



Connecticut-based framebuilder Matt Klucha of **MSH1 Bicycle Works** will announce a unique '**American Delivery Program**' for European customers at this year's European Handmade Bicycle Expo, which takes place this weekend in Schwäbisch Gmünd, Germany.

The program, inspired by the European delivery schemes offered by performance auto makers such as Porsche and Ferrari, offers European clients the opportunity to experience the 'final mile' of becoming a custom frame (or bike) owner in the workshop where their frame was built and in the company of the builder.

Customers get their final bike fitting from the builder and have the opportunity to take full advantage of the beautiful New England scenery and its network of local roads as the 'test track' for their new MSH1-built bike.

According to MSH1,

'...with the MSH1 Bicycle Works American Delivery Program, you will experience first-hand what actually goes into making a truly handbuilt bicycle - the process of meticulous craftsmanship of an MSH1 bicycle, made entirely by hand in America – and enjoy a lovely vacation in New England along the way'.

The Program offers customers the chance to experience at close-range the many hours of

work that goes into building an MSH1 frame, with all of the finer details of framebuilding explained and demonstrated. As guests of MSH1, they can take full advantage of the picturesque location and spend some time getting to know the local roads and nearby picture-postcard locations. Program customers are offered competitive prices on the cost of a full bike, with generous discounts offsetting the cost of collecting their new bike from the builder.

Prospective customers can discuss the Program with Klucha during EHBE, where they can be measured up with Klucha's in-house 'Fingerprint Fit' frame-fitting process, and at the same time, discuss the myriad of frame and bike options a custom bike offers.

Customers not able to make it to EHBE in person can nevertheless take advantage of MSH1's fitting process via the comprehensive telephone and e-mail consultation method developed by Klucha to ensure the best size and position for the customer is determined.