

Durable BUFFALO BICYCLES have many advantages over the typical Locally-Available Bicycle:

	Typical Locally-Available Bicycle	₩ BUFFALO BICYCLES	<b>≪</b> Advantage
COMPLETE BICYCLE			
Reliability	Inconsistent manufacturing, many poor quality parts, poorly assembled	High quality control standards, quality parts throughout means no "weak links", professionally assembled	Uninterrupted daily service for the rider
Safety	Critical components are prone to catastrophic failure	Critical components tested to exceed the rigors of African usage	Fewer accidents and injuries
Compatibility	Standard	Can be repaired with locally available tools and parts	Extended service life
FRAME, FORK AND C	ARRIER		
Tube set	Standard diameter, 18 gauge , dip brazed (inconsistent quality and dimensions)	Oversized, 15 gauge, TIG welded in precision jigs	More than 10x stronger
Fork	Standard diameter, 18 gauge, dip brazed (inconsistent quality and dimensions)	Oversized, 15 gauge, TIG welded in precision jigs	More than twice as strong
Threading, reaming, and facing	Low tolerance, highly variable	High tolerance and consistency	No stripped threads, easy maintenance, longer bearing life
Dropouts	Stamped and sandwiched sheet metal	5mm plate steel	Strength & durability, easy maintenance
Carrier strength	Highly variable, under 50kg	Over 100kg	Increased load capacity
Carrier construction	Flat stock, on-axle mounting	Tubular steel, off-axle mounting	Strength & ease of maintenance
Stand	2D design with small footprint, on-axle mounting	3D design with large footprint, off-axle mounting, easy lifting design	Rigidity, stability, and ease of use
Paint	2 layers coating, common sticker	4 layers coating, water sticker, UV resistant ink	Durability
Ladies and children	Frame large and targeted towards men	Universal frame fits and appeals to all riders	Versatility
DRIVETRAIN			
Bottom bracket bearing	Loose balls	Caged balls	Strength & durability
Brake type	Rod pull, rim brakes	Coaster brake internal hub	Predictable, powerful, all-weather braking
Sprocket	2.3mm thick	2.8mm thick	Strength & durability
Chain	Heavy, low quality materials	Lighter, high quality materials	33% stronger
WHEELS AND TIRES			
Rim	20 gauge	18 gauge	Strength & durability
Spoke	14 gauge	13 gauge	38% stronger
Spoke nipple	Brass	Steel	Strength & durability
Tire casing	2-ply cotton	4-ply nylon	Fewer punctures
Tire compound	Standard, irregular molding	High durometer compound, precision molding	Last longer, better control and comfort
Tube	Standard	Thick, high elasticity	Fewer failures and punctures
Complete wheel	Standard	Stronger rims, spokes, and nipples	55% stronger
Valve	Dunlop-type (traditional)	Dunlop-type (easy pumping)	Lower pumping pressure, fewer failures
COCKPIT			
Pedals	Rubber body	High-impact, nylon body	Over 52x more durable
Pedal bearings	Low tolerance, poor materials	Forged, heat-treated axle, precision bearing surfaces	Strength & durability
Saddle	Hard, PVC top with low-quality steel spring	Strong plastic frame, quality foam top	Comfort & durability
Seatpost	Standard 4 in	Extended 12 in.	Greater adjustability
Headset bearing	Thrust bearing design, small loose balls	Angular contact bearing design, large caged balls	Durability
Grips	Hard plastic	Rubber compound plastic, ergonomically shaped	Rider comfort
HARDWARE AND AC	CESSORIES		
Nuts and bolts	Non-standard sizes, poor quality materials, poor manufacturing	High quality standard metric hardware with nyloc nuts and spring washers	Strength & durability
Mudflap	None included	Included	Rider comfort
Reflector	Non-function reflectors that fall off easily	High-intensity reflectors secured with quality hardware	Fewer accidents and injuries

 $\label{lem:decomposition} \textbf{Data derived from independent laboratory test results}.$ 







- Built for quality The phrase "cheap is expensive" is very true of other bicycles. Buffalo Bicycles, however, meet critical quality standards while maximizing affordability.
- Long Life Given our superior construction and components, Buffalo bicycles last significantly longer than cheaper, low quality bicycles found in the market.
- **Low Cost** Our product ensures significantly lower maintenance costs as a result of high quality parts and superior assembly.
- Spare Parts Our parts are available locally and are compatible with other standard spare parts.
- Strength for Bigger Loads Buffalo Bicycles are built with stronger construction and heavier gauge steel than any other local bicycle currently on the market.
- Universal Fit Sport-Utility MTB frame provides universal fit and appeal for all riders.
- Improved Brakes Our low-maintenance internal coaster brake provides predictable, powerful, all-weather braking.
- Safe Our high quality design protects bicycle owners and their families.
- **Tried and Tested -** Our products are quality tested in world class facilities across the U.S., Europe and Africa.

