

JOHN COBB EDITION

JAVELIN® 2007

LUGANO RISERVA



Lugano Riserva // John Cobb Edition

Javelin Cycles + Blackwell Research Ltd.

Custom wind tunnel tested tubing created to your specific fit profile and constructed in Italy under our exacting specifications. Your Lugano Riserva will be built with only the best components Blackwell Research Ltd. and Campagnolo have to offer. You will receive a Blackwell 100 mm carbon wheelset and an additional rear disc for time trial configurations. Blackwell Carbon Concord Bar, Dual Crankset and full Campagnolo Record with an ISM saddle are also included.

Package includes 3-day, 2-night first-class stay in San Diego, California at a luxury hotel, and scheduled wind tunnel time with aerodynamics guru John Cobb to attain the perfect fit.

Package price: \$28,000 US



JAVELIN[®] MULTISPORT

LUGANO

The ultimate custom carbon fiber time trial frame with the world's fastest wind tunnel tested tubing.

- o Wind tunnel tested and designed carbon fiber tubing
- o Tubing designed by John Cobb
- o Hand-crafted carbon fiber frame
- o Only full custom carbon fiber time trial frame on the market today
- o Made in Italy
- o Internal cable routing for added aerodynamic advantage
- o Aerodynamic seat tube and seat post with wheel cutout for added aerodynamic efficiency
- o Full custom sizing and geometry as part of the Riserva program
- o Available in 51 cm, 54 cm, 57 cm and 61 cm stock sizes



JOHN COBB

Chief Designer, Blackwell Research, Ltd.

In every field there is one person who stands out. This person leads the way. He is the trailblazer: the person who brings clarity and truth to a field of knowledge. For the last 30 years that person has been John Cobb.

John spent his college years in Waco, Texas studying art and design. Even then he seemed to have an intuitive understanding of aerodynamics and airflow in motion. He began to race in the cart racing category. He won the state championships 6 years in a row. In 1984, he began objective investigation into cart racing. His intuitive understanding of aerodynamics coupled with objective wind tunnel testing led to F.I.A. qualification and a Daytona Cart Racing National Championship two years in a row (1985, 1986).

This ability to prove his technology in wind tunnels while cart racing was transferred to bicycle building when a friend asked him to help break the state time trial record for the 40 K. Larry Thompson was a talented amateur bike racer. John and Larry went to the wind tunnel. They tested positions and bike shapes and made several important discoveries. This led to Larry and John shattering the previous record by more than a minute.

Aerodynamics, the behavior of air in motion, involves body shapes at speed. But also includes high-speed air movement within motor systems. In 1984 John was asked to help the chainsaw manufacturer, Stihl. They had been losing lumberjack championships at a constant rate. John redesigned their motors, maximizing their airflow efficiency and composition. The result, Stihl won the Minnesota World Logging Championships in the chainsaw three-cut in 1985 and 1986. His machine virtually halved the previous world record. In fact, John's design was so effective that the world championship body outlawed John's design to return parity to the event.

His revolutionary motor designs were also used in cart racing in the mid 1980's. They were so effective that of the 10 classes of cart racing, 7 of these classes were won with John Cobb modified motors.

During this entire period John continued to experiment and clarify the aerodynamics of bicycle racing. In 1988, 1989 and 1990 Greg Lemond asked for John's help. Hours spent in the wind tunnels working on positioning and aerobar development led to several Tour de France wins.

These were busy times for John. The early 1990's found John developing products for HED, Soft Ride, Giro, Trek, Aegis, Kestrel, Scott, Shimano, Cervelo, Litespeed, Javelin and others. He served on the product development boards for several of these companies. He worked with several of the European racing teams. Again, his penchant for objective corroboration of his ideas led to clarification and truth.

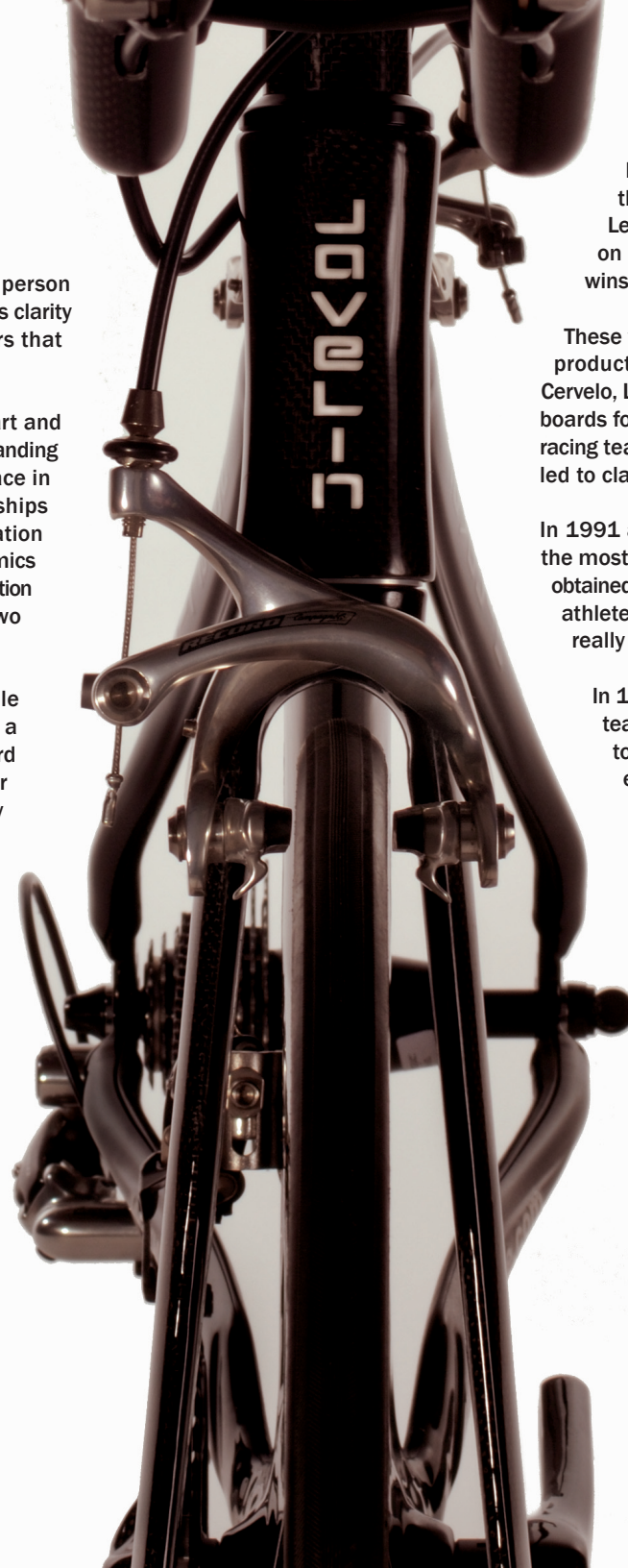
In 1991 and 1992, utilizing a grant from NASA, John produced some of the most definitive data on position, watt production and biomechanics yet obtained. Real time, invasive monitoring of over 300 amateur and professional athletes allowed John to prove his theories objectively and separate what really worked from what was simply hype.

In 1998, 1999, and 2000, John was again asked to help the American team. This time Lance Armstrong and the U.S. Postal Team needed to be fast. Frame and helmet design along with John's positioning expertise helped to create the now legendary 7 Tour de France victories.

Since 2001, John has also been involved in IndyCar, working with numerous teams to perfect their aerodynamic components. Most recently he has worked for 2000 IndyCar Series Champions, Hemelgarn Racing, developing aerodynamically efficient front and rear wings, driver's helmets and working to optimize airflow around the driver's head.

In 2004, John decided to devote himself exclusively to aerodynamic design and positioning. He joined forces with Dr. Stephen Greer, a cardiovascular surgeon and avid triathlon enthusiast to create Blackwell Research, Ltd.

Since 1999, John has worked closely with Javelin to develop some of the fastest and most focused bicycle frames on the market. In 2001, John developed tubing for the Javelin Arcole, recognized as one of the fastest and most competitive multisport frames on the market. The Arcole is the current course record holder at the Wildflower Half Ironman, set by Simon Lessing in 2005. Most recently, John developed the tubing for the Javelin Lugano, a stunning lightweight and aerodynamic frame which is the only full-custom, fully aerodynamic carbon fiber frame in the world.



About BLACKWELL RESEARCH LTD.
Their goal:

- *To design, produce and market innovative bicycle components that are data proven
- *To use the best technology available to provide the best products at affordable prices
- *To produce products that are sturdy, reliable and offer optimum aerodynamics and comfort
- *To help all athletes achieve their goals, whether they are amateurs, age group racers or elite professionals

For more information on this project ,
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