

metrofiets[®]

CARGO BIKES

Project Metrofiets.com

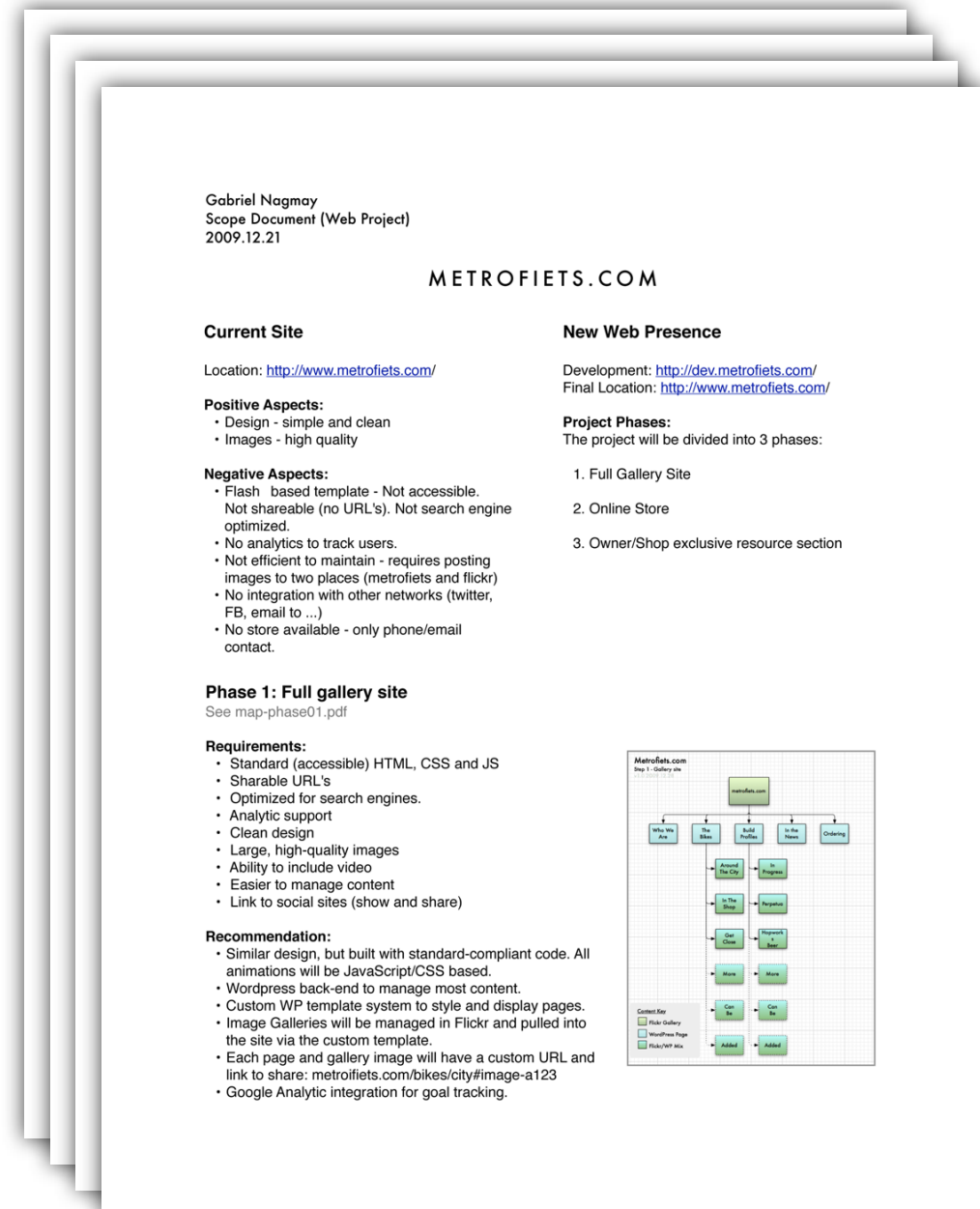
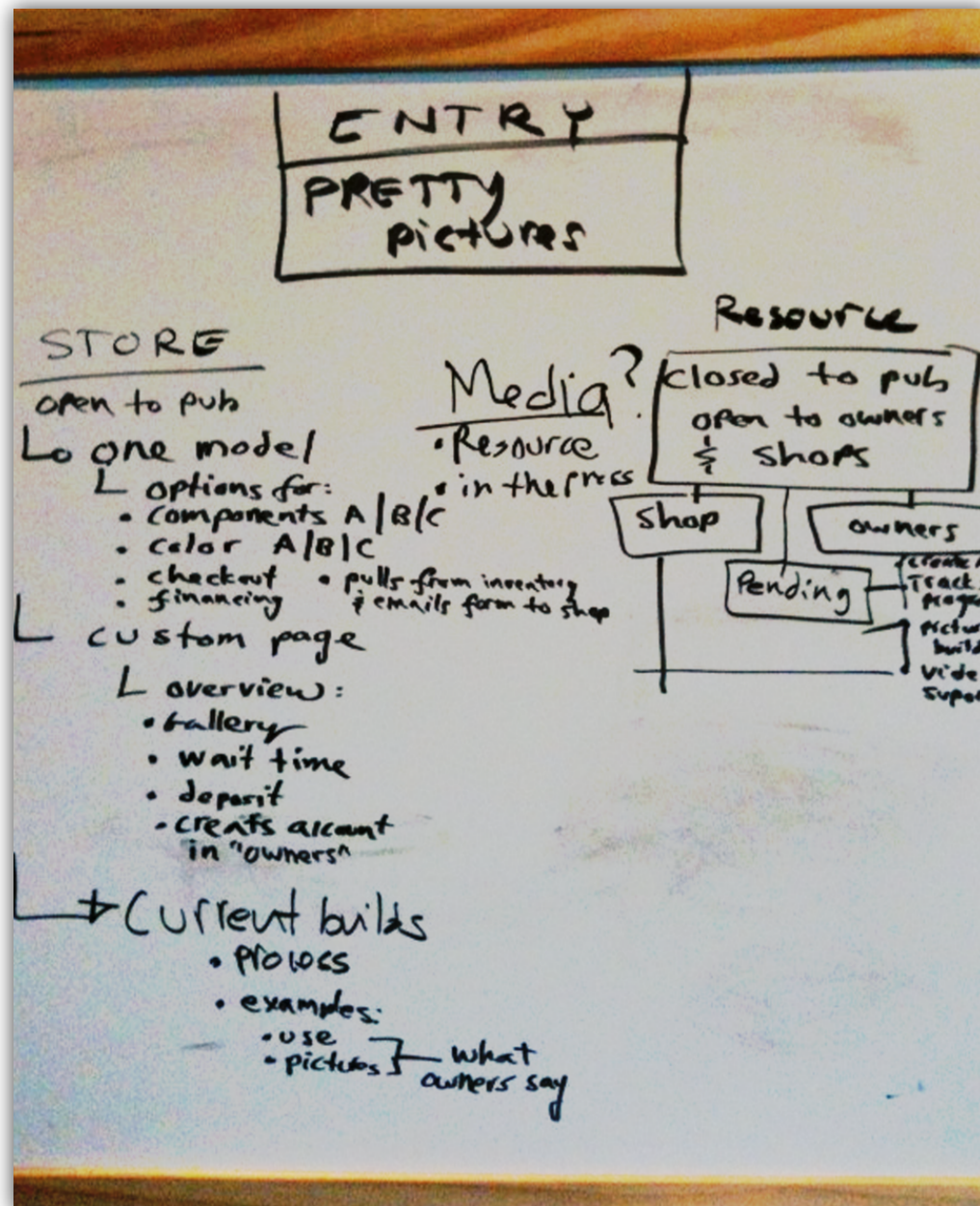
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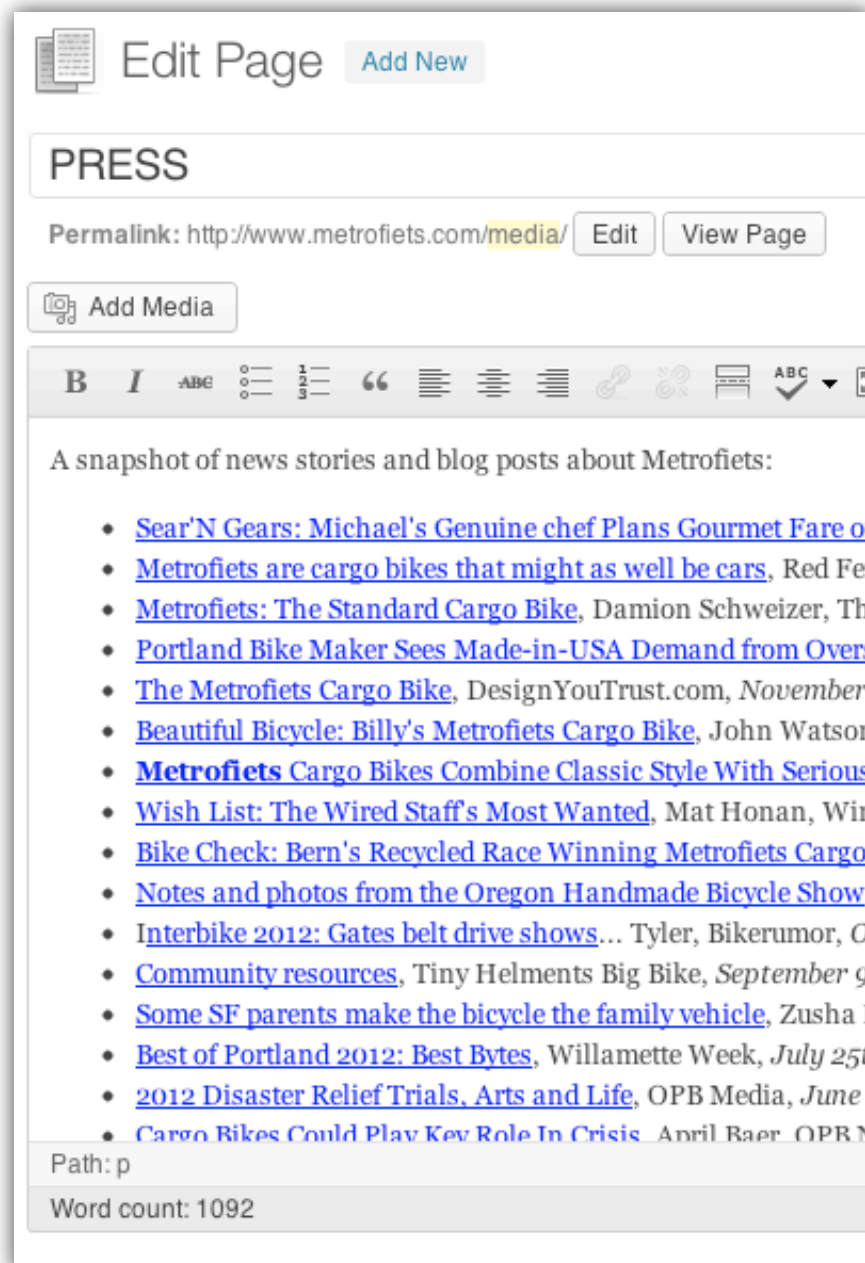


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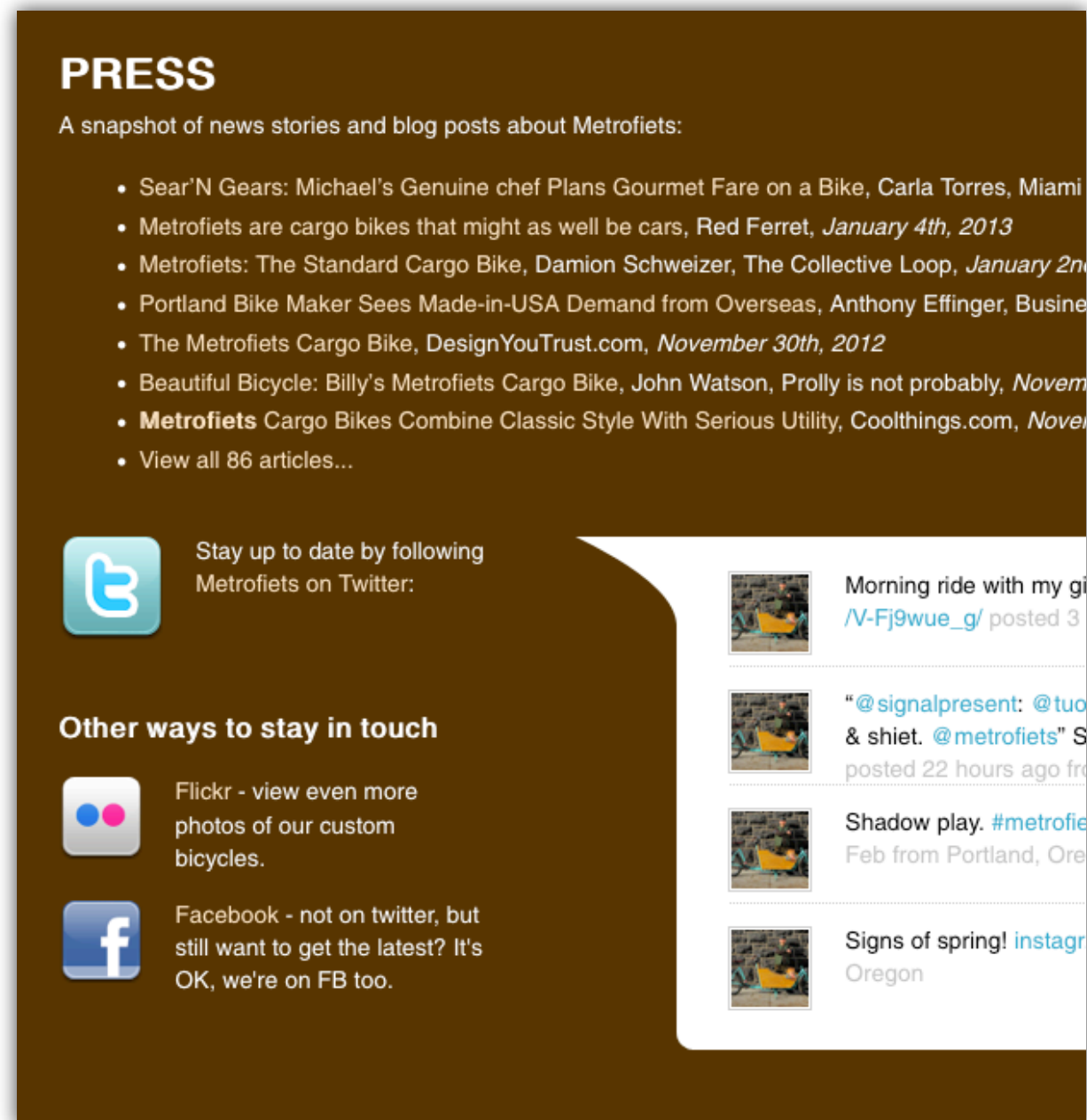
Documenting the Project Scope



Choosing the Platform



The screenshot shows a web editor interface for a page titled "PRESS". At the top, there are buttons for "Edit Page" and "Add New". Below the title, there is a permalink: <http://www.metrofiets.com/media/>, with "Edit" and "View Page" buttons. A toolbar with various editing tools is visible. The main content area contains a list of news stories and blog posts about Metrofiets, including links to articles like "Sear'N Gears: Michael's Genuine chef Plans Gourmet Fare on a Bike" and "Metrofiets are cargo bikes that might as well be cars". At the bottom, there is a path indicator "Path: p" and a word count "Word count: 1092".



The screenshot shows a "PRESS" page with a dark brown background. The title "PRESS" is in large white letters. Below it, a subtitle reads "A snapshot of news stories and blog posts about Metrofiets:". A list of news stories and blog posts is displayed, including links to articles like "Sear'N Gears: Michael's Genuine chef Plans Gourmet Fare on a Bike" and "Metrofiets are cargo bikes that might as well be cars". Below the list, there is a section titled "Stay up to date by following Metrofiets on Twitter:" with a Twitter icon. To the right, there is a sidebar with social media links for Twitter, Flickr, and Facebook. The Twitter section includes a tweet about a morning ride. The Flickr section includes a link to view more photos. The Facebook section includes a link to get the latest news. At the bottom, there is a section titled "Other ways to stay in touch" with links to Flickr and Facebook.

Client-side Customizations

Custom Page Color

Use this to set a custom background color:

Color Hex Value:

Current color is #134e52

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What would happen if we subjected one of our bikes, designed for urban transport, to a grueling 77 mile, Rapha designed, race?

We really had no idea.

We did know that we wanted to push the limits of what people expected from a cargo bike. We built a modified Metrofiets frame and raced it (all 77 miles) over washboard gravel roads, featuring off camber turns and 5,000 ft. of elevation climb.

So how did we do?

We learned a ton of stuff, specifically we needed to stiffen the frame, add external gearing options and change the geometry a bit. Lots of stuff to add to our bikes going forward. All in all, not bad for a 68 lb cargo bike. (See the bike that has all those changes [here](#).)



Check out a recap of the race on Vimeo

Connecting to an API

Embed Flickr Set


Use this to include a set from flickr below the page content (if there is any). To find the set ID, simply look at the URL:
<http://www.flickr.com/photos/31530356@N08/sets/72157622823114983/> (ID is that green part)

Display set as:

Gallery



Server-side Product Management

 MF Models [Add Model](#)


All (7) | [Published](#) (6) | [Draft](#) (1)

Bulk Actions ▾

Apply

Show all dates

<input type="checkbox"/>	Title
<input type="checkbox"/>	2013 DEPOSIT - Draft
<input type="checkbox"/>	2013 FRAMESET
<input type="checkbox"/>	2013 Standard: external drivetrain
<input type="checkbox"/>	2013 Standard: internal drivetrain
<input type="checkbox"/>	2013 Deluxe: external 10
<input type="checkbox"/>	2013 Electric assist: external drivetrain
<input type="checkbox"/>	2013 Electric assist: Internal drivetrain
<input type="checkbox"/>	Title

 MF Upgrades [Add Upgrade](#)


All (47) | [Published](#) (47) | [Trash](#) (5)

Bulk Actions ▾

Apply

Show all dates

<input type="checkbox"/>	Title
<input type="checkbox"/>	INCLUDED: XLC city bar
<input type="checkbox"/>	INCLUDED: MKS Grip King
<input type="checkbox"/>	INCLUDED: NITTO "BOSCO"
<input type="checkbox"/>	INCLUDED: Brooks B17
<input type="checkbox"/>	NITTO Albatross
<input type="checkbox"/>	CLICK TO ADD: Bench seat
<input type="checkbox"/>	Bench seat
<input type="checkbox"/>	INCLUDED: Shimano bb

 MF Colors [Add Color](#)

All (6) | [Published](#) (6)

Bulk Actions ▾


Apply

Show all dates


<input type="checkbox"/>	Title
<input type="checkbox"/>	COLOR: Black Pearl
<input type="checkbox"/>	COLOR: Feather Grey
<input type="checkbox"/>	COLOR: Generally Orange
<input type="checkbox"/>	COLOR: Pink
<input type="checkbox"/>	COLOR: Tractor Green
<input type="checkbox"/>	COLOR: True blue
<input type="checkbox"/>	Title

Server-side Bike Builder

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Build Your Bike



THIS IS THE PLACE TO BUILD YOUR DREAM METROFIETS!

MIX AND MATCH or click on one of our stock configurations. Everything is included. From the marine grade cargo box; LED lighting to the stainless steel fenders. Once your order is received we will contact you to confirm everything and discuss shipping details. Current wait times can be from 6 weeks to 12 weeks depending on complexity of build, inventory levels and your spot on the build list.

PICTURED: True Blue with Brooks saddle.

2013 Standard: external drivetrain

The 2013 STANDARD external package features the following components: HEADSET: FSA the Pig, BOTTOM BRACKET: Alfine, REAR HUB: Shimano Deore M525 FRONT HUB: Alfine dynamo. STEM: XLC adjustable 90MM, BAR: XLC trekking, GRIPS: Black PDW Italian leather grips, RIMS: Sun Rhino, BRAKES: Shimano CX-75 Disc Brake Caliper Mechanicals, FENDERS: Bertode stainless steel, TIRES: Big Apple 2.0, SADDLE: Leather Cardif Cornwall, CASSETTE: 9 speed 11-3, DERAILLEUR: Shimano shadow plus, CRANK SET: 39T Alfine, LIGHTING: LED B& M Front and LED Pixeo rear. Additional options are listed on the sidebar. ::::: PLEASE NOTE: Shipping averages about \$225 and is not included in the price. Our shipping partner will contact you directly to arrange shipment. International customers, please email phil@metrofiets.com for a quote. All prices are subject to change without notice. Some minimal assembly

Choose a Model

2013 Standard: external drivetrain [\$3599.00]

Options

A Saddle	INCLUDED: Cardiff leather [+ \$0.00]
BARS	INCLUDED: XLC city bar [+ \$0.00]
Bench seat	CLICK TO ADD: Bench seat [+ \$0.00]
Brakes	INCLUDED: Shimano Disc Brake [+ \$0.00]
Pedals	INCLUDED: All-City [+ \$0.00]
Rain Cover	CLICK TO ADD: rain cover [+ \$0.00]
Seat Belts	CLICK TO ADD: seat belt [+ \$0.00]
Shade cover	CLICK TO ADD: shade cover [+ \$0.00]

Color

COLOR: Feather Grey

Total
\$3599.00

[Share +](#) [Add to Cart >](#)

Server-side Shopping Cart

You have 10 items in your shopping cart

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CARGO BIKES

Your Shopping Cart

Please review your order below:

2013 Electric assist: Internal drivetrain Build \$8,535.00 each	Details: <ul style="list-style-type: none">• 2013 Electric assist: Internal drivetrain• Bench seat• NITTO "BOSCO"• Brooks leather – Swallow• Shimano M324 Clipless/Clip• Seat belts• Alfine 11 speed• Rain cover• Shade Cover• Belt drive• COLOR: Black Pearl	<table><tr><td>6499.00</td><td></td></tr><tr><td>+ 168.00</td><td></td></tr><tr><td>+ 60.00</td><td></td></tr><tr><td>+ 208.00</td><td></td></tr><tr><td>+ 70.00</td><td></td></tr><tr><td>+ 89.00</td><td></td></tr><tr><td>+ 548.00</td><td></td></tr><tr><td>+ 299.00</td><td></td></tr><tr><td>+ 299.00</td><td></td></tr><tr><td>+ 295.00</td><td></td></tr><tr><td>+ 0.00</td><td></td></tr></table>	6499.00		+ 168.00		+ 60.00		+ 208.00		+ 70.00		+ 89.00		+ 548.00		+ 299.00		+ 299.00		+ 295.00		+ 0.00		<p>I want <input type="text" value="10"/></p> <p>Remove this item</p>
6499.00																									
+ 168.00																									
+ 60.00																									
+ 208.00																									
+ 70.00																									
+ 89.00																									
+ 548.00																									
+ 299.00																									
+ 299.00																									
+ 295.00																									
+ 0.00																									

Subtotal: \$85,350.00

[Buy Now](#)

[Update cart](#)

Measuring Success

