

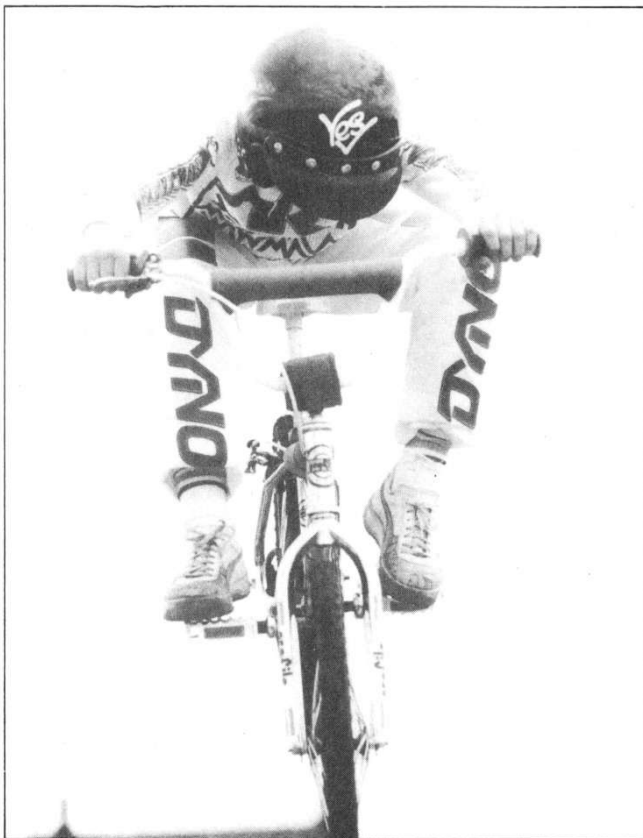
# PROFILE Shelby James

Howdy. Can't stop. It's so busy in here. Right smack bang in the middle of a hectic deadline... sorry, Mike, I ain't seen your car deals, go look in the studio... You know, inbetween my cluttered office and all the other loonies here, it's a miracle we get anything out, never mind a couple of supreme tests every issue. A miracle. But then, as far as test bikes are concerned, at Mighty FREESTYLE BMX we're selective. Not just any old rocket makes it off the mail coach. We have standards. We look for bikes we know will survive the pulling apart of resident sharks and their get-down-and-dirty testin' tactics. 'Cause if a bike gets our stamp of approval, you just know it's been attacked wide open. Yeah. So at the end of each week, we all sit around, ploughing through tons of literature and this and that, trying to find the most radical rides to put on the menu. It's not easy. I might as well tell you most of it gets thrown in the bin or goes down to the origami classes. But with the odd one or two percent which seem to meet our requirements, we follow up with round after round of telephone calls and letters 'till the factory duly give-in and hand over the prey. (Sinister laugh goes here).

However, that wasn't anything like how we got the Profile Shelby James. Fact, we hadn't planned to test a Profile at all. We originally wanted a CW Z-750. But c'est la vie, HotWheels weren't getting the crate in 'til next month. Shucks, so we were stuck. And then this thing landed on our doorstep.

Ah, jeez Louise. Signing the delivery note, it was the replacement. We didn't even tip the driver in the brown overalls for carrying it upstairs. On the side of the box it said Shelby something or other. From HotWheels. Mmm. We felt as well down as a punctured beach ball. No fun. Oh, well, better open it anyway. (Rip, tear, thread). POW! The whole thing was like Raiders of the Lost Ark - Indiana Jones opening the lid. The room glowed.

Can you say all-chrome? You better. As we peered in, our eyes met with a bike that just tells you to race it. It's bitchen. Clean and simple. Devoid of foot and unnecessary gadgetry. It was built to win. 'Course Profile are famous for producing brilliant all-chrome scoots. You know, the kind where you need your sunglasses to look at 'em. Between Hutch and them, there's nothing in it. But because Profile aren't 'xactly massive in freestyle, and nearly always when you're in a bike shop and skip past the race bikes and get right to the 'stylers (like us), odds are you probably don't know too much about their race effort. Here bud, is where the lesson begins. Because taking the Shelby James out of its cocoon and planting our buns on the seat, were we entranced. No kidding. And you should



*Straight flight is always a good indication of true frame alignment. The Profile Shelby James is right on the mark. You better believe it. Our test bike is over a year old.*

know about it.

The bike is just totally feathered. That's the immediate feedback you get from your brain as you take your first few hard cranks. It responds to power like right now. It's great. And a quick trip to the rad, expensive FBMX weighing scales showed why. Are you ready for this? As the bike settled in and the needle came round, it read a mere 19 pounds, 4 ounces. Egads, that's light. Profile aren't messing around here. They're aiming dead centre at the winner's circle.

Both the Midi frame and fork are Profile's own made-in-the-USA, race brand. The slick handling frame has a beefy 1 1/2 inch downtube (it looks a lot bigger), gussetless steering head, and trick chrome-moly tubing that comes from True Temper. It weighs alone 3 pounds, 2 ounces. The forks, which aren't drilled for a front calliper, have capped fork legs and the dropouts run under the bottom where they're welded to keep flex to a minimum. These guys are light too. Only 1 pound, 6 ounces.

But none of these features are the first thing you notice about the Profile Shelby James. Sure, they're important... but what makes this bike so totally easy to spot is the distinctive 'tri-tube.' Another additional tube running from the top of the seat tube up to the middle of the down tube. Stange yet cool at the same time. According to Profile, the concept dates back when they were

heavily into building racing cars - which they still do in a way. If you're ever in So. Cal. try to check out Mike Spiker's Master Truck of the South. It's MASSIVE! Thruster and Champion also use such tubes in their race frames. It seems like hot set-up for BMX frame design, right? But only a few manufacturers use it. A major reason is market acceptance. Another is scepticism. Too few BMX companies believe in it. So does a BMX frame really need an extra tube, or is it just a gimmick?

Ah, mmm, well, to be honest, yes and no. But hey, don't fly off your rocker yet. Better what you should be asking yourself is does the Profile work and if so, how? I mean you've already read including an additional tube in a shape isn't isolated solely to BMX. There must be some method behind the madness. A trace. So c'mon let's see. Over to you Professor Branschwitz.

"Thank you, boy. To oversimplify dis a bit, double triangulation, as itz known, work on the basis of 'two are better than one.' First rule of Physics - a triangle is de strongest shape with the 'xception of a circle. Second rule - de smaller dat triangle, de stronger it is. Using a common divider, alias dis additional little third tube, Profile have ended up with a stiffer front end and a racin' edge. Double triangulation fights power-braking flex and is de key to unlocking full power."

That's great, sir. Okay. You may not understand all of it, but what it should mean out at the track is better starting and straight-line acceleration. That doesn't sound much, but think about it. The start and the first straight sprint of a moto is seventy percent of the race. Get the lead out of the first corner and you could be in with a good chance of scarfing first place gold. Mmm. 'Course this bike doesn't guarantee you'll be first across the line - but it WILL make your job a whole lot easier. Yeah. Still reading? Thought so.

So what's the hitch. Well, it isn't what you think, extra weight. As we've proved you don't have to be Arnold Schwarzenegger to race this. It's light. That's because running the additional front triangle tube allows (in the Shelby James case) Profile to run thinner walled tubing elsewhere. The result - a very stiff yet outstanding feathery frame set.

But the story of Profile's fight against flex and their BMX prowess doesn't end there. Look at the frame again. Move your gaze back on the bicycle. See the looped rear end? Well, the tighter the loop and the shorter the hanger (that's the bottom bracket to rear axle, 'case you didn't know), the better. Another bit of trickness: the flat brake bridge and drilled rear drop-outs. You don't want to be carrying an ounce overweight. Very good.

One other thing you might like to note - [tts of an inch diameter tubing is used for both the top tube and seat tube. T-rick.

Since Profile don't offer the Shelby James chassis as a complete bike, HotWheels had to put together a set of components to set it up for us. It's a bit difficult to ride just a frame and fork. Let's scope 'em out.

The wheels are built up with Mitsuboshi Comp III's, Ukai 1.50's and Suzue sealed bearing hubs. Decent to good stuff there, folks.

The bars are Powerlite. Totally comfortable. They really give you plenty of pull. The spread is 24 inches. The rise 7 inches.

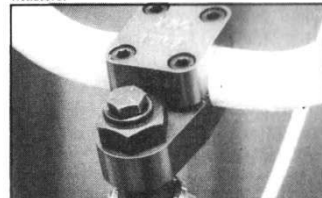
Braking is accomplished with a Dia-Compe MX calliper and a Tech-3 lever. Both these are state-of-the-art. The kind of brakes that will stop you on a dime and give you nine cents change. The frame's brake bracket is slotted so you get a little extra adjustability, too. Nice.

The seat is a cool lookin' lightweight Uni effort. Oh yeah, because the frame's seat tube is [tts you don't need the shim. We're talking [tts seat post diameter here.

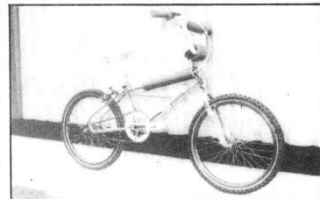
The aluminium seat post clamp is an SR. Pretty stock stuff there.



*Smart welding. As expected. Profile are the masters.*



*The Pro-Neck Mini stem took care of the clamping arrangements.*



*Is this the Porsche, Ferrari, or Lamborghini of bikes? No, pure Rolls Royce. Money can't buy much better.*



*Worms eye view. Now how many knobs on a Comp 3? Six, seven, eight...*

The powertrain components are all nifty. Let's see, there are KKT beartrap pedals (as they claw at the bottom of your shoes you know there's no chance of foot slippage), the Ultra Dyno three-piece 170mm alloy cranks, the 4130 chrome-moly spindle (they'll take the abuse), the Tange bottom bracket set, the Pro Neck chainwheel, and, can't forget the SunTow freewheel or the D.I.D. chain with blue sideplates. They'll handle all your requirements with grace and aplomb.

A Pro Neck aluminium and chrome-moly Mini stem handles the bar clamping. And to top everything off, real Mushroom grips sit on the bar ends. Ahhh, thanks Graham.

So with any ado down to the nitty gritty. The total gas work. The riding. You can't help feeling sorry handing a trick bike like this over to our test riders and watch them rapidly attack and pull it apart piece by piece. But we needn't have worried. They had no such luck. Everything survived straight and true. Moreover, the Profile is a treat to ride. With it's light weight and short wheelbase (35-1 inches with the rear axle sitting three quarters back), it's a snap to throw around. One flick of the handlebars and you're blasting into a berm sneaking in two more cranks before you grab the binders. Another flick and you're diving off a drop-out with no fear. It's the kind of bike that makes you extend your limits. It has zip to it. Mid-air corrections are easy. Jumping is comfortably controllable without becoming too squirrely. It has excellent manners. Go to a national this weekend and watch the smallest fish in the pit. They fly. You can't fob those guys off with second best.

As you'd expect, the power position is totally dialed for riders in the 8 to 11 years range. Very much a little boy's bike. This is the kind of bike that works with you, though.

The end. Oh, well, the summary. Mmm. You get what you pay for. £189.95 for just the frame and forks on this scoot may sound a lot, but really it isn't bad. You are getting amazing quality and outstanding handling. With high class, gib backs, top-of-the-line stuff on (Profile cranks, pedals and stem), you could knock the weight down a smidge further and have probably the classiest outfit money can buy. It's up to you. This is definitely the Rolls Royce of racing bicycles. Do you wanna be the driver?

## SPECIFICATIONS

### PRICE & SPECS.

**Frame and forks price:** £189.95

**Note:** the Shelby James does not come as a stock complete bike. The stuff listed here is sold separately.

**Finishes available:** Chrome.

**Complete bike weight:** 19 pounds, 4 ounces.

**Frame weight:** 3 pounds, 2 ounces.

**Fork weight:** 1 pound, 6 ounces.

**Handlebar rise:** 7 inches.

**Handlebar spread:** 24 inches.

**Top tube OD:** 1 1/2 inches.

**Down tube OD:** 1 1/2 inches.

**Mid tube OD:** 1 1/2 inches.

**Seat tube OD:** 1 1/2 inches.

**Fork leg OD:** 1 inch.

**Steering head angle:** 72 degrees.

**Head tube length:** 4 inches.

**Bottom bracket height:** 11 1/2 inches.

**Rear hanger:** 14 1/2 inches.

**Wheelbase:** 34 1/2 to 35 1/2 inches.

### COMPONENTS.

**Forks:** Profile Shelby James, chrome-moly.

**Frame:** Profile Shelby James, chrome-moly.

**Handlebar:** Powerlite Midi's, kinked ends, chrome-moly.

**Handlebar stem:** Pro Neck Mini, aluminium and chrome-moly.

**Grips:** Mushrooms, rubber.

**Headset:** Hatta, steel.

**Rims:** Ukai, alloy, 20x1.50.

**Hubs:** Suzue, alloy, sealed bearing, low flange.

**Tyres:** Mitsuboshi Competition III, 20x1.50 skinwalls, front and rear.

**Brake:** Dia-Compe MX-1000 Centering III, rear only.

**Brake lever:** Dia-Compe Tech 3.

**Brake pads:** Dia-Compe.

**Crank:** Takagi Ultra Dyno, forged alloy, 170mm.

**Bottom bracket set:** Hatta, steel.

**Front sprocket:** Pro Neck USA, 42 tooth, alloy.

**Rear sprocket:** SunTow MF-2000, chrome, 16 tooth.

**Chain:** D.I.D., 1/8 inch.

**Seat:** Uni No. 1 (built-in seat post).

**Seat post clamp:** SR, alloy.

**Accessories:** Optional Profile pad set. Other Profile goodies (not on our test bike) include cranks, stem, pedals and hubs.

### PERFORMANCE EVALUATION.

**Purpose:** Pure race. This thing was born to ride.

**Age range:** 8 to 11 years. Pretty much a midi bike.

**Quality of finish:** Excellent. Keep in mind it's a Profile. They don't put their name on rubbish - they're the masters.

**Quality of welding:** Perfect. No bogs. Total quality.

**Overall appearance:** Very good. To some a bit bland - it could do with a splash of hot colour... but it still looks mean. This sucker tells you to race it.

**Handling:** Smart. It's there. Power to the ground.

**Distributor:** HOTWHEELS BMX

1145 Christchurch Road,

Boscombe East,

Bournemouth,

Dorset.

(0202) 424945.