



Handbuilt City Bikes
From Deep in the
Heart of Texas

Violet Crown Cycles opens for business building custom city bikes in Austin, Texas

Company now taking orders on their Ferguson line of city bikes

For Immediate Release

AUSTIN, TX- Austin based bicycle builder Violet Crown Cycles launched this week accepting orders online for the Ferguson, their line of custom city bikes hand built and tailored to customer's bodies and tastes.

"With volatility in the fuel prices, global warming, and an economic downturn, people are looking for a lower cost, greener alternative to the automobile," said Elliott McFadden, the owner and framebuilder at Violet Crown Cycles. "The Ferguson line provides you with an extremely practical choice in a very stylish package."

Modeled after the classic Dutch city bike and English roadster, the Ferguson is designed from the drawing board with transportation as its primary purpose. Features such as fenders, chain guard, internally geared shifting and brakes, dynamo powered lights, and a heavy duty rack are all standard features on the Ferguson with frame locks and a variety of pannier bags as options.



"In America more often than not racing inspired bikes are equipped with a mishmash of components like fenders and racks and called utility, urban, or commuter," McFadden continued. "It does not have to be that way. You can have a bike that puts you in a comfortable, visible and dignified seating position and also includes all the features that make riding a bike for transportation practical."



Currently, Dutch style city bikes are difficult to obtain, only available from a few importers with limited sizes and colors. The Violet Crown Cycles Ferguson line takes all the great features of Dutch style city bikes to the next level with fully customized, hand built frames made in the U.S.A. Higher quality chromoly steel is used in the frames for a lighter, more sprightly ride, and buyers can customize their bike with higher quality components, a wide selection of colors, and color matched parts.

"You can now have a great functioning city bike that matches your body and your style," McFadden concluded. "The Ferguson is an elegant combination of fashion and function. Consider it the last city bike you'll ever own!"

Fully custom Ferguson city bikes start at \$2750 and can be ordered online at VioletCrownCycles.com. Sample bikes can be seen weekly on Saturday mornings at the Sunset Valley Farmers Market in Austin. Violet Crown Cycles will be holding a launch party open to the public on Sunday, May 31, 4- 6 PM at Mother Egan's Irish Pub, 715 West 6th Street in Austin with a social ride afterwards starting at 6 PM. There will be sample bikes to view, door prizes, and a free raffle for cycling stuff.



About Violet Crown Cycles: Violet Crown Cycles offers custom hand-built city bikes made in Austin, Texas by framebuilder Elliott McFadden. McFadden is passionate about cycling and passionate about using alternative transportation to help enhance one's quality of life. He founded Austin Carshare, Texas' first carsharing service, worked on the campaign to bring commuter rail to Austin, and is one of the editors of Austin On Two Wheels, the Online Magazine of Austin Cycling Culture. In 2008, McFadden studied framebuilding using the lugged steel and fillet brazed methods under master framebuilder Doug Fattic. In early 2009, he put together the financing and workshop space for VCC with offerings to customers in April 2009.

About the Name Violet Crown: Austin is a jewel of a city, and many of its residents have given it nicknames like Waterloo (the original city name), Live Music Capital of the World, Capital City, and City of Ideas. City of the Violet Crown was a nickname given to Austin in the nineteenth century when the city was also known as the "Athens of the South." Athens was considered the cradle of civilization and as also referred to as the Violet Crown. This name showed how special residents then held our city. The author and one-time Austinite O. Henry would immortalize the name Violet Crown in his short story "Tictocq."



NOTE ABOUT IMAGES AND MEDIA AVAILABILITY

High resolution images of Violet Crown Cycles model bikes are available for download via [our Flickr page](#) or by request if higher resolution is needed at info@violetcrowncycles.com.

The builder, Elliott McFadden, and model bikes are availability to local media for in-person interview and review. The builder is available for phone interview for non-local media. Please contact Elliott at (512) 791-9874 to schedule media availability.



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