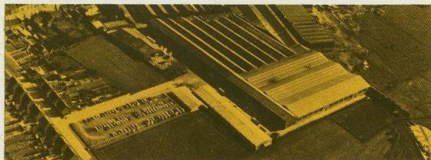


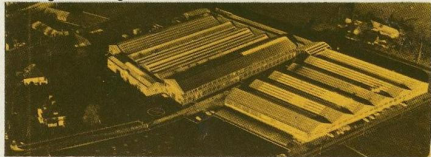


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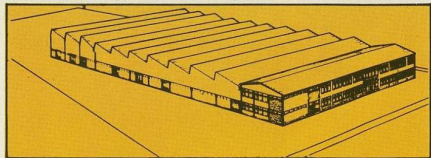
...bicycles of Europe / The bicycle of champions.



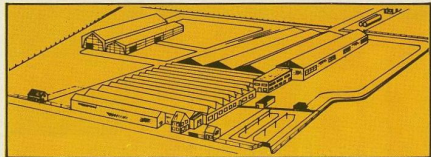
Zedelgem - Belgium



Zwevezele - Belgium



Agueda - Portugal



Warneton - France

History

If you ever visit Zedelgem or Zwevezele in Belgium; Agueda in Portugal, you can comprehend how A. Claeys-Flandria became a giant in the bicycle, motorcycle and lawn mower industry. Their mere beginning is very fascinating and, one might add, nostalgic.

The Claeys family History to the bicycle industry, began to form in the early 1800's, when Alexander Claeys, a blacksmith by trade, married into



the Dombrecht family; who then had a blacksmith shop in Zedelgem, Belgium. Eventually he inherited the blacksmith shop which, incidentally was located on the exact property where Flandria's huge modern plant is built today.

In 1846 Alexander's son, Louis Claeys was born. Even though he did not envision the volume of production that was to come, he did have the foresight to see the bicycle industry as a commodity of the future. However, it was Louis Claeys « offspring » who began the rapid rise. There were seven sons; three of them, Leon, Victor and Richard turned to other interests. But the remaining brothers, Alidor, Aimé, Remi and Jerome founded Claeys Brothers, Limited in 1926. In 1956, Mr. Aimé Claeys became the inspiring force behind Flandria. He was born on December 7th, 1895 in Zedelgem, Belgium and still resides there today, visiting the Flandria Plants on a limited basis. His business performance, for over half a century, speaks for itself; his initiative and intelligent « business format » is answered by the success of Flandria.

Finally, the « laurels » have been rested upon the capable shoulders of Mr. Paul Claeys, the son of Aimé Claeys. His business philosophy and integrity are traditional of his ancestral background.



Mr. Aimé Claeys



Mrs. Aimé Claeys



Mr. Paul Claeys



Mr. Germain
Vandenbroucke



Mr. Ignace van Merris

...let your flandria dealer help you in the selection of a bicycle.

With today's enormous selection of bicycles and the wide variation of frame sizes, gear ratios, saddles, handlebars and braking systems; it would be wise to let your professional Flandria Bicycle Dealer help you in selecting your bicycle. Much like you would expect a tailor to measure you for a proper fit in clothing. There are Gear Charts, Frame Fitting Charts, etc., available but they can be misleading. For example, some manufacturer's frame geometry varies to a point where two 19" frames can measure exactly 19" from the center of the bottom bracket axle to the top of the frame seat post tube; yet one cross bar can be higher off the ground than the other, depending on the brand.

Getting the correct frame size is very important for easy riding. In fact, your center of gravity, pedal leverage, safety and comfort are involved with frame fitting. The fitting can be so precise that two individuals may have identical leg length; yet the size of the foot can cause a slight variation. While not denying a « seat post » is still functional, Flandria advises you to pre-select the color but before deciding on the style, number of gears, or whether internal gears or external derailleur; let your professional Flandria Dealer give you his advice. We at Flandria are sure he can select the correct frame size and after you tell him your main use for the bicycle, he can advise you as to the model most suitable for your purpose.

For your convenience, if you have any questions pertaining to Flandria Bicycles, whether it concerns a Brochure, the name and location of the nearest Flandria Dealer in your area, or any general bicycle information, please write to A. CLAEYS - FLANDRIA USA, 1107 Broadway, New York 100.10.
TEL. (212) 989-6655. TELEX 235650.

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flandria bicycles are fun!

◀◀FI-116" coaster brake.

A delight for the boy or girl 3-5 years old. It comes equipped with 16" pump-up tires, junior racing bars + racing seat to keep up with « big brother and sister ».

Colors : BLUE , CANDY APPLE , GREEN.

◀ F2-5 5-speed derailleur

◀ F2-1 coaster brake

This is a larger version of the FI-I. But also available in a 5-speed derailleur model. A truly beautifully styled machine. Age 5 to 8 years.

5-speed derailleur model + handbrake.

Colors : CANDY APPLE , ORANGE.

please note

Flandria's model code is very simple it reads as follows :

FI — : Model

— D : de luxe features

— 1 : coaster brake

— 3 : 3-Speed hub

— 5 : 5-Speed derailleur

— 10 : 10-Speed derailleur

AVAILABLE COLORS (see also page 10)
and Color Code : white 00 - black 01 -
flandria red 02 - orange 03 - Candy
apple 12 - blue 17 - green 18.

it's polo bike time with coaster brake or gears!

Flandria have a full line of fine boys' ►
polo bikes, both in Standard and
deluxe models. These are for the
« rough rider » of any age, available
in 4 colors.

F3-1 Standard coaster brake

F3-1- Coaster brake + optionals

F3-D1- Coaster brake deluxe model
+ optionals

F3-D3- 3-Speed Hub handbrakes
deluxe model + optionals

F3-D5- 5-Speed derailleur handbrakes
deluxe model + optionals

Colors : CANDY APPLE , GREEN ,
BLUE , BLACK

Ideal for girls of almost any age, these ►►
bikes are perfect for a girl between
5 and 12. Available in Standard and
deluxe models.

F4-1 Standard coaster brake

F4-1- Coaster brake + optionals

F4-D1- Coaster brake deluxe model
+ optionals

F4-D3- 3-Speed Hub handbrakes
deluxe model + optionals

F4-D5- 5-Speed derailleur handbrakes
deluxe model + optionals

Colors : CANDY APPLE , WHITE ,
BLUE , GREEN

astro hopper

F14-1 Standard Coaster Brake

F14-3 3-Speed handbrakes.

Colors : CANDY APPLE , ORANGE ,
GREEN



astro hopper ►



ride a flandria for the sport of it!

◀ F6-10 10-Speed derailleur

For the 8 to 11 year old the 24" Flandria 10-Speed has 24" x 1³/₈" inflatable tires, handbrakes, this model is designed for the rider who wants the big 27" model but is a few years short of obtaining the safe height.

Handbrakes. Racing bars and seat.

Colors : CANDY APPLE , BLUE.

◀ F5-D1 Coaster brake

F5-D3 3-Speed handbrakes.

The Flandria fold-up is so portable you can fold it up and take it where ever you go.

It fits easily in your boat, camper or car. For your convenience it comes with a built-in luggage carrier.

Colors : CANDY APPLE , GREEN , BLUE.



THE BICYCLES OF CHAMPIONS



For the intermediate range rider

If you need a bicycle that is perfect for the short evening trip or a little week-end exercise, the 26" Flandria 3-Speed is for you.

F8-D1 ladies Coaster

F8-D3 ladies 3-Speed. Handbrakes
available in 19" and 21" frame

F7-D1 Gents Coaster

F7-D3 Gents 3-Speed. Handbrakes
available in 21" and 23" frame

Colors : CANDY APPLE , GREEN , BLUE

POPS!!! Pedal off pounds sensibly

For privacy and convenience you can stay trim if you prefer to watch television while you ride a bicycle!!!

F9-D1 Exerciser deluxe model

Color : WHITE with RED or GREEN trim

F9-1 Standard model
Color : WHITE



...join the crowd go flandria's way

The Ladies 27" model comes equipped either with Racing bars* or Touring bars.

Priced in the medium range, these models are ideal for touring. It has a popular gear Ratio, 27" high pressure tires, side pull brakes, chrome sprocket chainguard.

* F10-10RB 10-Speed derailleur
Handbrakes Racing bars*

F10-10TB 10-Speed derailleur
Handbrakes Touring bars

Colors : CANDY APPLE, BLUE, GREEN,
WHITE.



THE BICYCLES OF CHAMPIONS



It's health and ecology time!

These models are the most popular Flandria bicycles sold, equipped, with a 10-Speed derailleur, center-pull brakes, 27" x 1 1/4" high pressure tires, racing bars, « rat trap » pedals, chrome sprocket chainguard, you will be amazed how easy and enjoyable bicycle riding is.

* F11-10 Standard model (F11-A10 same model as F11-10* but without : large flange hubs, wingnuts, spoke protector.)

F11-D10 10-Speed, chrome fork-tips and chrome frame-stays, Quick release hubs, spoke protector, saddle Super Coureur, Toe clips and straps. (F11-B10 same model as F11-D10 but without chrome fork-tips and frame-stays.)

21" frame - 23" frame - 25" frame.

Color : CANDY APPLE, BLACK, ORANGE, BLUE, GREEN.



THE BICYCLES OF CHAMPIONS

flandria clotting and accessories ideal for your needs



1



2

① Racing equipment
jersey, pants, helm and cap, gloves,
bottle and holder

② warm up suit and cap

③ spray paint, available in 7 custom
colors.

color code : 00 = white

01 = black

02 = FLANDRIA RED

03 = orange

12 = candy apple

17 = blue

18 = green

④ jersey

color : red or white



3



4



THE BICYCLES OF CHAMPIONS

professional



competition

professional

F12-10 : 10-Speed derailleur with 27" x 1 1/4" tire and tube.

◀ F12-D10 : 10-Speed derailleur with sew-up tires.

This model is a big step up from the F11 series, equipped with : cotterless cranks, alloy rims, Campagnolo frame and fork tips. This is the first step up to long range touring and racing. Quick release hubs and center pull brakes.

Available in 21" - 23" - 25" frames.

Colors : CANDY APPLE, GREEN, BLUE, RED.

competition for real

F13-D13 : fully equipped with Campagnolo components.

A replica of the bicycle of champions, built with Reynold 531 Tubing.

The frame is hand-finished to perfection.

Equipped with Campagnolo components all the way, frame sizes from 21" - 25".

Special order forms available.

Colors : RED, BLACK, GREEN.

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