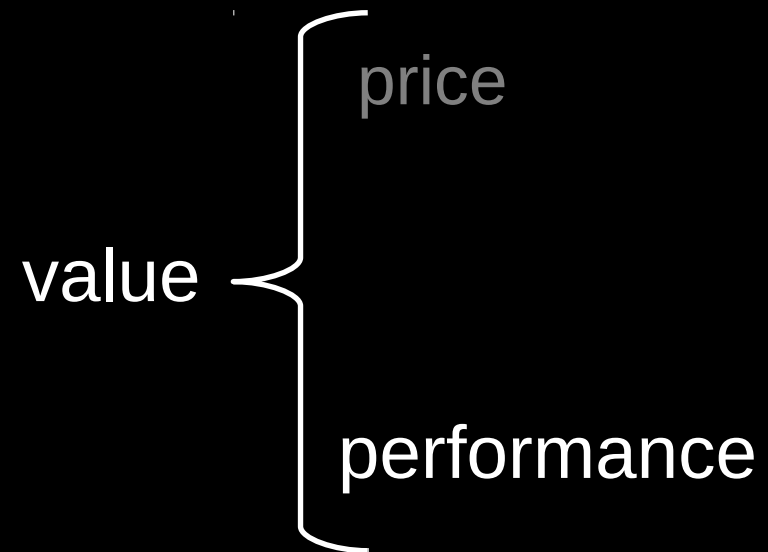
entry-level











value

problem

deconstruction

visualization

discussion

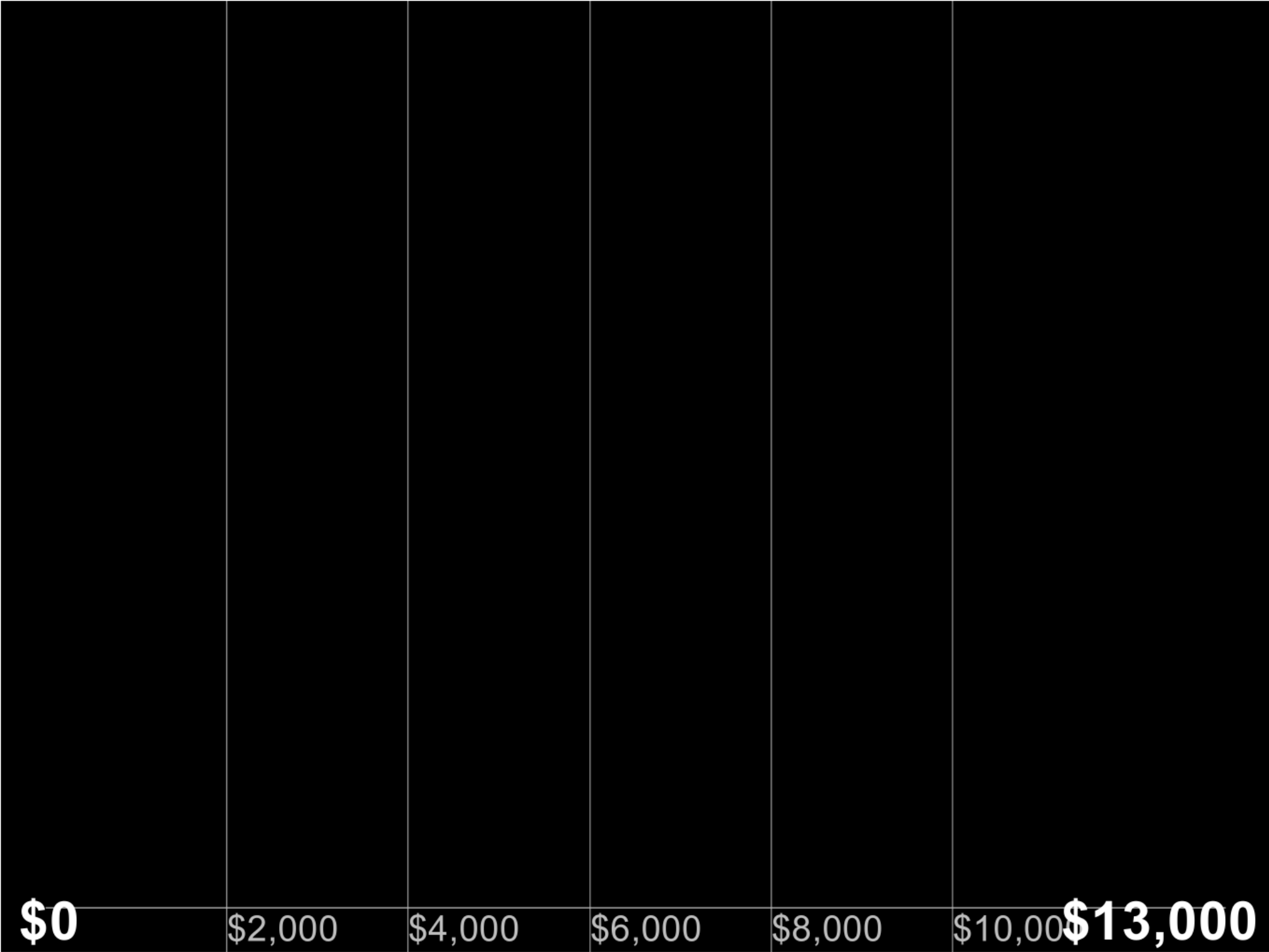


problem

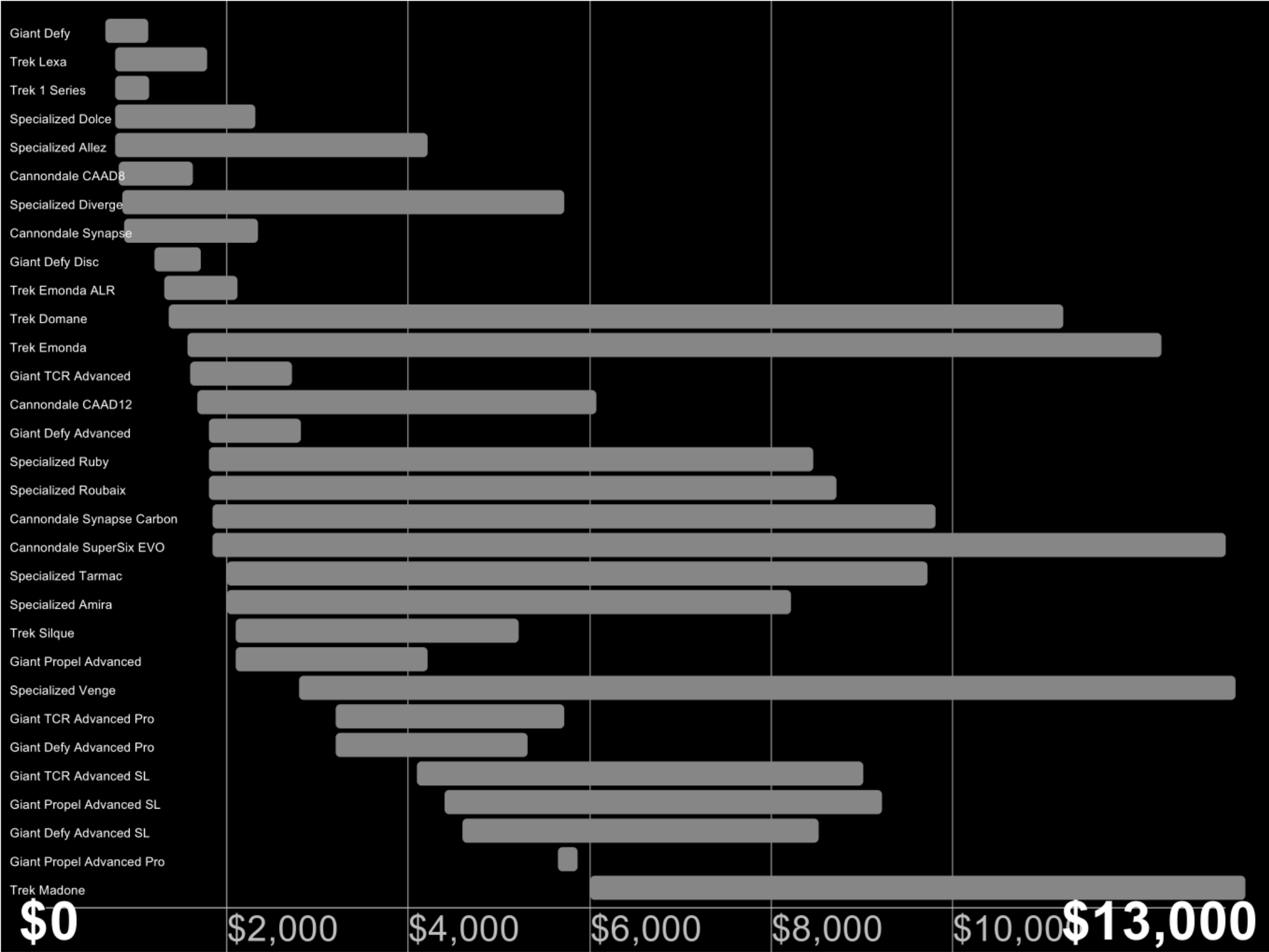
deconstruction

visualization

discussion



Giant Defy					
Trek Lexa					
Trek 1 Series					
Specialized Dolce					
Specialized Allez					
Cannondale CAAD8					
Specialized Diverge					
Cannondale Synapse					
Giant Defy Disc					
Trek Emonda ALR					
Trek Domane					
Trek Emonda					
Giant TCR Advanced					
Cannondale CAAD12					
Giant Defy Advanced					
Specialized Ruby					
Specialized Roubaix					
Cannondale Synapse Carbon					
Cannondale SuperSix EVO					
Specialized Tarmac					
Specialized Amira					
Trek Silque					
Giant Propel Advanced					
Specialized Venge					
Giant TCR Advanced Pro					
Giant Defy Advanced Pro					
Giant TCR Advanced SL					
Giant Propel Advanced SL					
Giant Defy Advanced SL					
Giant Propel Advanced Pro					
Trek Madone					
\$0	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000
					\$13,000



○ full carbon-fiber frame

△ carbon-fiber fork only

□ no carbon-fiber

○ full carbon-fiber frame

△ carbon-fiber fork only

□ no carbon-fiber



Dura-Ace Di2



Dura-Ace



Ultegra Di2



Ultegra



105



Tiagra



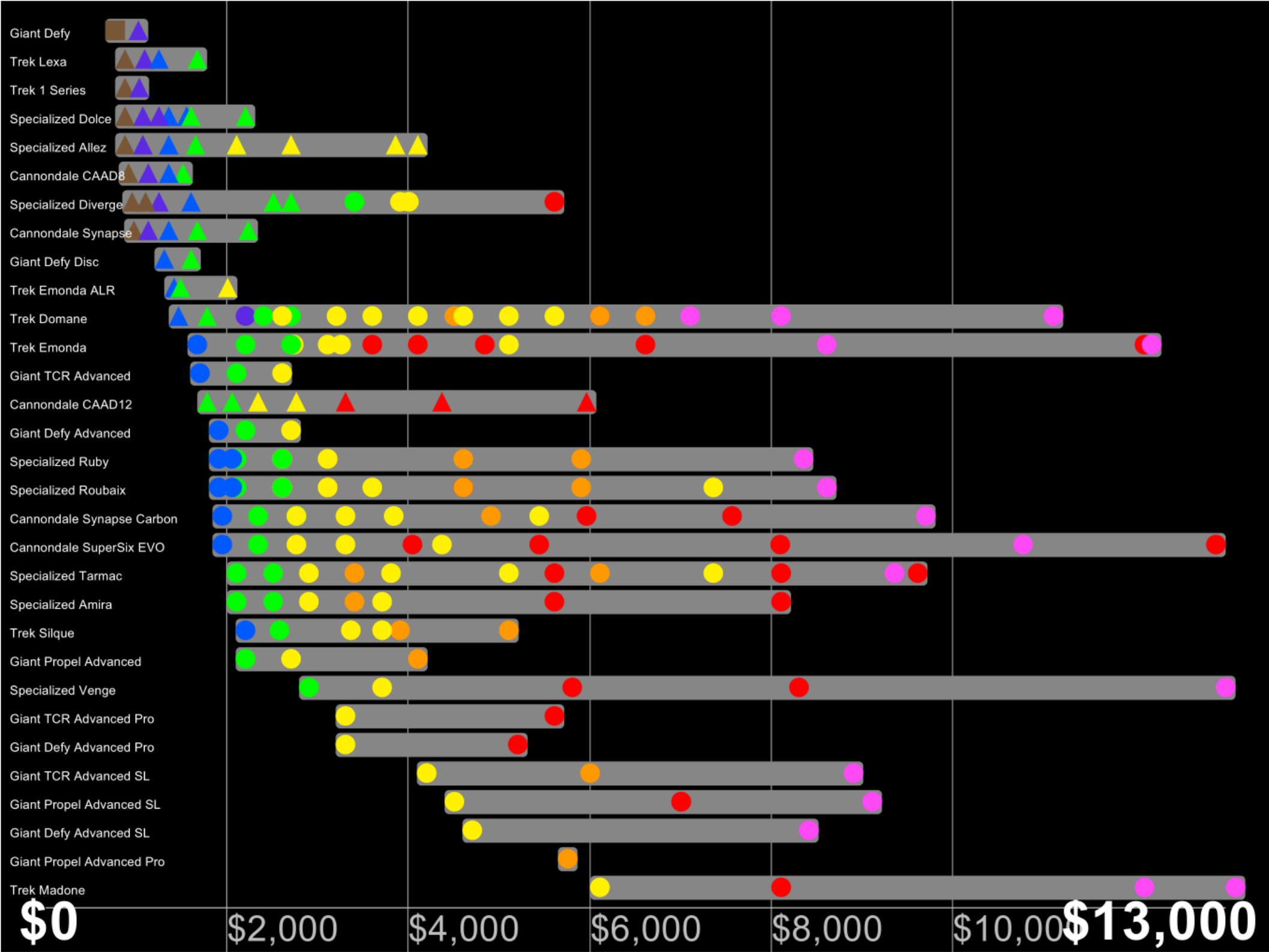
Sora



Claris

- full carbon-fiber frame
- △ carbon-fiber fork only
- no carbon-fiber







problem

deconstruction

visualization

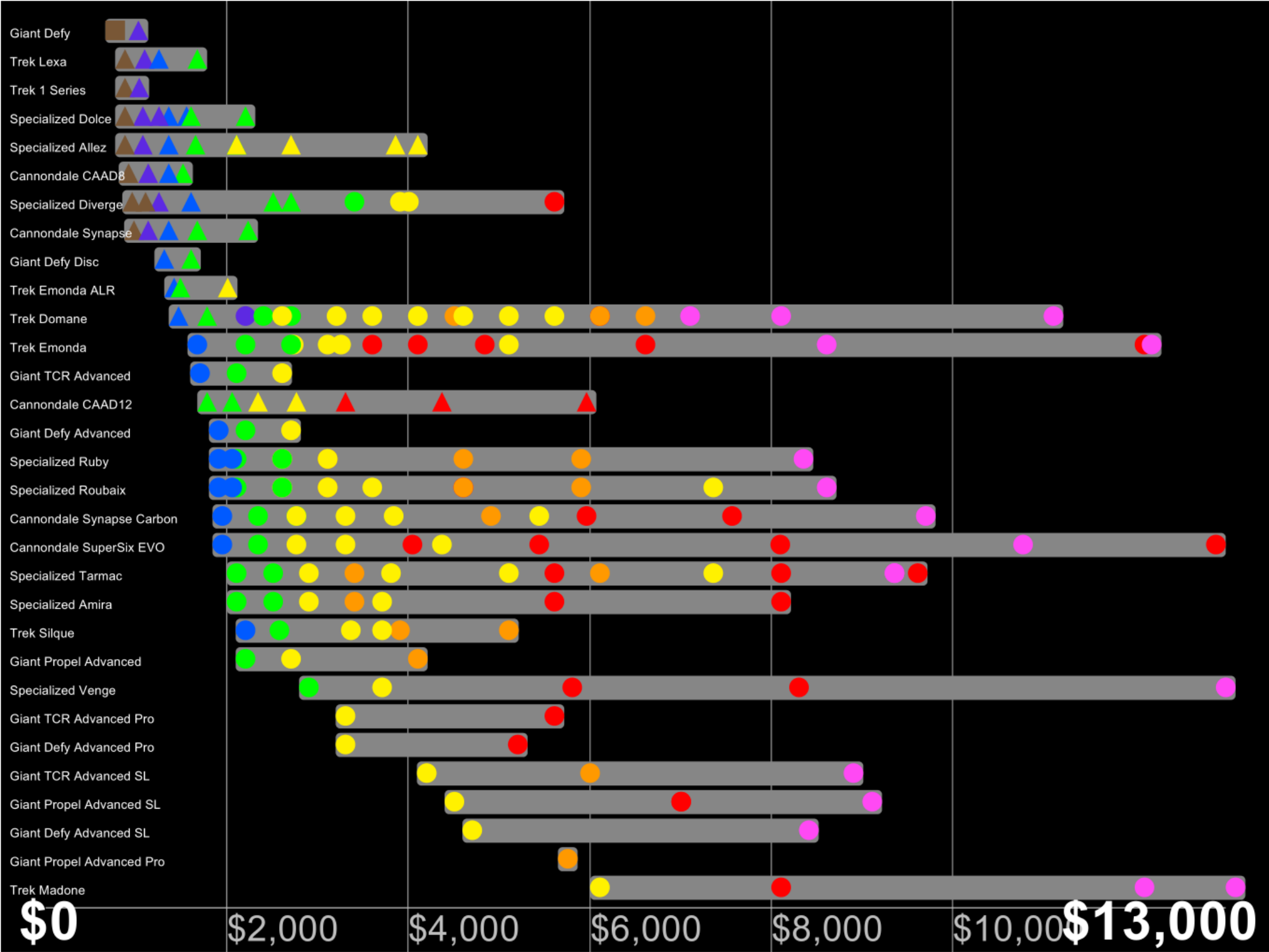
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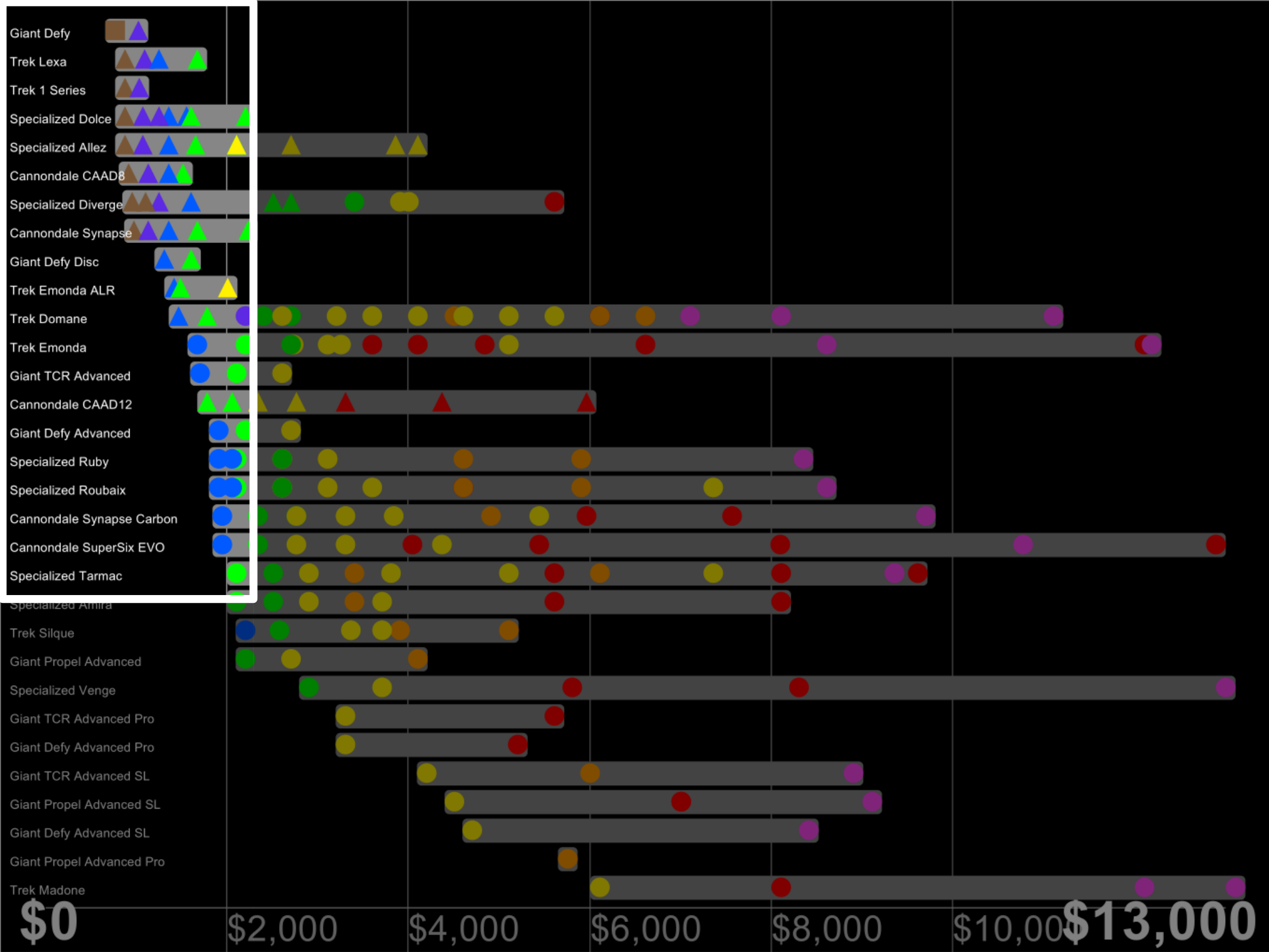
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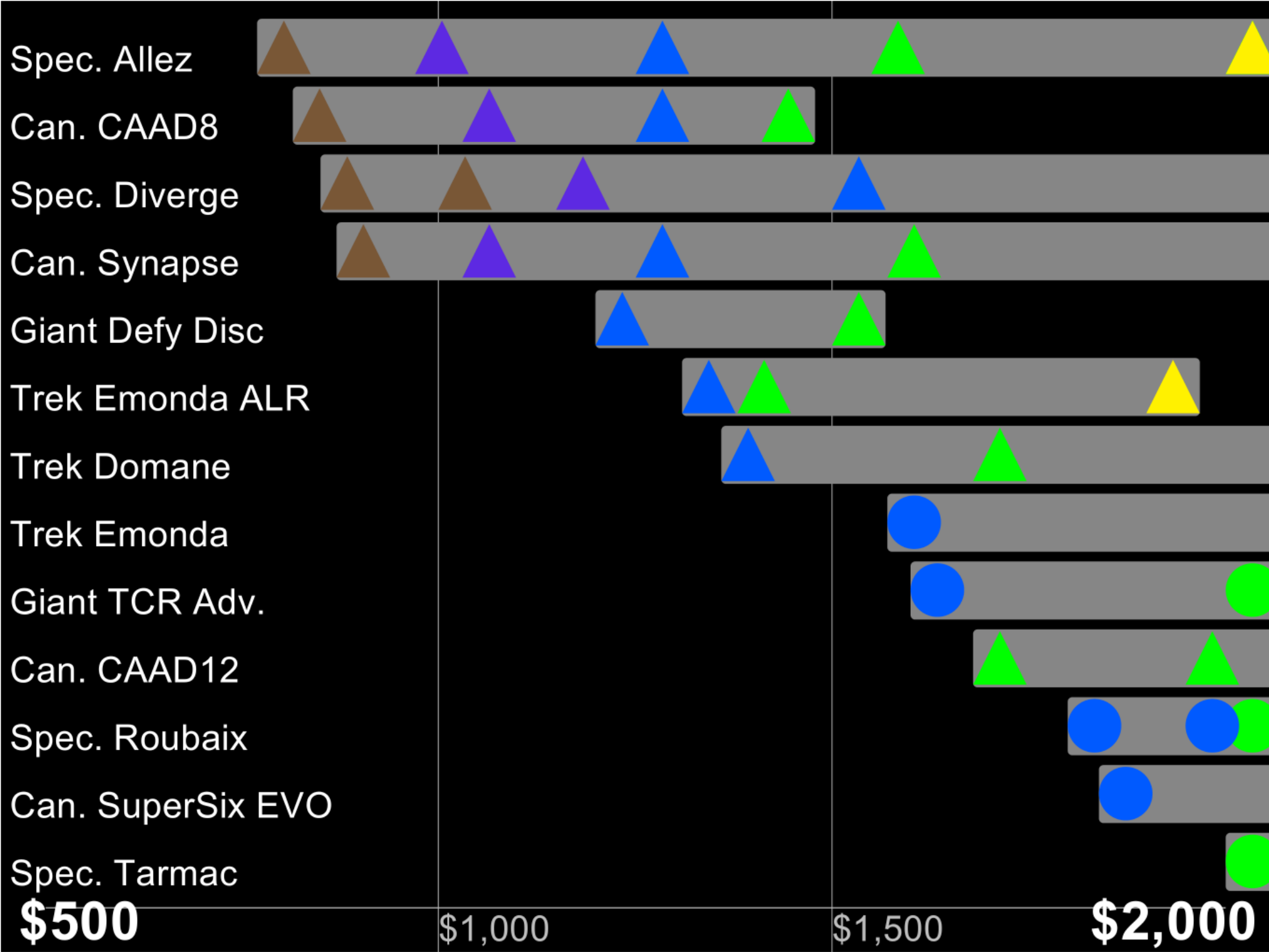
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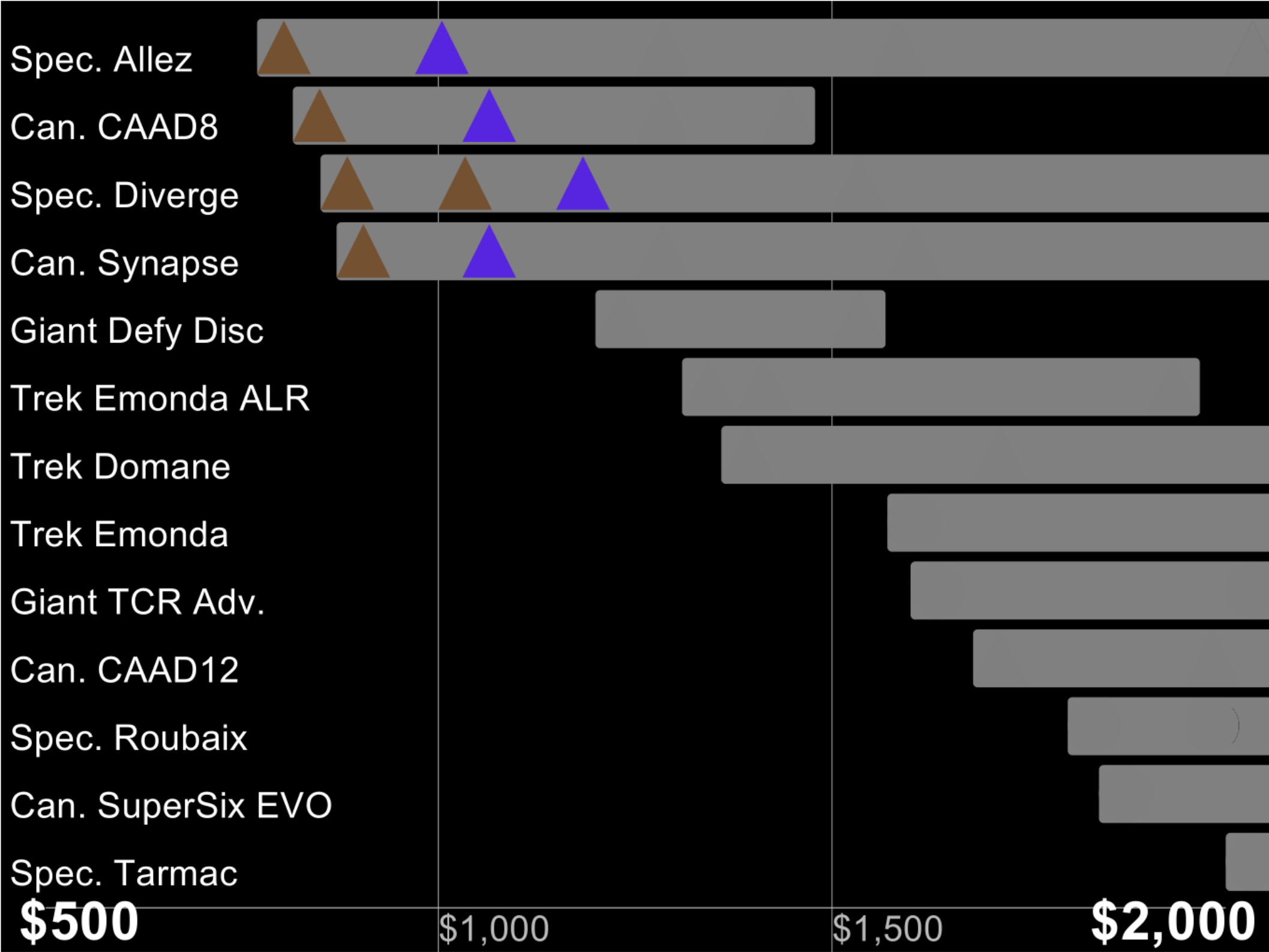
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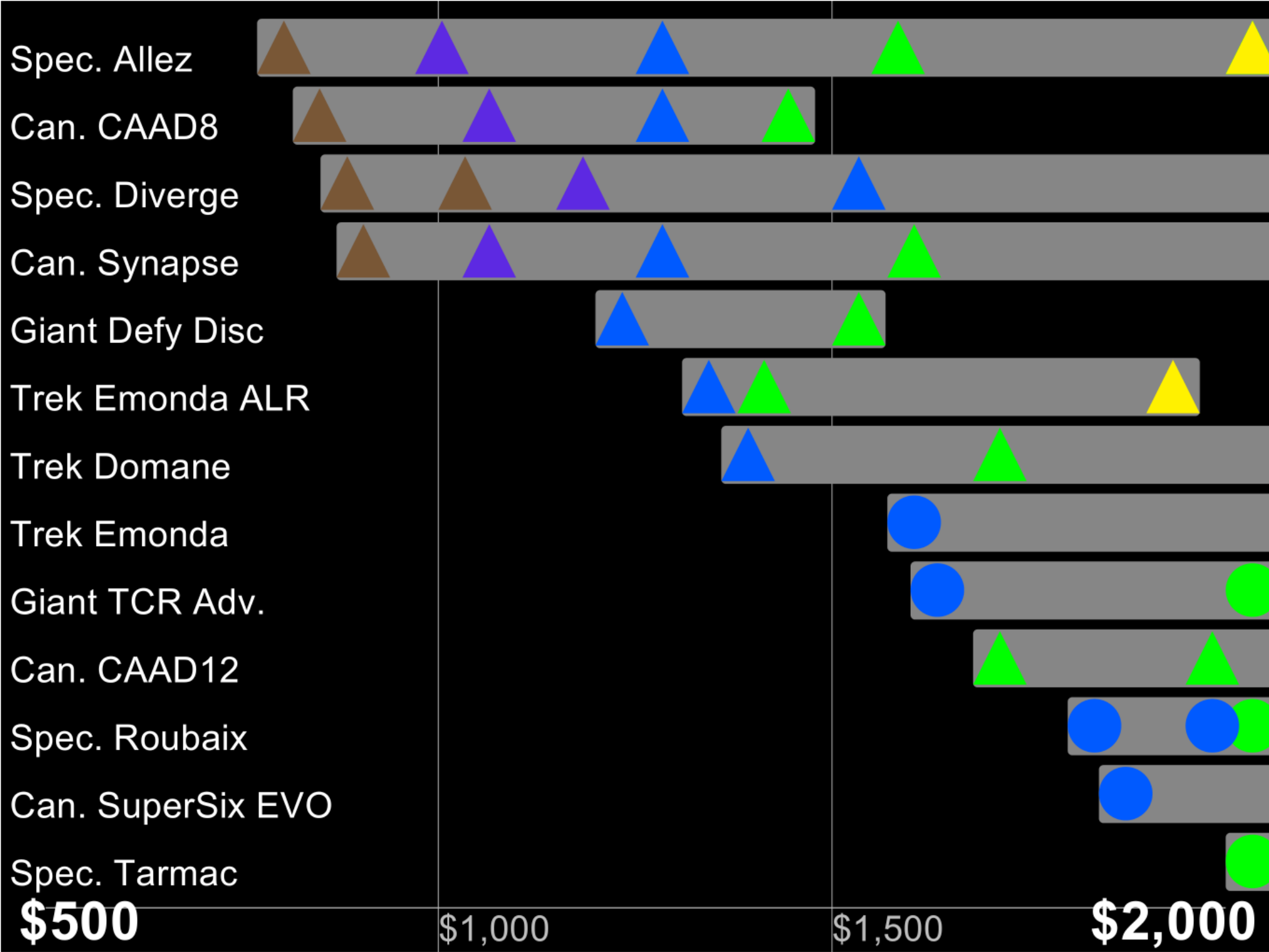
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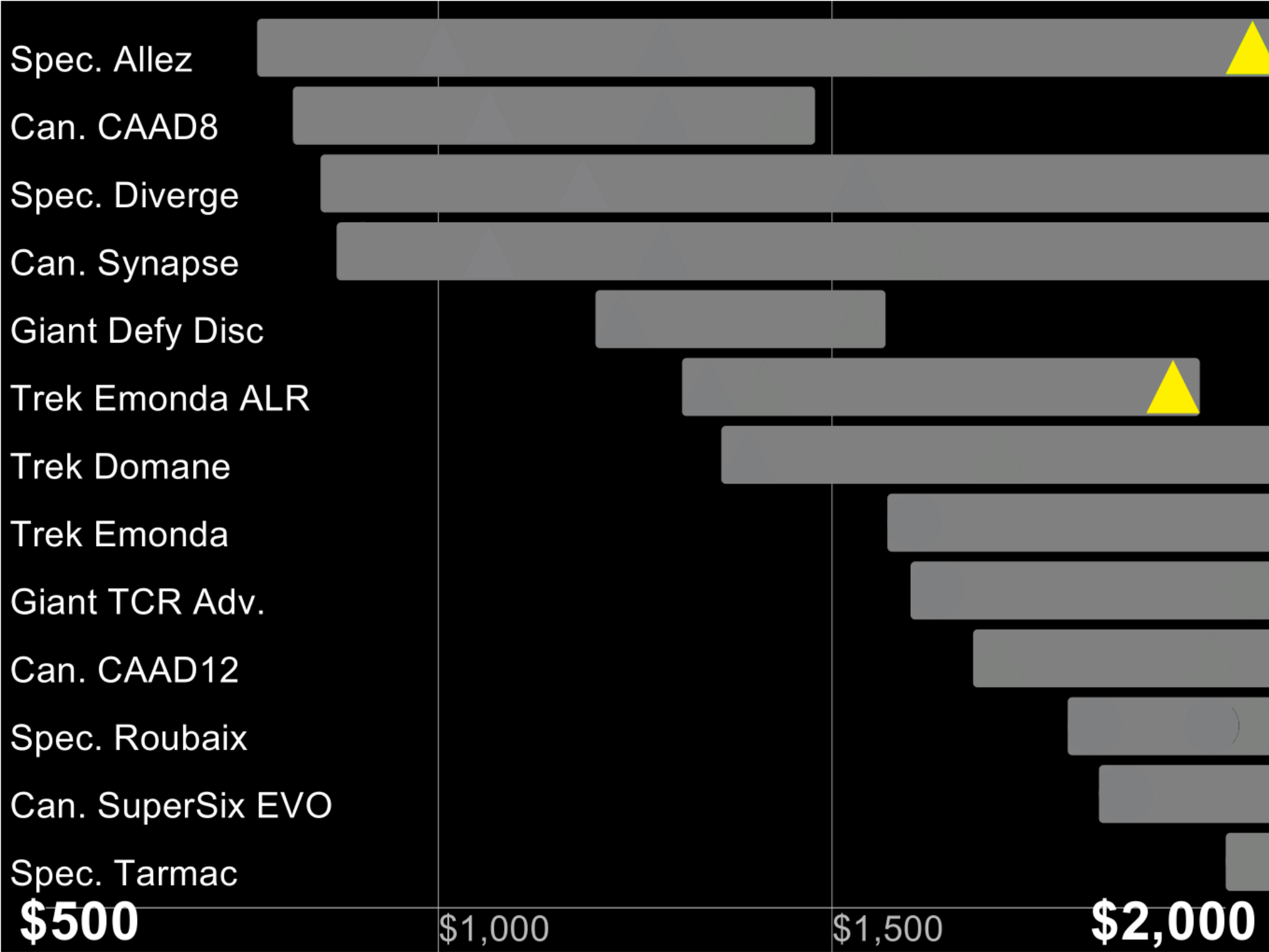




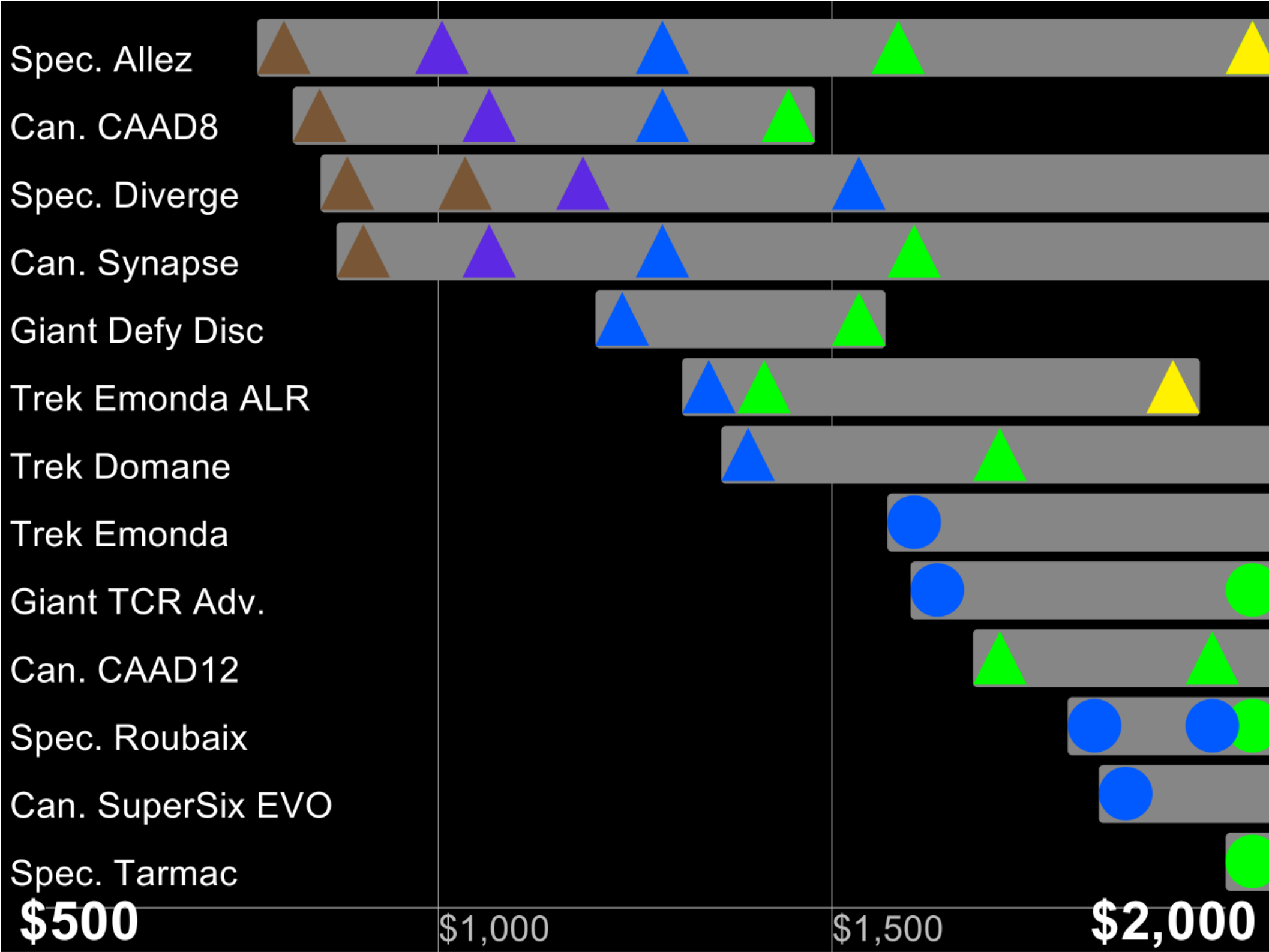


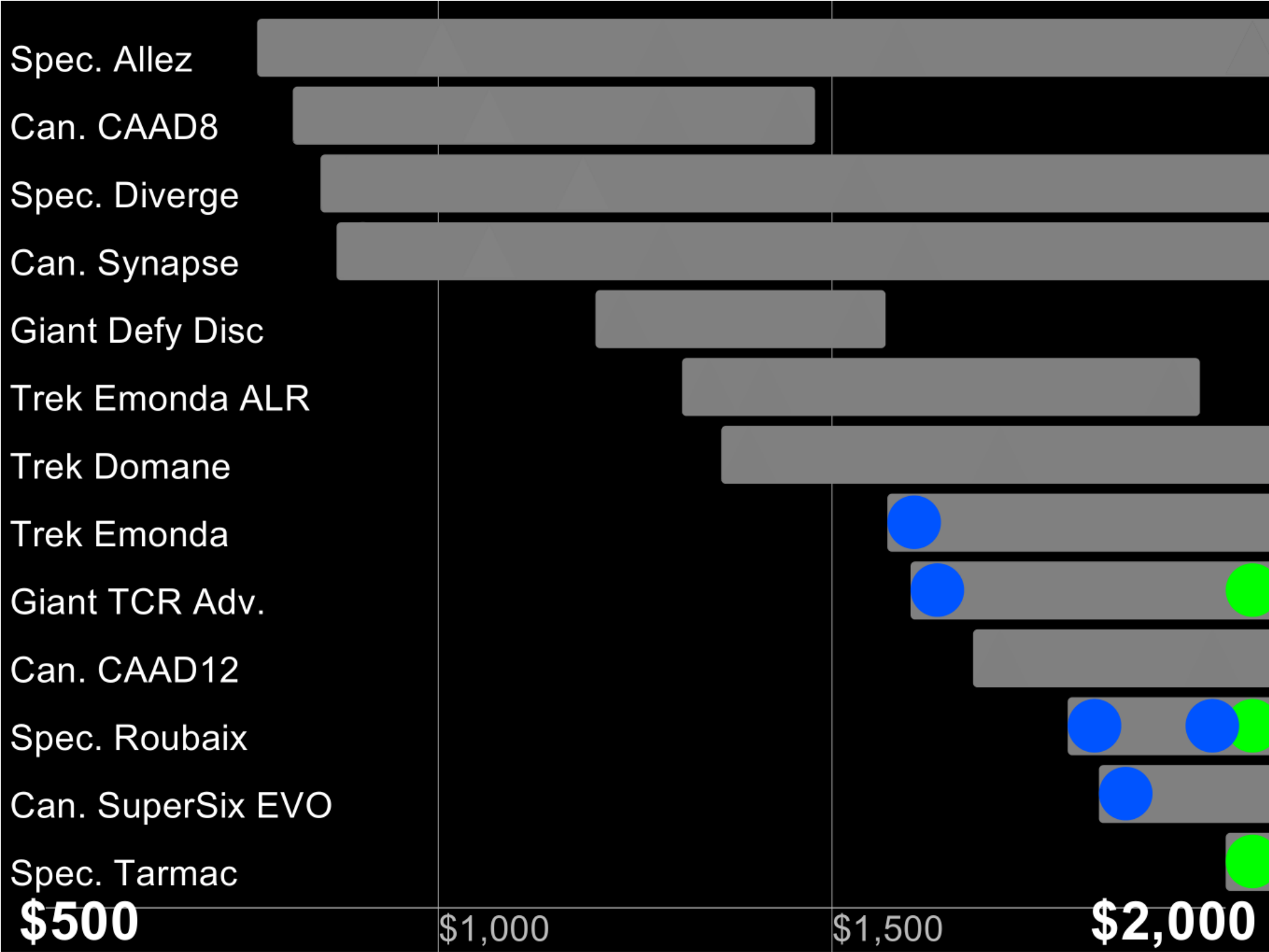










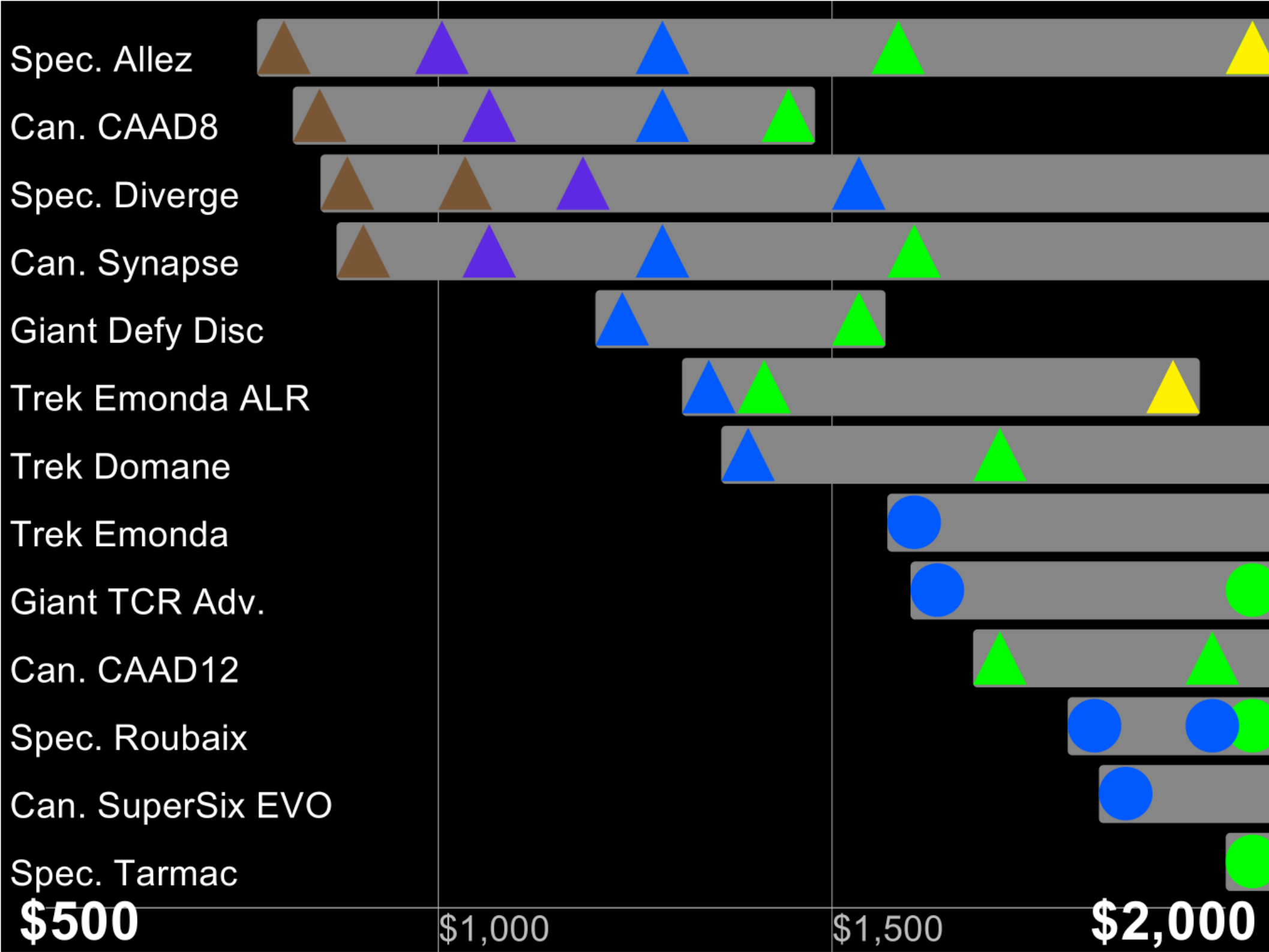


**\$500**

**\$1,000**

**\$1,500**

**\$2,000**



insight?

no

thank you!

<http://froud.xyz>