



# **ARGON 18**

MEDIA KIT / GREY MATTER





## ***OVERVIEW***

Really – go get lost. You’ve got extra snacks, gear, and you’ve got the bike that will go anywhere with you.

Kicking up rocks on an old logging road? No problem. Muddy singletrack? Comes off easy.

Grit pinging your frame for the next hundred miles? Didn’t notice. Get even further off the beaten path with a bikepacking-ready ride with fender and rack mounts, and up to six bottle and utility mounts, depending on size.

## ***KEY FEATURES***

Grey Matter comes with internal cable routing at the headset and external at chainstays, and our 3D headset with cable integration for easy maintenance and dialed-in fit options.

Ideal for – The self-sufficient gravel adventurer – also looking for peak performance.

***TO ACCESS THE B2B DOWNLOADS USE THE FOLLOWING LOG-IN INFORMATION:***

Username: marketing.web@argon18.com / Password: Media!

Find all content in B2B downloads [Here](#)

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# VIDEOS

## Full videos

- Format 1:1
- 13. sec.



Post Format 1:1

# PHOTOS

## Lifestyle

- Action
- Close-ups
- Features



Actions



Actions



Close-ups



Close-ups



Features



Features

# PHOTOS

## Studio

- With transparent background



White background



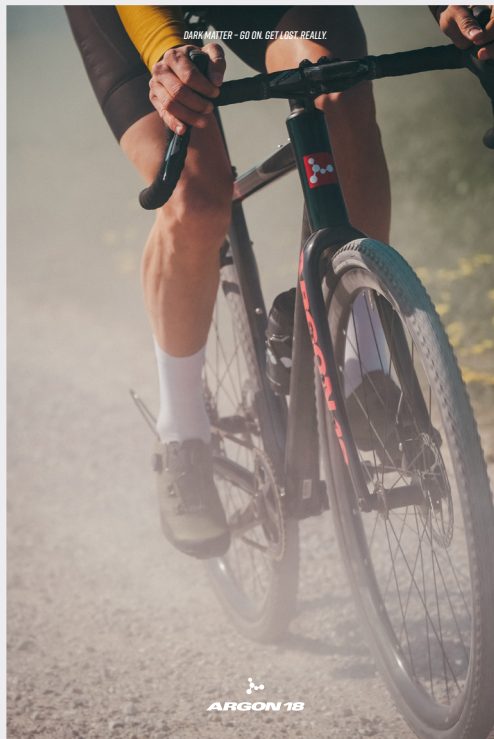
White background



# POSTERS

## Formats

- 27 x 40 inches
- 36 x 24 inches



27 x 40 inches



27 x 40 inches



36 x 24 inches



36 x 24 inches

## CAPTION EXAMPLES

Captions, that are easy for you to use.  
Just copy/paste.

### SHORT OPTION

Grey Matter

Choose your own adventure: leave the roads behind and be ready for anything, no matter how rough it gets.

Go On. Get Lost. Really.

#Argon18 #ThisIsMyRide

#Argon18Grey Matter

#RideOutOfTheOrdinary

### LONG OPTION

Grey Matter

Really – go get lost. You’ve got extra snacks, gear, and you’ve got the bike that will go anywhere with you. Kicking up rocks on an old logging road? No problem. Muddy singletrack? Comes off easy. Grit pinging your frame for the next hundred miles? Didn’t notice. Get even further off the beaten path with a bikepacking-ready ride with fender and rack mounts, and up to six bottle and utility mounts, depending on size. Also with internal cable routing at the headset and external at chainstays, and our 3D headset with cable integration for easy maintenance and dialed-in fit options.

Go On. Get Lost. Really.

#Argon18 #ThisIsMyRide

#Argon18Grey Matter

#RideOutOfTheOrdinary





## Questions?

Headquater Europe  
Reach out to Kim Sivert at  
[kim.sivert@argon18.com](mailto:kim.sivert@argon18.com)

Headquater Canada  
Reach out to Charles-Etienne at  
[ce.verreault@argon18.com](mailto:ce.verreault@argon18.com)

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**ARGON 18** 