

THE MASON EXPOSURE

The new MASON Exposure is a steel reinterpretation of our award-winning Bokeh model, designed in collaboration with one of the most skilled and established bicycle frame builders in Italy.

The Exposure is far more than a 'Steel Bokeh' though. Designed with capacity for larger 650B x 58mm [2.35"] / 700c x 50mm tyres, full fenders, and more carrying capacity with multiple attachment locations for accessories, racks, and extra fluid for extended rides.

The exposure is developed for fast, long-distance and multi-month adventure touring over very variable and unpredictable terrain.

The custom-shaped, progressively butted, phosphate-coated Dedacciai Zero Uno tube set with Reynolds 631, CNC machined by BEAR, 44mm head tube, is shaped exclusively for the Exposure frame. It is engineered by Dedacciai for 'Long Range' and offers class-leading toughness and weight, combined with engaging pedalling feel, ride quality, and efficiency.

Paired with a brand new MASON full-carbon fork - the RangeFinder AS ['AS' for AdventureSport] - which is tuned for all-surface riding conditions. The Rangefinder AS features a full set of molded-in eyelets, and is designed to be fitted with a front rack or rando-style bag support, along with accessory cages and internally routed dynamo light. Read on for further details...



Images show an unpainted, final prototype frame. Production frames will be painted in colour ways shown on page 10.



MASON is renowned for designing and producing award-winning bicycle frames in conjunction with the world's finest frame builders. For each model we work with the best people for the particular model.

The Exposure is fabricated in Italy by our friends at Cicli Barco. Like MASON, they are a family business. And, of course, they are amongst the most highly skilled frame fabricators in the world, established for nearly 70 years and renowned in the global frame building industry, the quality of their work is truly astonishing.

What has brought us together with Cicli Barco is their highly personal approach to frame building and business, backed up by perfect fabrication. Cicli Barco shares our fierce obsession for details and passion for high-performance craftsmanship.

The development of the Exposure has been a collaborative process and Cicli Barco have contributed their expertise to create a finely tuned bicycle from both manufacturing and riding perspectives.

The images that you see below are of our final sample, a raw-finish frame, with just a coating of Beeswax! You can clearly see the absolutely perfect welds and braze at the tube junctions and frame components. For the production, of course, the frame must be corrosion treated, primed, and treated to 2 luxurious coats of paint and a thick coat of lacquer. With the usual discrete, and subtly-designed MASON graphics.



MASON PROGRESSIVE CYCLES, THE OLD STABLES, APPLESHAM FARM, COOMBES ROAD, COOMBES, WEST SUSSEX. BN15 0RP.

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Images above show final production placement for seat stay bottle-mounts, lower rack-mounts and removable mudguard-mounts in rear of MASON dropouts.

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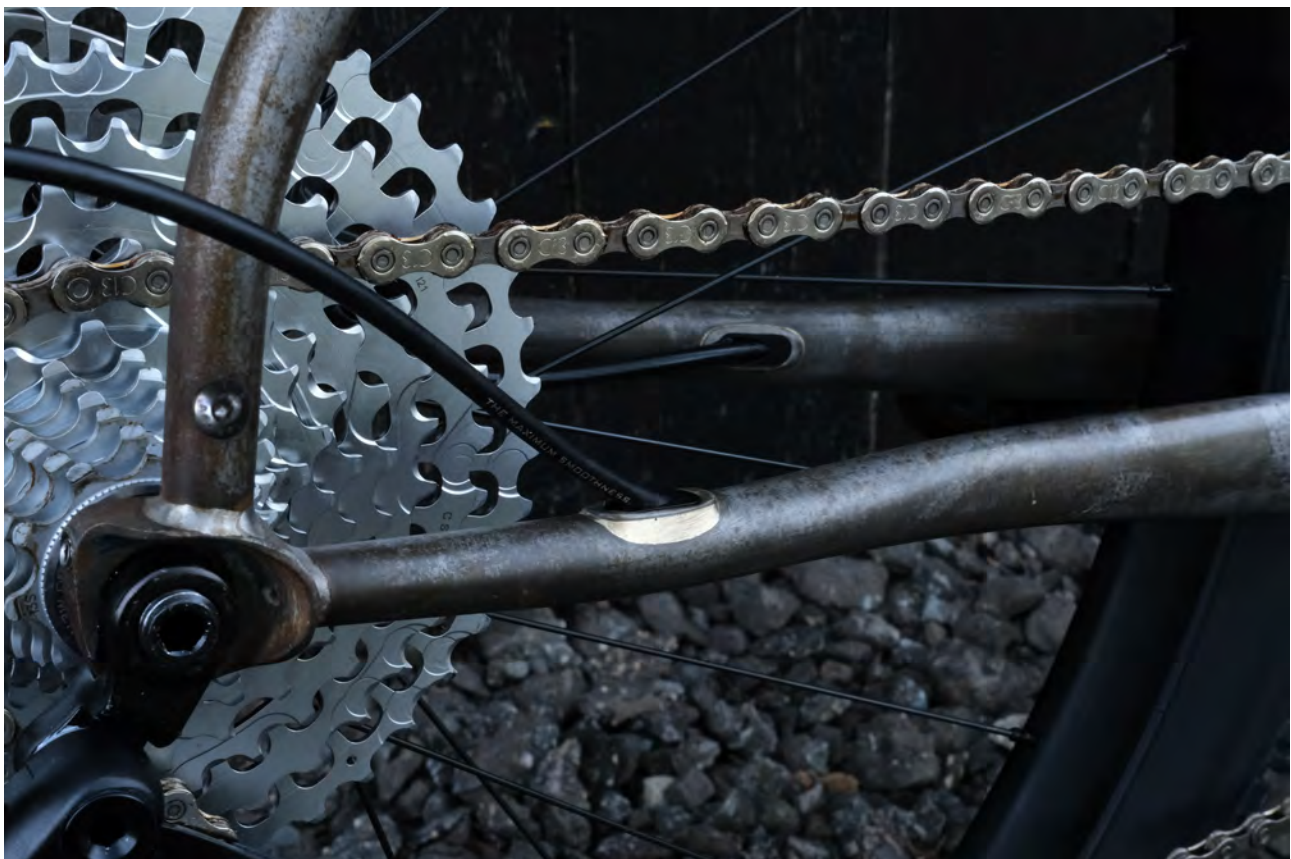
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COLOURS AND THE 'LAUNCH EDITION'

The Exposure will be available in 2 production colours, both featuring totally new graphics:

- OpticGreen: A new MASON colour. A soft Grey/Green, beautifully suited to the outdoor adventure nature of this new frameset.
- FilterYellow: A warm ochre/yellow as already used for our very special, made in Scotland, MASON RAW hardtail.



OpticGreen



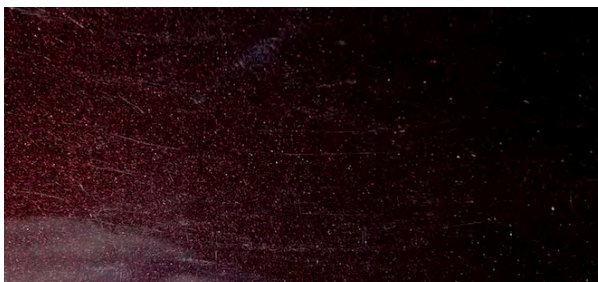
FilterYellow

To celebrate the release of this very special frameset, we are making a limited collection of 10 'Launch Edition' frames available for pre-order.

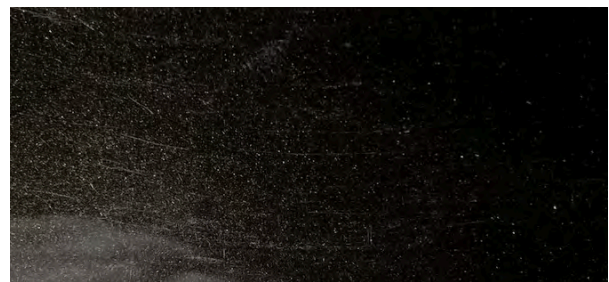
The Launch Edition (LE) frames will be presented in 2 exclusive colourways:

- DarkRoom Red metallic, a subtle deep red that shifts almost to black in some lights, and comes to life with the sunlight.
- DiffuserBlack Metallic, a very fine mica metallic, with hints of bronze in the sunlight.

Each very special 'LE' frameset is finished with additional polished stainless steel badging and 'Launch Edition' decals. Each frame will be stamped with a special 'LE-1>10' frame number and will come with a 'Launch Edition' gift pack, including certificate signed by the welder and designer, a LTD Edition MASON T-shirt and an exclusive MASON Keyring.



LE DarkRoom Red Metallic



LE DiffuserBlack Metallic



GEOMETRY

70.5° (56cm) head tube angle in conjunction with the MASON RangeFinder AS fork 50mm offset, provides stability, predictable handling, confidence and grip in all riding situations and particularly when carrying packs or panniers on the front fork.

The Exposure's stack height is 10mm higher than our Bokeh models, which makes for a slightly more upright riding position to maximise rider comfort over long distances.

75mm (average) bottom bracket drop is a decision made to keep the rider C.O.M low, taking into account the large wheel/tyre combination, and promote the feeling of riding 'within the bike'.

DIMENSIONS IN mm	2XS [48]	XS [50]	S [52]	M [54]	L [56]	XL [58]	2XL [60]	3XL [62]
SEAT TUBE C/T	480	500	520	540	560	580	600	620
SEAT TUBE C/C	432.2	452.5	472.7	493.5	513.4	533.7	553.6	573.9
BB DROP	77	77	77	75	75	73	73	73
REAR CENTRE	435	435	435	435	435	435	435	435
FRONT CENTRE	590	595.3	606.8	616	619.5	632.9	643.9	651.5
TT EFFECTIVE	515.9	520	535	553.3	561.5	584.2	594.6	607.3
TT ACTUAL	497.8	502.4	517.6	534.9	544	566.8	576.2	589.3
STACK	536.1	550.2	566.2	578.3	589.8	604.0	627.7	644.0
REACH	359.9	360	370.6	375	379.9	392.9	395.9	403.6
STAND-OVER	741.0 [721 Actual, With 650 x 47]	765.5 [747 Actual, With 650 x 55]	783.1 [767 Actual, With 650 x 55]	799.8 [787 Actual, With 650 x 55]	815.2 [803 Actual, With 650 x 55]	833.3 [822 Actual, With 650 x 55]	854.7 [844 Actual, With 650 x 55]	872.4 [860 Actual, With 650 x 55]
OFFSET	50	50	50	50	50	50	50	50
TRAIL: 650 x 47	74.7	74.7	71.5	71.5	68.2	65.1	65.1	61.9
TRAIL: 650 x 55	/	77.7	74.4	74.4	71.1	67.8	67.8	64.6
TRAIL: 650 x 2.35	/	79.9	76.5	76.5	73.2	69.9	69.9	66.6
TRAIL: 700 x 35	77.1	77.1	73.8	73.8	70.5	67.3	67.3	64.0
TRAIL: 700 x 32	75.4	75.4	72.2	72.2	69.0	65.7	65.7	62.5
TRAIL: 700 x 50	/	82.2	78.7	78.7	75.3	71.9	71.9	68.6
FORK CROWN HEIGHT	398	398	398	398	398	398	398	398
HEAD ANGLE	69.5°	69.5°	70.0°	70.0°	70.5°	71°	71°	71.5°
HEAD TUBE LENGTH	100	115	130	145	155	170	195	210
SEAT TUBE ANGLE	74.0°	74.0°	74.0°	73.0°	73.0°	72.5°	72.5°	72.5°
WHEELBASE	1013	1018.4	1030	1039.9	1043.2	1057.5	1068.5	1076.2
AXLE SPACING	142	142	142	142	142	142	142	142
FRAME WEIGHT	TBC	TBC	TBC	TBC	c.2.4kg	TBC	TBC	TBC
FORK WEIGHT	515g	515g	515g	515g	515g	515g	515g	515g
RIDER HEIGHT GUIDE cm	151-160	157-168	163-172	170-180	175-185	180-188	185-193	188-198
STEM	70	80	90	90	100	100	110	110
HANDLEBAR [OUTSIDE DIMENSION]	40	40	42	44	44	46	46	46
CRANKARM	165	165	170	172.5	172.5	175	175	175

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FRAME FEATURES

- 100% Italian TIG-welded/silver-brazed frame manufacturing, wet-painting, and finishing.
- European-made, exclusively custom shaped and formed, phosphate anti-corrosion treated Dedacciai Zero/Zero Uno tube set.
- CNC machined brake mount and dropouts, developed in conjunction with our Italian manufacturing partners. Eyebolts can be fitted for fender mounting on dropouts, or removed and replaced with a stainless grub screw for a clean aesthetic.
- Stainless-steel T47 BB Shell, allows hose and cables to be internally routed and exit through chainstays to the rear mech and flat-mount caliper.
- Stainless-steel, silver-brazed bottle bosses throughout.
- UK-made, Reynolds 631 steel, BEAR 44/46mm head tube for semi-integrated headset. Very tough, internally butted, and externally ring-reinforced. Suitable for all high-quality press-fit headsets.
- Dedacciai Zero Uno seat tube with flush-fitting alloy reduction sleeve for 27.2mm seat post.
- Clearance for: 27.5" x 2.35" | 650B x 55mm (with 62mm fender) | 700C x 50mm (with 62mm fender) tyres.
- Clearance for 50/34T double chainset | 42T single chainring.
- Fully-internal gear and brake routing as standard. Exit for Di2/EPS on seat tube with stainless steel reinforcement as standard.
- Discrete internal dynamo-light routing in top-tube with stainless-steel port reinforcement as standard.
- Bottle cage/Accessory cage boss placements as standard: x4 down tube (top side); x3 down tube (underneath); x3 seat tube; x2 top tube for secure top tube pack mount; x2 seat stays (both sides). Designed for maximum adaptability and adjustment when using larger or full-frame bags. Bottles can be moved down or relocated to fork or stays when both large kit carrying and high fluid-carrying capability is required.
- Rear rack bosses.
- Exclusive removable stainless-steel threaded lower mount, for rear mudguard fitment.
- Chain pip neatly holds the chain on the chainring whilst the wheel is removed for travelling.



THE NEW 'MASON RangeFinder AS' FORK



THE MASON 'RangeFinder AS' FORK

We are 'Mason PROGRESSIVE Cycles' so we have developed and tooled for the entirely new 'RangeFinder AS' fork which is custom-tuned for the Exposure models. Featuring pannier & 'rando' style rack mounts, triple 'anything-cage' style accessory mounts, Ø12mm Thru-axle, 160/180mm flat-mount, and huge 27.5 x 2.35" | 700C x 50mm (with a 62mm fender) tyre clearance.

The carbon lay-up of the Exposure fork has been optimised for this frame's usage.

Additionally featuring sealed internal brake and dynamo light cable routing and our unique Mason 'F-Stop' axle system, with Mason developed SwitchLever axle and replaceable fork inserts.

RangeFinder AS features:

- Full carbon fibre fork and steerer construction with custom-tuned 'Exposure' carbon lay-up.
- Crown height = 398mm | Offset = 50mm.
- Clearance for 27.5 x 2.35" | 700C x 50mm (with a 62mm fender).
- 180/160mm Flat-Mount brake standard optimised for loaded-up riding.
- Compatible with pannier racks, 'rando' style racks, and triple-boss accessories.
- Compatible with full-length fenders.
- Fully internally sleeved brake hose routing.
- Fully internally sleeved dynamo light routing with threaded crown boss for a front light.
- Replaceable 'F-Stop' dropout inserts.

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Images show an unpainted, final prototype fork. Production forks will be finished to match frame colour.



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PRICING AND BUILD SPEC

Campagnolo EKAR 'Launch Edition' bicycle, full build: £4250.

MASON Exposure Frame and MASON RangeFinder AS carbon fork.

Campagnolo EKAR13spd. Groupset.

Choice of EKAR chainrings [38T | 42T] and cassettes [10-44T | 9-42T]

Deda Gravel100 Handlebar and Superzero Stem. Ritchey available.

Mason Penta Microadjust Seatpost.

Fizik Terra Argo X3 saddle.

Choice of Schwalbe, WTB, Vittoria, Rene Herse and Continental tyres.

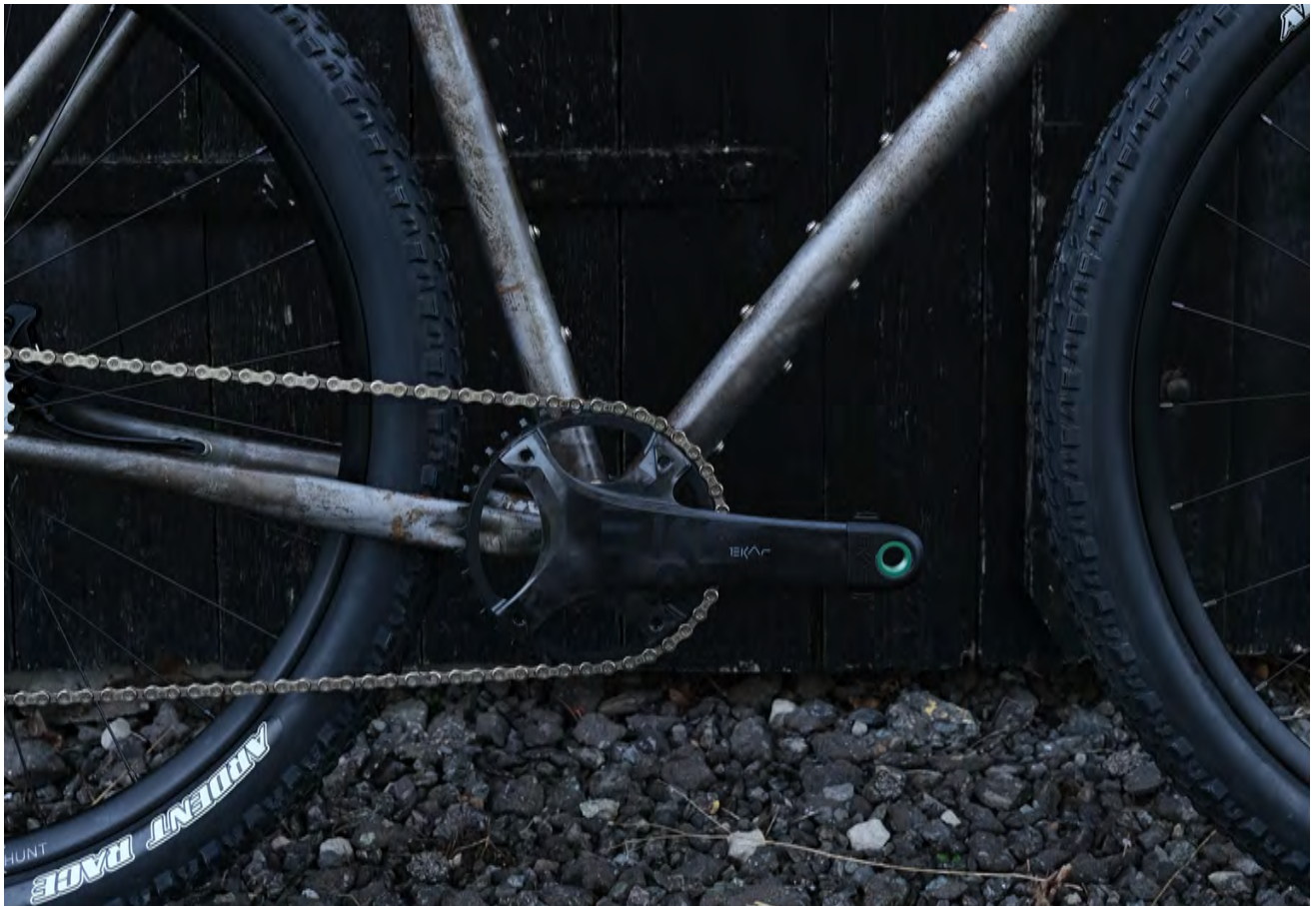
HUNT All-Road disc or Mason X HUNT 650B wheelset. Many other options are available.

MASON Exposure Frameset £1995. There is no price change for the 'Launch Edition' frameset.

Including: RANGEFINDER AS full carbon fork, DedaElementi Headset, MASON Macro seat clamp, MASON SwitchLever Thru-Axles, Stainless bolt set, all fittings, and MultiPort inserts.

Prepped, faced and chased, and ready to build.

Standard price includes all bottle/bag/accessory mounts and all internal brake, gear, and dynamo routing.



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