



The Spirit

Esthetics concern and comfort are notions that are roughly handled on the current high end cycle market. Bicycles and components are technically alike, most often due to the same subcontractor sourcing. Visual identity is made of cosmetics: sticker, decals and paint. As for comfort, it is reduced to the minimum, with the only target of performance enhancing.

Lover of exceptional objects, you are naturally not entirely satisfied with this products. You wish for an uncommon thing, handmade for you only, and you demand irreproachable finishing quality, and absolute reliability. You want to feel the same pleasure when you look at your machine than when you ride it: it will have to be a source of satisfaction at one and the same time as an object and as a tool. You are looking for what is the best made in this field.

For sporting hobby or urban purpose, La Bicyclette de Luxe Krencker offers an outstanding elegance, best quality comfort and manufacturing, and a flawless reliability, while providing high level performance. It will be to cycling what luxurious English cars are to motors.





The Man

Passionate by cycling since I was a boy, I ride often any kind of cycle: mountain bike, road bike, BMX, tandem, unicycle, motorcycle etc. Competitor for many years, including few ones at national level in mountain bike, I draw my first full suspension bike in 1993. I was 14 years old. Ever since, I never stopped to lay on the paper all of my ideas concerning bicycle improvement.

After my formation in apprenticeship as Engineer in Mechanics and Productic, I alternated industrial employments and “passion” jobs. I first won my spurs in Timken R&D Dept., and then my time in the R&D of Hager (electrical devices) allowed me to learn CAD and to patent two designs of electrical connecting. During my last job in the engineering office Ideo, I could develop all my technical skills while leading innovating products projects.

My career in the cycle industry started with managing the French after-sales dept. of the mythical American brands Schwinn and GT. After that I built and serviced high end Mountain Bikes in Chamonix-Alps. I also developed a very specific MTB suspension, which I copyrighted.



My culture of the “Kustom” was developed while working in Art Of Racer’s workshop. This vintage and customized Harley Davidson specialist is established in Molsheim, place of birth of Bugatti. I also built with a friend, three radical choppers, which were many time awarded and featured in national and international magazines (incl. Barnett’s Magazine). The French reference Wild Motorcycle Magazine often appealed to me to write reports and technical articles.

During this progress, the idea of building luxurious bicycles grew up little by little. First of all, I was never satisfied neither by the production bicycle, nor by the service, choice and advice of the common retailers. On the other hand, my interest for the custom culture progressively forged my taste for exceptional machinery and esthetic of functional things.

So I found myself less and less attracted by the current products, where the design of each part is self-supporting, ignoring the looking of the final assembly. Nowadays, a high end bicycle is a bike costing the price of a small car, where each component bears his own brand and identity, forming an inconsistent and unstructured set, with the only advantage of excellent performances.

I mean that I am not alone in the world to desire a really luxurious bicycle, as lovely and comfortable as reliable and efficient, so I am convinced that you will find my Bicyclettes de Luxe to your liking.



La Bicyclette de Luxe

Luxurious products are the result of the work of the best craftsmen and artists, with what it implies of humanity : personality and history of the founder, tailor made creations, unique and personal, excellence of the manual work, extremely limited editions, and confidential distribution.

Keeping this in mind, my bikes will be built on demand, one at a time, and customized. I developed during my career a high end skill network. Like a kind of architect, I will put together the best of the technology and mechanical art to offer you these incredible bicycles.

La Bicyclette De Luxe Krencker will be designed and manufactured like a harmonious whole, not like a heterogeneous assembly of parts. To answer to your demand in term of comfort, esthetic and performance, each bicyclette will match these requirements, adapted if necessary for some specific use:

- Exclusive sur-mesure manufacturing, after ergonomic study, taking into account your style of riding.
- High level performance in term of weight and efficiency
- Use of the best components available regarding to ergonomics, reliability, and performance, locally sourced (France, Germany)
- Some models (including sporting bikes) will feature optional electric assistance. If your shape is not constant, you will then be able to achieve any ride.
- Classic design: traditional shapes, proven designs, improved with technology. You will be seduced by elegance, not extravagance.
- Homogeneous global esthetic: all parts get the same finish.
- Integrated components: headset, brake lines and cable housing, etc. This will enlighten the line of the bike and make cleaning easier.
- The paint will of course be customized by renowned artists. This also allows realizing sober paints but ensures the exclusive of each creation.
- Like on prestige vehicles, upholstery (seat and grips, as well as possible accessories, bags, suspension bellows) will match together, in finely wrought leather.





Panatella



The first Bicyclette de Luxe Krencker will be a “cyclospor” bike. This type of bike is similar to road racing bike regarding to the design, but it is destined for non-racing sportsters and amateurs of sporting excursions, long climbs and mountain landscapes. In this spirit, it remains very light, but is more comfortable and has a wider gear range.

Looking classical, it is nevertheless built with the most modern materials and innovating components. The frame, masterpiece of a bike, is manufactured following the early method with tubes and lugs, but using high tech steel lugs and carbon tubing. This design provides great strength and performance, because the lugs act as reinforcement at strategic points. This lugs also allow lots of possibilities for artistic customizing.

The transmission is managed by the famous Rohloff Speedhub with internal gears. It offers 14 speeds, and can shift without pedaling. Its lifetime is over 60.000 miles and the maintenance is reduced to a yearly service. This transmission allows saving the usual numerous rings and derailleurs, so hideous and tedious to tune. The brakes rely on german hydraulic discs. The Tubeless wheels include carbon rims, in the aim of maximum lightness.

On the esthetic side, beyond the choice of matching components, a special finish fits each of them. The frame is painted by one of the most famous artist of the French kustom scene, who will show all his talent through a customized paintjob (pinstriping, gold leaf etc.).

Upholstery (seat, grips, brake levers), is realized by a renowned leather craftsman, to offer the best technical quality and a rare elegance.

Finally, a headbadge made of Baccarat’s crystal and precious metal decorates the headtube of all Krencker’s.

Price upon request.