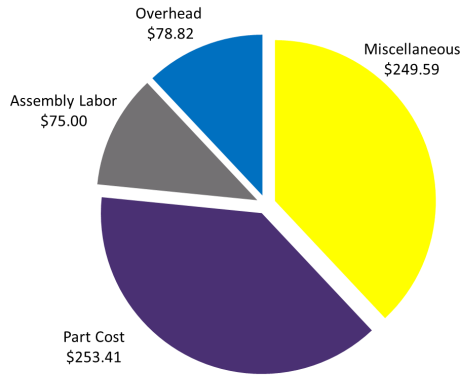


# Business Plan

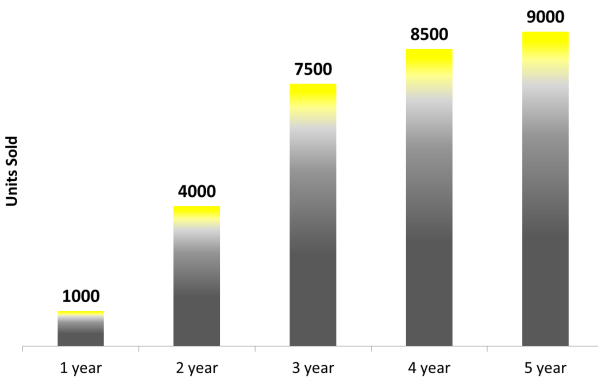
## Cost & Pricing

### Product Cost



<b>Price:</b>	<b>\$985.23</b>
Assembly Labor:	\$75.00
Miscellaneous:	\$249.59
Part Cost:	\$253.41
Overhead:	\$78.82
<b>Profit:</b>	<b>\$328.41</b>

## Sales



FreeRim  
Project

## Students



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Bill Cormier	Charlie Croteau	Emily Obert
Joe Cronin	Sarah Geller	Angie Locknar

FreeRim



Yellow Team

MIT 2.009 / Fall 2011

Production Engineering



## Handle

Ergonomically designed for maximum comfort and control.

## Handle Housing

Attaches the handle to the yoke. Allows for the lateral movement of the handle to engage the disc brake.

## Aluminum Yoke

The frame for the FreeRim that supports the handle and brake calipers.

## Disc + Calipers

This disc brake system is typically found on a bicycle and maintains high performance in adverse weather conditions. The calipers are actuated via a brake cable from the handle.

## Quick Release Axle

Connects the yoke to the wheel hub. The axle allows for quick and simple wheel removal and exchange.

