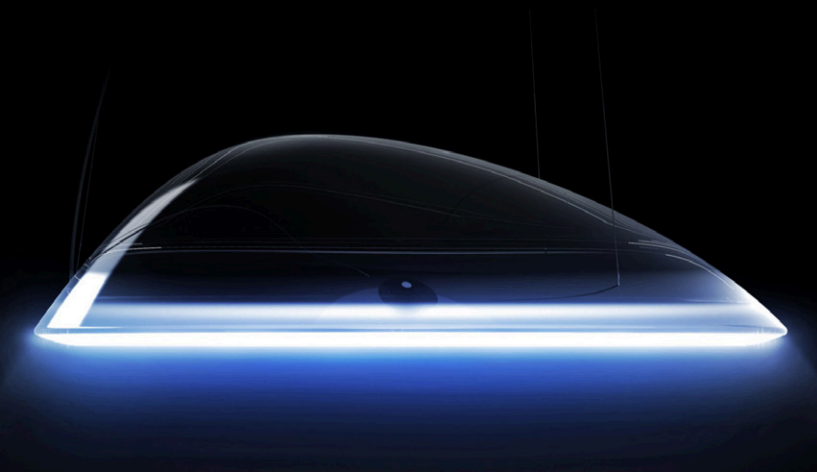


ARGON 18 × Mercedes-Benz Style





The philosophy of Mercedes-Benz Style is based on intelligent and progressive design that works perfectly. Products created with Mercedes-Benz Style embody the very deliberate and distinctive use of innovative materials, color combinations, structures, shapes and light.

*Perfection in form
and function.*

Progressive design for exclusive products.

Mercedes-Benz Style, like Mercedes-Benz itself, is a name synonymous with design and innovation combined with uncompromising quality. This highly exclusive bicycle was created with Argon 18 to bring the standard and unmistakable dynamic form of Mercedes-Benz into cycling. Elegance and comfort in riding, through design and style.

ARGON 18



Mercedes-Benz Style



Less is more.

The notion is that simplicity and clarity lead to good design. Mercedes-Benz Style's collaboration with Argon 18 incorporated a minimalist approach to the bicycle.

In collaboration with FSA, Vision and Fabric, the bicycle features high-end, unseen and pure components. A top-end bicycle in every details.







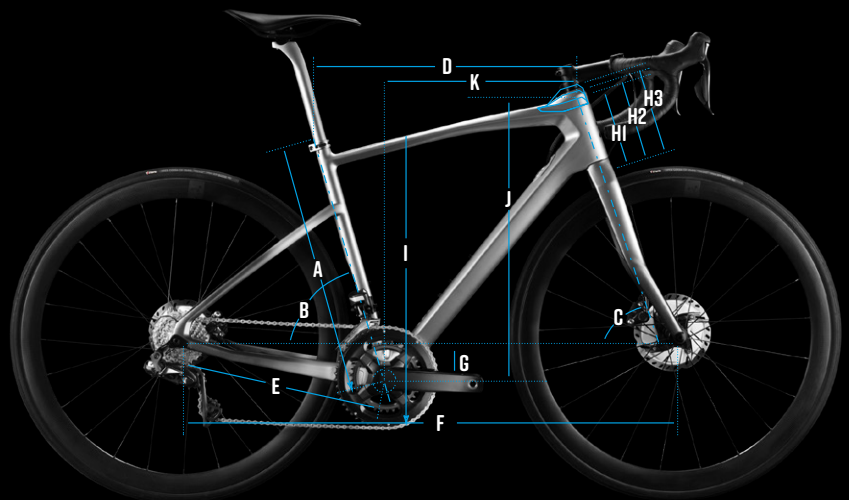
CONFIGURATION

COMPONENTS	ULTEGRA DI2	ULTEGRA
FORK	ARGON 18	ARGON 18
SEATPOST	ARGON 18 TDS RACE C 27.2MM	ARGON 18 TDS RACE C 27.2MM
SIZES	XXS, XS, S, M, L, XL	XXS, XS, S, M, L, XL
FRONT DERAILLEUR	SHIMANO ULTEGRA DI2 R8050 BRAZE-ON	SHIMANO ULTEGRA R8020 BRAZE-ON
REAR DERAILLEUR	SHIMANO ULTEGRA DI2 RDRX8050 SHADOW+	SHIMANO ULTEGRA RDRX800 SHADOW+
SHIFTERS	SHIMANO ULTEGRA DI2 R8070	SHIMANO ULTEGRA R8020
BRAKES	SHIMANO DURA ACE RT800 FR: 160MM RR: 140MM	SHIMANO ULTEGRA RT800 FR: 160MM RR: 140MM
CRANKSET	FSA SPECIAL EDITION SL-K LIGHT ABS BB386EVO 50/34	FSA SPECIAL EDITION SL-K LIGHT ABS BB386EVO 50/34
CASSETTE	SHIMANO ULTEGRA R8000 11/28	SHIMANO ULTEGRA R800 11/28
GEARS	2X11	2X11
CHAIN	SHIMANO ULTEGRA CHAIN R8000	SHIMANO ULTEGRA CHAIN R8000
BOTTOM BRACKET	FSA BB86/386 EVO - EL230 - PRESS FIT	FSA BB86/386 EVO - EL230 - PRESS FIT
HEADSET	FSA 0, 15, 30 + 3DPLUS	FSA 0, 15, 30 + 3DPLUS
STEM	FSA SPECIAL EDITION ENERGY ST-OS-99	FSA SPECIAL EDITION ENERGY ST-OS-99
HANDLEBAR	FSA SPECIAL EDITION ENERGY COMPACT (HB-RD-256S)	FSA SPECIAL EDITION ENERGY COMPACT (HB-RD-256S)
SADDLE	FABRICS SPECIAL EDITION ALM-ALL (CARBON RAILS)	FABRICS SPECIAL EDITION ALM-ALL (CARBON RAILS)
TIRES	CHALLENGE PARIS-ROUBAIS RACE 700X27	CHALLENGE PARIS-ROUBAIS RACE 700X27
WHEELSET	VISION SPECIAL EDITION TRIMAX CARBON 40 CSI CLINCHER TL-CENTERLOCK	VISION SPECIAL EDITION TRIMAX 30 CLINCHER DISC
THRU AXLE	ARGON 18 (BY DT SWISS) FR: 12MM X 119 RR: 12MM X 161	ARGON 18 (BY DT SWISS) FR: 12MM X 119 RR: 12MM X 161

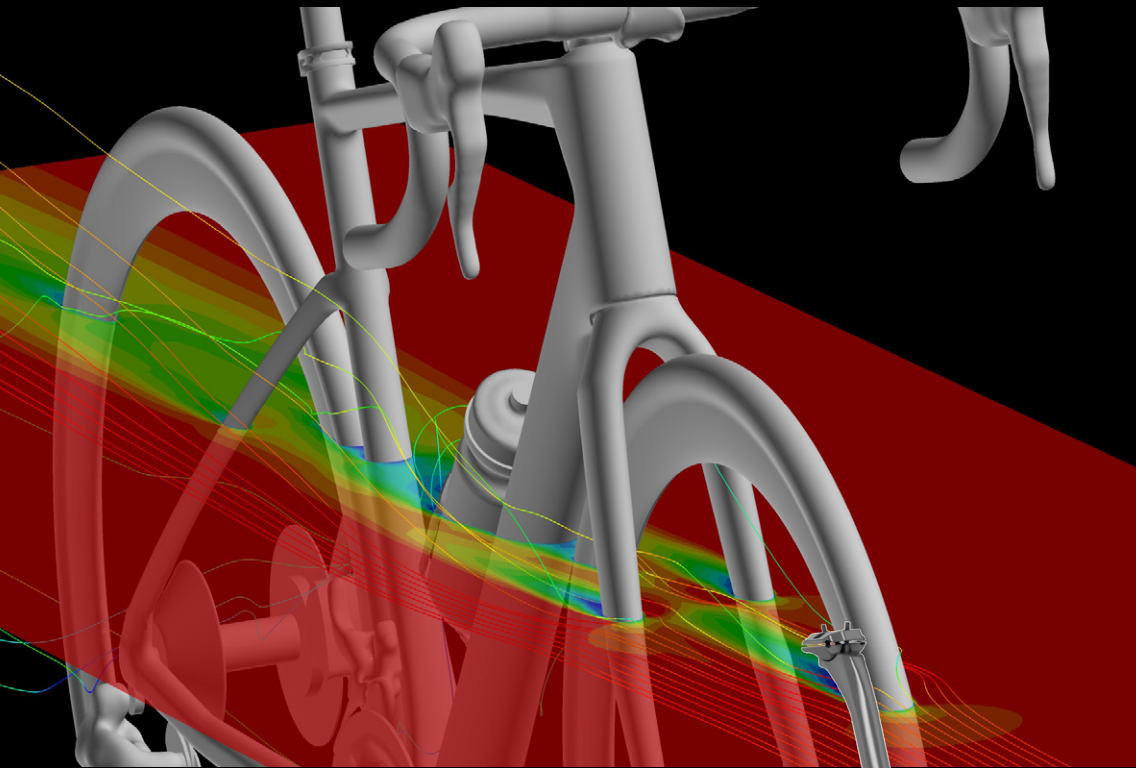
SIZE

SIZE* CLASSIC	XXS 44-46	XS 47-50	S 51-53	M 54-56	L 57-59	XL 60-62
A cm	42.0	45.0	48.5	52.0	55.5	59.0
B deg	75.5	74.9	74.3	73.7	73.1	72.5
C deg	70.3	71.3	72.0	72.0	72.0	72.5
D cm	49.6	51.6	53.7	55.8	58.0	60.4
E cm	41.7	41.7	42.0	42.0	42.0	42.0
F cm	98.1	98.9	99.7	101.3	103.0	104.3
G cm	8.0	8.0	7.8	7.8	7.5	7.5
H1 cm	9.1	10.8	12.7	14.9	17.4	19.6
H2 cm	10.6	12.3	14.2	16.4	18.9	21.1
H3 cm	12.1	13.8	15.7	17.9	20.4	22.6
I cm	67.3	70.0	73.4	76.4	79.7	82
J cm	51.9	53.9	55.9	58.0	60.1	62.4

* Sloping Top Tube



AERODYNAMICS



“At Argon 18, aerodynamics are important on all bikes, whether the design emphasis is on performance or comfort. Working with CFD software helps us understand and minimize drag on our frames early in the design phase. It enables us to design more aerodynamically efficient frames while minimizing time spent testing our bikes in the wind tunnel.”

Pierre Legay Structural AND CFD Analyst
Argon 18



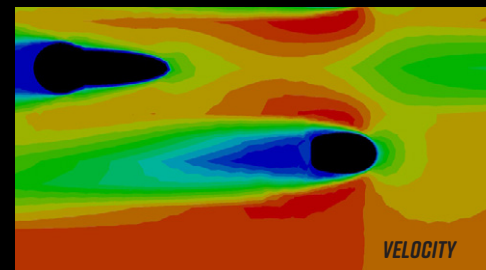
We designed the new frames to be comfortable without sacrificing performance thus aerodynamics were important in development.

On any true performance bike, better aerodynamics help the rider save time and energy over longer distances. This becomes very important for any cyclist on an endurance bike who, after spending long hours riding, wants to get to the top of the last climb with aplomb.

Here again, our years of experience designing world class race, triathlon, and track bikes with serious aerodynamic credentials were put to good use.

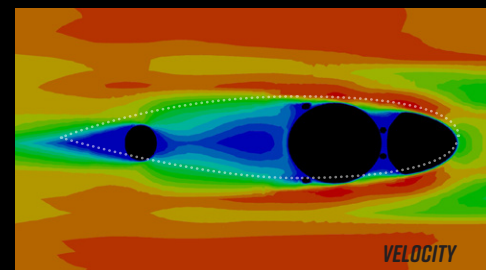
FORK

The new fork uses a truncated foil design that optimizes airflow off the leading edge of the bike. This is balanced with the TCS (Topological Compliance System).



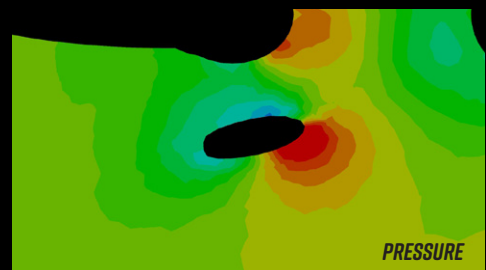
DOWNTUBE

The starting point for the downtube shape was the nose of a foil. We refined the design to maximize airflow between the downtube and the bottle and made adjustments that ensured aerodynamic efficiency across the entire length.



SEAT STAYS

For the new Kryptons we used an Asymmetric Hybrid Airfoil seat stay design or AHF profile shape. The design's shape is compliant with our TCS and generates a low-pressure system on the inside of the seat stay blade that smooths rough air caused by the wheels motion.



CONFORT



“We instrumented a bike with strain gauges and accelerometers in order to characterize road induced vibrations transmitted to the cyclist during a typical ride. The measured solicitations were then reproduced on a vibration test bench that allows to quickly and reproductively test different frame, fork and wheels configurations. From this, we were able to compare the vibration power transmitted to the cyclist with the different configurations tested. Based on this information, the shape and carbon lay-up of the frame were modified in order to get the best comfort while maintaining good lateral stiffness for better pedaling efficiency.”

Joffrey Renaud Composites Specialist Argon 18

To achieve the optimal balance of comfort and performance from our endurance line, we needed a great geometry. In conjunction with the best geometry, we also needed perfect frame topology and carbon lay-up.

Through extensive research and analysis of stiffness, resistance, and aerodynamics using FEA and CFD software, we set out to design frames and forks that offer exceptional vertical compliance and react positively to road-induced vibrations.

At the same time, they needed to remain impervious to lateral movement, thus ensuring maximum pedaling efficiency for optimal performance. Our concept *Topological Compliance System*, was validated by numerous iterations of frames and forks tested both on the road and in our research and development laboratory using proprietary vibration testing tools. All the development and testing lead to this level of comfort and performance.





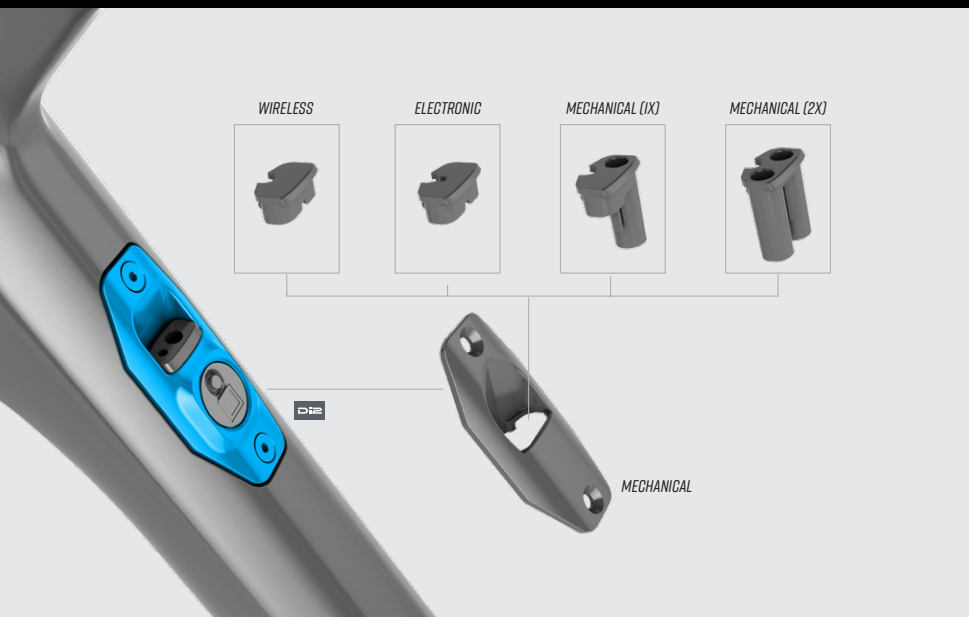
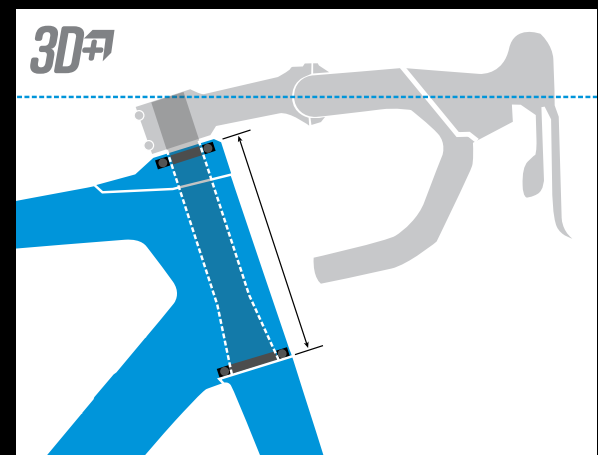
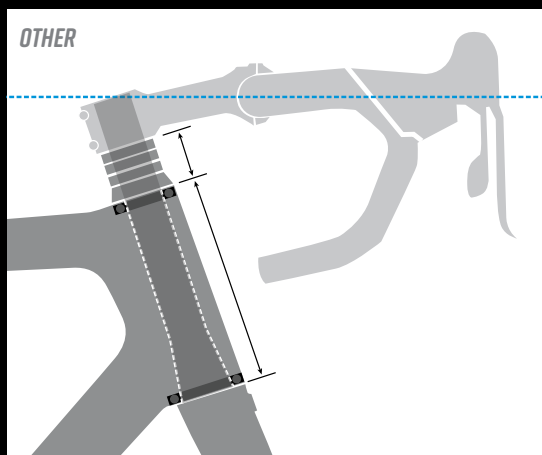
SEAMLESS INTEGRATION

An essential characteristic of the new frame designs is the new fully integrated 3DPLUS system. It delivers all the handling and stiffness benefits of the original 3D system in a streamlined package that merges seamlessly with the frame.

To provide maximum height adjustability it comes with three different cap options (0 mm, 15 mm and 30 mm).

Pure and simple

Sometimes a picture is truly worth a thousand words! Not only does the 3DPlus system provide better headtube height adjustability than most other bikes, its full integration into the frame preserves the handling qualities. This is not true for traditional headtubes stacked up with spacers.



MODULAR CONSOLE

Designing this bike from scratch was the perfect opportunity to develop a new cable routing system. We wanted a clean system that could integrate perfectly in the downtube, hide the Di2 junction box in the frame, and keep our frames compatible with all modern transmissions. Thus, we crafted a modular console which delivers on all three counts!

IT'S ALL IN THE DETAILS

What sets great bikes apart from the rest sometimes comes down to the smallest details and our endurance frames are no exception; we leave no detail unnoticed.



Innovative snap-in BB cable guide

Same technology used on Gallium Pro disc and Gallium Pro: light, efficient, and easy to install.



Riveted Front Derailleur Hanger

Stiff and light.



12 mm Thru-Axles

Made for us by DT-Swiss.



Optional Direct Mount Rear Derailleur Hanger

For optimal installation of Shimano's new generation of direct mount style rear derailleurs.



Inlaid chainsuck guard and chain catcher

Why? Because, sometimes s!\$# happens.
Note: the chain catcher comes in two lengths to accommodate different chainring sizes.



Flat mount disc brakes

Standard version on both frames, for 140 and 160 mm rotors.

