BIDWELL PARK
ONE MILE
THE ESPLANADE
CHICO CREEK
BIDWELL MANSION
LAXSON AUDITORIUM
KENDALL HALL

INTRODUCING
A NEW CHICO ICON...
Whether you’re a Chico State alumnus or just love Chico, you know that riding a bicycle is a big part of life in Chico.

In honor of its 125th Anniversary, Chico State is creating 125 commemorative bicycles that any alum, student, or friend would love to own.

Not only that, **proceeds from the sale of the Wildcat Cruiser™ will be directed to scholarship funds to support students.**

Just one look is all it takes to see that this is no ordinary cruiser bike. Built to last, the Wildcat Cruiser is reminiscent of bikes that paperboys (and girls) once rode. Its classic style and state-of-the-art quality make this not just a special bicycle, but a true icon of The Chico Experience.
We’ve thought of everything – a cool torpedo-style headlight, a bike bell, even a cup holder! From the curved frame to the chrome on the front springer fork, you’ll see the attention to detail and quality.

Manufactured by industry leader Felt Bicycles – with graphics designed by Chico State alumnus Jake Early – these are sure to sell out quickly. The Wildcat Cruiser joins other limited-edition bicycles Felt has produced for companies like New Belgium Brewing, Mattel, and Carroll Shelby.

Each bicycle will be individually numbered in a limited edition of 125 bikes. **Only 75 Wildcat Cruisers will be available for sale to individuals.** The remaining Wildcat Cruisers will be offered through fundraising efforts by campus offices and community nonprofits. In fact, at a recent benefit event, the Gateway Science Museum auctioned off a Wildcat Cruiser for $2,700!

You don’t have to spend that much however. **The Wildcat Cruiser is priced at $699 (plus tax) – a bargain for a bicycle of this quality.**

Not only is the Wildcat Cruiser a great bike, but a tangible way to **show your support for Chico State, for bicycling, and provide opportunities for student success.**

As a limited edition, these are certain to increase in value (as if you’d ever think of selling it). **Don’t miss this once-in-a-lifetime chance to own a Chico icon!**
FREQUENTLY ASKED QUESTIONS

Q: Where can I buy one?
A: Wildcat Cruisers are available for pre-order through our website: www.wildcatcruiser.com with delivery scheduled for April 2013. They will also be available through fundraising efforts such as drawings and auctions by University units (i.e., departments, auxiliary groups, etc.) and community nonprofits. The only guaranteed way to acquire a Wildcat Cruiser is by pre-ordering online.

Q: Where can I see the prototype?
A: We will have a schedule with locations listed on www.wildcatcruiser.com

Q: If I buy a bike, where will I pick it up?
A: We’re partnering with Chico bike shops to assemble the Wildcat Cruisers. Bike purchasers will be directed to a specific bike shop to pick up their bike.

Q: Do I have to pay extra for assembly?
A: No. The cost of assembly is included in the purchase price.

Q: I’m pretty handy with tools. Can I assemble it myself?
A: No. The bicycles must be assembled by an authorized, qualified bike mechanic.

Q: Is the Wildcat Cruiser covered by a warranty?
A: Yes. It is covered by Felt Bicycles standard warranty.

Q: Do they come in different sizes?
A: No. Wildcat Cruisers come in one size. The seat post and handlebar stem are adjustable to fit most riders.

Q: How much does the Wildcat Cruiser weigh?
A: About 48 lbs. It’s not called a cruiser for nothing!

Q: When will they be available?
A: The Wildcat Cruisers will be shipped to Chico in April 2013.

Q: Can I give a Wildcat Cruiser as a gift?
A: If you purchase a Wildcat Cruiser we’ll send you a personalized gift card with a photo of the prototype bicycle and a limited edition Wildcat Cruiser lapel pin.

Q: I don’t live in Chico, can I still buy one?
A: Yes. We will ship an unassembled Wildcat Cruiser to a nearby authorized bike shop (preferably a Felt Bicycle dealer) for assembly. Additional shipping costs from Chico will apply.

Q: Is the University getting into the bike business?
A: No. This is a one-time project in honor of the 125th anniversary. No state funds are being used to manufacture the bicycles.

Q: What happens with proceeds from the sales?
A: After covering costs for manufacturing, shipping, assembling, and overhead, proceeds will be directed to scholarship support.

Q: Can I request a specific bike number?
A: We will make every attempt to honor your requests. If there is a specific number you’d like to reserve, you can indicate it on the web order form. The sooner you order, the greater your chance of getting a specific number!

Q: Where can I learn more?
A: Send an email to wildcatcruiser@csuchico.edu.

When you purchase a Wildcat Cruiser, we’ll send you a limited-edition lapel pin (and a gift card with a photo of the prototype).
Wildcat Cruisers will be individually numbered with an aluminum plate mounted to the frame.

The Wildcat Cruiser™ includes a custom embossed head badge.

Springer fork smooths out potholes (even the gravel road to Bear Hole).

Hydroform Steel Tank Frame features sweeping lines and gloss red paint.

When you're not whistling a tune – use the bike bell to send a cheerful greeting.

Battery-operated Torpedo headlight is perfect for riding home after night class.

Painted rear rack is perfect for carrying books, bags, you name it.

Graphics were designed by Chico State alum Jake Early.

Chainguard prevents grease tattoos on your leg!

26 x 2.125 Felt Quick Brick® whitewall tires will have you riding in style.

Shimano Nexus® 3-Speed Shifter perfect for the occasional hill (or overpass).

Full front and rear fenders keep splashes away.

Padded seat will have you cruiser in comfort.

Painted rear rack is perfect for carrying books, bags, you name it.

The design of the Wildcat Cruiser was inspired by Jake Early’s first Chico Experience poster, printed in 2010. The print featured Jake’s own 1957 Schwinn Wasp – which he purchased from the original owner in Pontiac, Michigan (who rode it as a boy to deliver newspapers).

**WILDCAT CRUISER SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finish</td>
<td>Gloss Red</td>
</tr>
<tr>
<td>Frame</td>
<td>Hydroform steel tank frame</td>
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<tr>
<td>Fork</td>
<td>Jerry Springer</td>
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<tr>
<td>Headset</td>
<td>1-1/8” threaded</td>
</tr>
<tr>
<td>Stem</td>
<td>Aluminum adjustable height quill stem</td>
</tr>
<tr>
<td>Handlebar</td>
<td>Hi-rise cruiser bar</td>
</tr>
<tr>
<td>Chainwheel</td>
<td>Steel 44T</td>
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<tr>
<td>Rims</td>
<td>Alex 32mm aluminum, paint match frame</td>
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<tr>
<td>Front Hub</td>
<td>Felt aluminum 5 star hi-flange, semi sealed</td>
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<tr>
<td>Rear Hub</td>
<td>3-speed Shimano Nexus® coaster brake</td>
</tr>
<tr>
<td>Spokes</td>
<td>14g stainless</td>
</tr>
<tr>
<td>Tires</td>
<td>26 x 2.125 Felt Quick Brick</td>
</tr>
<tr>
<td>Fenders</td>
<td>Full length front &amp; rear</td>
</tr>
<tr>
<td>Accessories</td>
<td>Classic rear rack paint match w/chrome plated struts, front torpedo battery light, bell, cup holder, custom head badge and bottom bracket yoke serial number plate (limited edition 125 bikes)</td>
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