



# Fit to be Toured

The John Cobb Edition of the Javelin Lugano Riserva is the ultimate in custom-tailored racing bikes.

BY CHRISTIAN GULLIKSEN



IN THE OLD DAYS, COMPETITIVE cyclists routinely rebadged frames from boutique manufacturers, like Javelin, with their team sponsor's name. But as Javelin's bikes—shaped by the wind tunnel and extensive feedback from athletes—earned a following in professional and amateur circles, the company emerged as a brand name in its own right. Says Javelin's owner Dave Varwig, "We serve the bespoke market—people who want perfection."

As part of that service, Varwig recruited John Cobb for an eponymous edition of the Javelin Lugano Riserva. Cobb—currently the chief designer for Blackwell Research—is an aerodynamics guru whose résumé includes helping Lance Armstrong prepare for serial Tour de France victories. He designed the Lugano frame with the goal of creating the fastest time trial tubing on the market; its ambitious specifications necessitate an avant-garde construction technique that slowly bonds multiple carbon fiber layers in a labor-intensive process. Cobb also outfitted the special edition bike with a full complement of Blackwell Research and Campagnolo components, including a 100 mm carbon wheelset and an additional rear disc for time trial configurations.

"We wanted to come back with a big bang this year," says Varwig. According to Varwig, Javelin's customers typically expect more than outstanding design and craftsmanship. "People want to know who races [the bike] and if it sets records," he says. Over the last decade, Javelin has worked with riders, like triathletes Simon Lessing and Michael Lovato, and teams, such as Team Ford-Basis and Team TIAA-CREF. Likewise, Lugano prototypes have been placed with athletes for testing and Javelin expects results that won't disappoint.

The John Cobb Edition (\$28,000) ordering process begins at a dealer with an array of rider measurements that would make any Savile Row tailor proud. These numbers are entered into Javelin's CAD system and emerge with a design that insures a dimensionally perfect custom fit for each owner. Few factories can accommodate Javelin's production requirements, so the Lugano is built by a specialized Italy concern. Most bikes take about 60 days for assembly, but if a customer requests an unusual element—say, a paint job paying homage to Van Gogh's *The Starry Night*—delivery time can increase to 90 days or more.

Varwig wants those who purchase the John Cobb Edition to enjoy the same perks as the sport's superstars; each journeys to San Diego for a final fitting with Cobb himself. Over the course of three days and two nights, they receive the expert attention usually reserved for competitive cyclists. "Cobb set up Lance Armstrong in a wind tunnel, and he'll do the same thing for the buyers of these bikes," says Varwig. "It's not only a bike that works perfectly for you, but you walk away feeling really connected with the experience." □

Javelin, 800.814.0133, [www.javbike.com](http://www.javbike.com)