

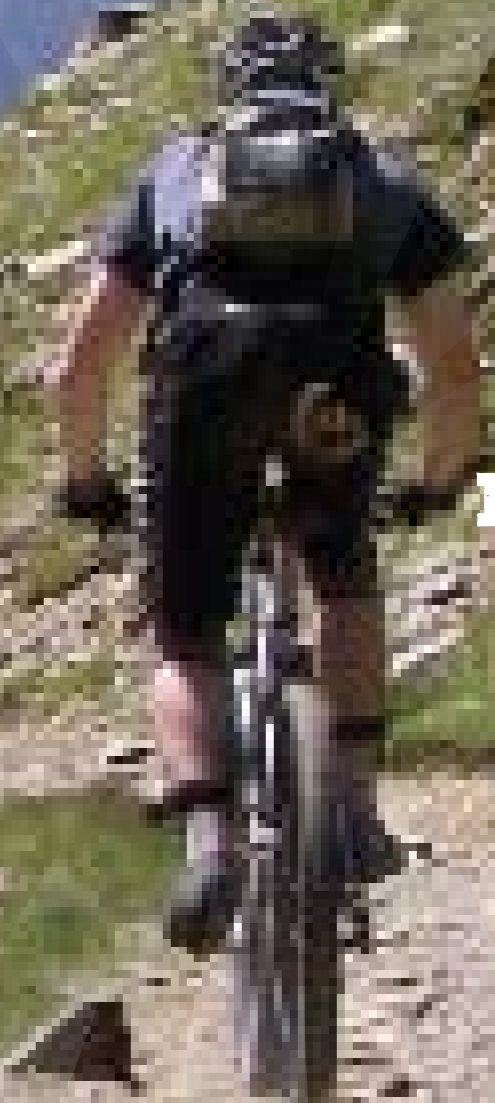
*GENESIS*<sup>®</sup>

DESIGN INTERVENTION

*GENESIS*<sup>®</sup>

**BIKES 2009**

GENESISBIKES.CO.UK



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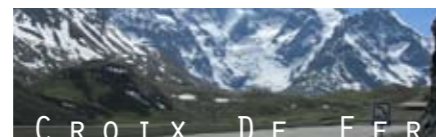
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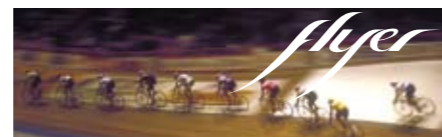
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THERE'S A HIGH CHANCE THAT YOU'VE PICKED UP THIS CATALOGUE BECAUSE YOU'RE LOOKING FOR A BETTER BIKE.

Bike design balances so many pros and cons it can be hard to measure. A better bike could be one that is closer to meeting varied, sometimes optimistic demands as well as having a ride quality that adds to the whole experience. In other words, better refers to how closely your expectations are matched to the intentions of the bike's designer. It's not about right or wrong, it's about looking at a bike from a similar perspective.

We expect a lot from our bikes in the UK. We make unusual choices in terms of what to ride, why, and when to ride it. We have creative ideas of what a proper ride should consist of. This approach to riding and our often-wet trails and unforgiving road surfaces create the need for bikes to adapt independently. Go outside the UK and riders might not appreciate our reasons for wanting a long-fork hard-tail or single-speed bike. Few others would choose rugged capability over race-replica weight. A bit of quirkiness doesn't go amiss either as long as the end result performs at a high level. These are the influences that drive Genesis, setting us apart from global brands.

Designed in a different continent for a world market, or designed by and for those who ride here? We'll take the route of adaptation to our own surroundings. Ride to refine. Tougher conditions give our bikes the home ground advantage and capability beyond it.

DESIGN LIFESTYLE PHOTOGRAPHY STUDIO PHOTOGRAPHY 28DESIGN.COM NEIL CAIN CALVERTSTUDIOS.COM





We can choose from other manufacturer's components to give the best set-up but it's the frame that has the greatest influence on ride feel. Luckily this is the component that can be most adapted to perform way we need it to. Whilst you could fit the same parts kits used on our bikes to most company's frames, Genesis frame geometries are designed specifically to work with our preferred forks, stems, tyres and riding styles. Everything is in balance, the advantages work together and it's all done for a reason, not by chance.

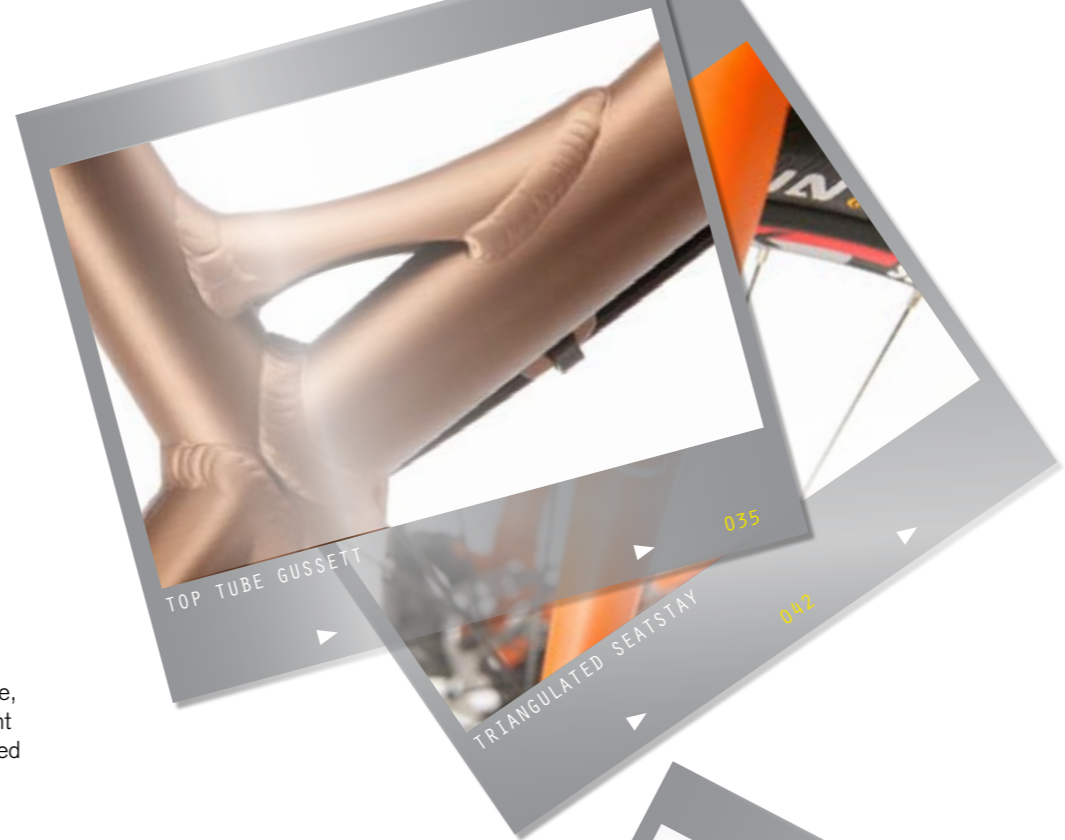
A frame is far from finished when its geometry is set. There are many details that can offer further advantages. Our mountain bike cable routing is a good example. We're the only UK-based brand to use down tube cable routing as we've found it offers more consistent and lighter shifting when used in filthy conditions. Counter intuitive at first glance and more common on bikes from drier climates, but actually more effective in use here. The under bottom bracket guide eliminates a section of cable outer to reduce

cable drag and because there are no exposed cable ends on the top tube for water to run into, our bikes remain smooth-shifting all winter with minimum maintenance.

Where we use a down-tube-to-head-tube gusset on a steel frame, the open end is sealed using low-temperature soldering to prevent the moisture ingress that causes unseen rust in this highly stressed and exposed area.

As well as being able to take tyres needed for rocky ground with lots of mud room, our off-road frames also provide the necessary chain ring clearance so that chain-suck (avoidable, but common in UK winter conditions) won't wreck your frame. Single-speed frames h integrated chain tension screws to aid set-up and prevent wheel slippage. Down-tube mudguard bosses are included on MTB and Cross frames and a Cycra guard is included with all mountain bikes, because a dry trail here rarely stays that way for long.

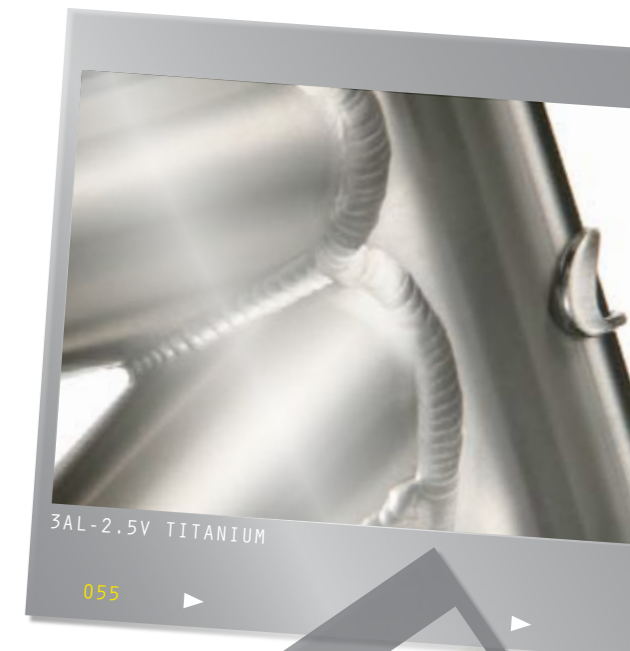
## GENESIS FRAME GEOMETRIES ARE DESIGNED SPECIFICALLY TO WORK WITH OUR PREFERRED FORKS, STEMS, TYRES AND RIDING STYLES



09 WE OFFER THE FOLLOWING FRAME-ONLY OPTIONS: ALTITUDE TI, ALTITUDE 30, ALPITUDE AND IO SINGLE SPEED. GO TO GENESISBIKES.CO.UK FOR MORE INFORMATION.

Genesis frames don't use middle-of-the-road geometries. We don't use Pro-level racing as our benchmark either because racing too often means compromising fun, durability and technical capability in the quest for results or pure speed.

What we do offer are well thought-out bikes that ride in an almost addictive way and which won't limit you to a narrow field of speciality. Riding a cross-country hard-tail shouldn't make you feel unable to take the harder lines when the mood takes you. Drop bars don't always mean tarmac. 'Normal riding' shouldn't be a definition of accepted limits.



## INSPIRATION COMES FROM A DESIRE TO IMPROVE THE RIDE





HEAT IT UP [ **C O R E** ] EAT IT UP

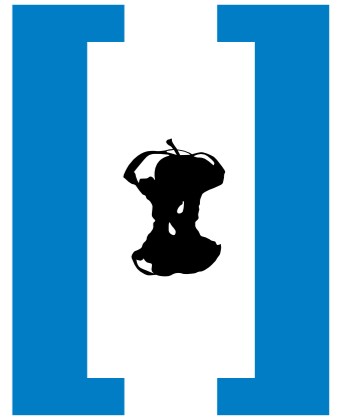
A BENCHMARK RIDE THAT'S CAPABLE OF DOING IT ALL WITH PLENTY IN RESERVE FOR WHEN THE MARK IS OVERSTEPPED. A VERIFIED TRAIL CLASSIC. TRY IT OUT, PUSH IT, TEST IT. NO FLINCHING, NO SECOND-THOUGHT STALLING AT THE EDGE. MUD, ROOTS, TRAIL CENTRES AND YOUR FAVOURTITE SINGLETRACK ARE THE CORE'S HOME.

WITH A TOUGH DOUBLE OR TRIPLE-BUTTED ALUMINIUM FRAME, AN ALL SHIMANO TRANSMISSION WITH SPLINED CRANKS AND HYDRAULIC DISCS AS STANDARD, THE CORE CAN TAKE IT. TOTALLY ADAPTABLE. IT'S ONE BIKE THAT ROCKS EVERY TRAIL.

# CORE



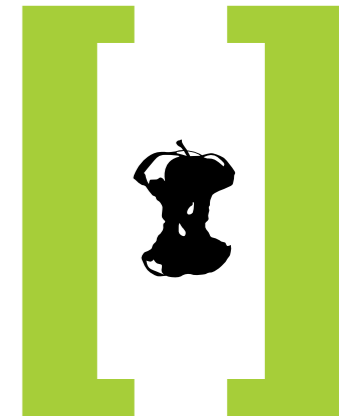
**FRAME**G061 T6 DOUBLE BUTTED  
**FORK**SR XCR LO 100MM  
**TRANSMISSION**SHIMANO ALIVIO / DEORE 8-SPD  
**CHAINSET**SHIMANO 361  
**BRAKES**SHIMANO 486  
**WHEELS**SHIMANO RM65 / ALEX DH19



# CORE 10



**FRAME** 5061 T6 DOUBLE BUTTED  
**FORK** SH RAISON LO-D 100MM  
**TRANSMISSION** SHIMANO DEORE 9-SPD  
**CHAINSET** SHIMANO 492  
**BRAKES** SHIMANO 486  
**WHEELS** SHIMANO RM65 / ALEX DP17



# CORE 20



FRAME 6061 T6 DOUBLE BUTTED  
 FORK ROCKSHOX TORA 289 120MM  
 TRANSMISSION SHIMANO DEORE / SLX  
 CHAINSET SHIMANO 442  
 BRAKES SHIMANO 575  
 WHEELS SHIMANO 495 / ALEX DP17



# CORE 30



**FRAME**6069 T6 TRIPLE BUTTED  
**FORK**ROCKSHOX RECON 335 85-130MM  
**TRANSMISSION**SHIMANO DEORE / SLX  
**CHAINSET**SHIMANO DEORE 532  
**BRAKES**SHIMANO 575  
**WHEELS**SHIMANO 495 / ALEX KD-LITE





# CORE 40



FRAME 6069 T6 TRIPLE BUTTED  
FORK ROCKSHOX RECON 351 85-130MM  
TRANSMISSION SHIMANO SLX / XT  
CHAINSET SHIMANO SLX  
BRAKES SHIMANO SLX  
WHEELS SHIMANO DEORE / DT SWISS H430



For those wanting to go beyond the Core,  
 Abyss awaits. Bigger terrain, wilder trails.  
 Adventures outside the norm.  
 Maximum manoeuvrability - it's about getting  
 away with it when you push too far.  
 That trail that had you on the edge today ...  
 soon it'll be just a warm-up run.

# ENTER

# Realms of Light

Through the valley of the shadows.

*L'enfer*

*Pandemonium and the Infernal Council*

*paradise*



*Abyss*



*Abashed the devil stood, And felt how awful goodness is*

# ALTITUDE

**Altitude is the definition of British mountain biking. A steel frame to take you out there ... and back. Spur-of-the-moment diversions. New trails to be explored. Rarely sticking to the planned route.**

**Designed for technical trail performance and built to take whatever the terrain and your skill can throw at it - now and for years to come. Altitude treads the fine line between light and burly with the spring of steel adding comfort and response. Not so much flex that tracking is compromised, just a lively flow on the trail. An all-day ride for out-there riders.**

Frame Reynolds 520 Double butted, Fork Rockshox Tora 318 100mm,  
 Transmission Shimano Deore 9-spd, Chainset Shimano 442, Brakes Shimano 486,  
 Wheels Shimano RM65 / Alex DP17

# ATTITUDE



# ALLTIDE

Frame Reynolds 520 Double butted, Fork Rockshox Recon 335 85-130mm,  
 Transmission Shimano Deore / SLX, Chainset Shimano Deore 532,  
 Brakes Shimano 575, Wheels Shimano Deore / Alex XCR 100D



Frame Reynolds 853 Double butted, Fork Rockshox Recon 351 100-130mm,  
 Transmission Shimano Deore / SLX, Chainset Shimano Deore 532, Brakes Shimano 575,  
 Wheels Shimano Deore / Alex XCR 100D

# ALTITUDE<sup>20</sup>



# ALTIITUDE 30

Frame Reynolds 853 Double butted, Fork Rockshox Reba Race 120mm / 20mm axle,  
Transmission Shimano XT, Chainset Shimano XT, Brakes Shimano XT,  
Wheels Shimano SLX / DT Swiss X430







Frame 3/2.5 Seamless Titanium, butted + PG tubes, Fork Fox F120R / 15mm axle, Transmission Shimano XT, Chainset Shimano XT, Brakes Shimano XT, Wheels Shimano XT / DT Swiss X430,

# ALTITUDE

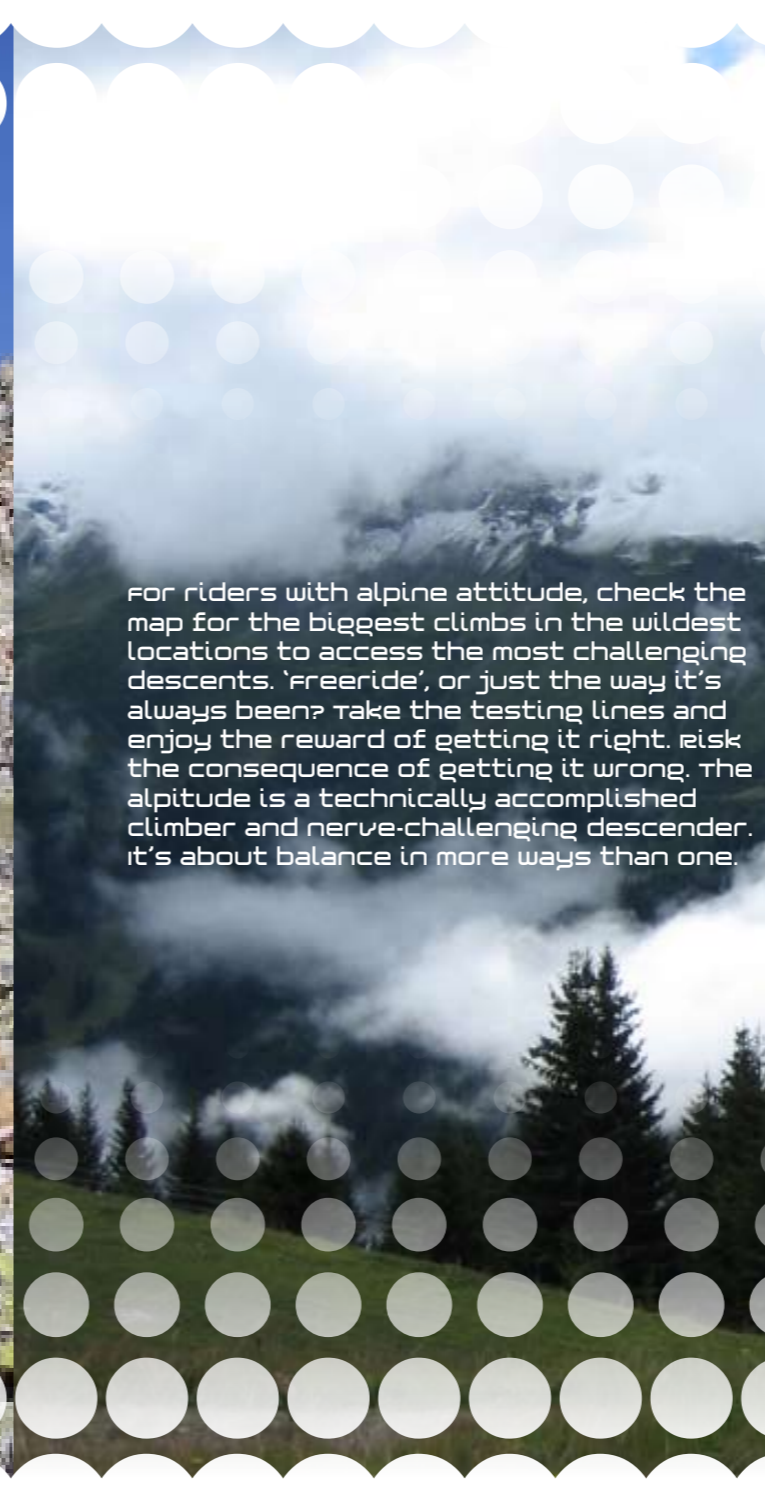
Titanium, the mere mention of the word evokes excitement. The Altitude Ti is light and resilient but it won't let you down when the situation gets technical.

Solid tracking comes from the high stiffness-to-weight ratio frame and fork which is key to the bike's confident handling. A mix of oversize plain-gauge, butted and tapered tubes, tune the ride so that the desirability of titanium is matched by the feel of the frame.





# 32 alpitude



For riders with alpine attitude, check the map for the biggest climbs in the wildest locations to access the most challenging descents. 'freeride', or just the way it's always been? Take the testing lines and enjoy the reward of getting it right. Risk the consequence of getting it wrong. The alpitude is a technically accomplished climber and nerve-challenging descender. It's about balance in more ways than one.



# 33



34

frame reynolds 853 double butted  
fork rockshox revelation 110-140mm / 20mm AXLE  
transmission shimano slx / xt  
chainset shimano slx 22/36T  
brakes shimano slx  
wheels shimano slx / dt swiss x430

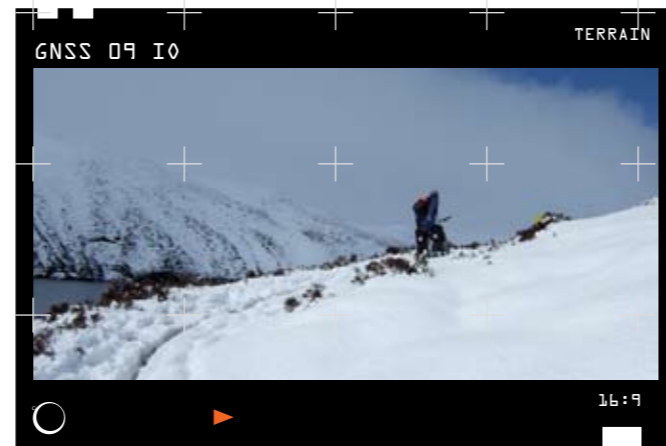
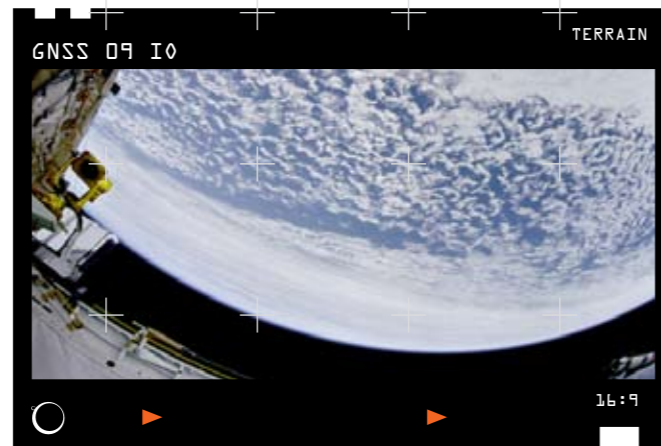
# alpitude



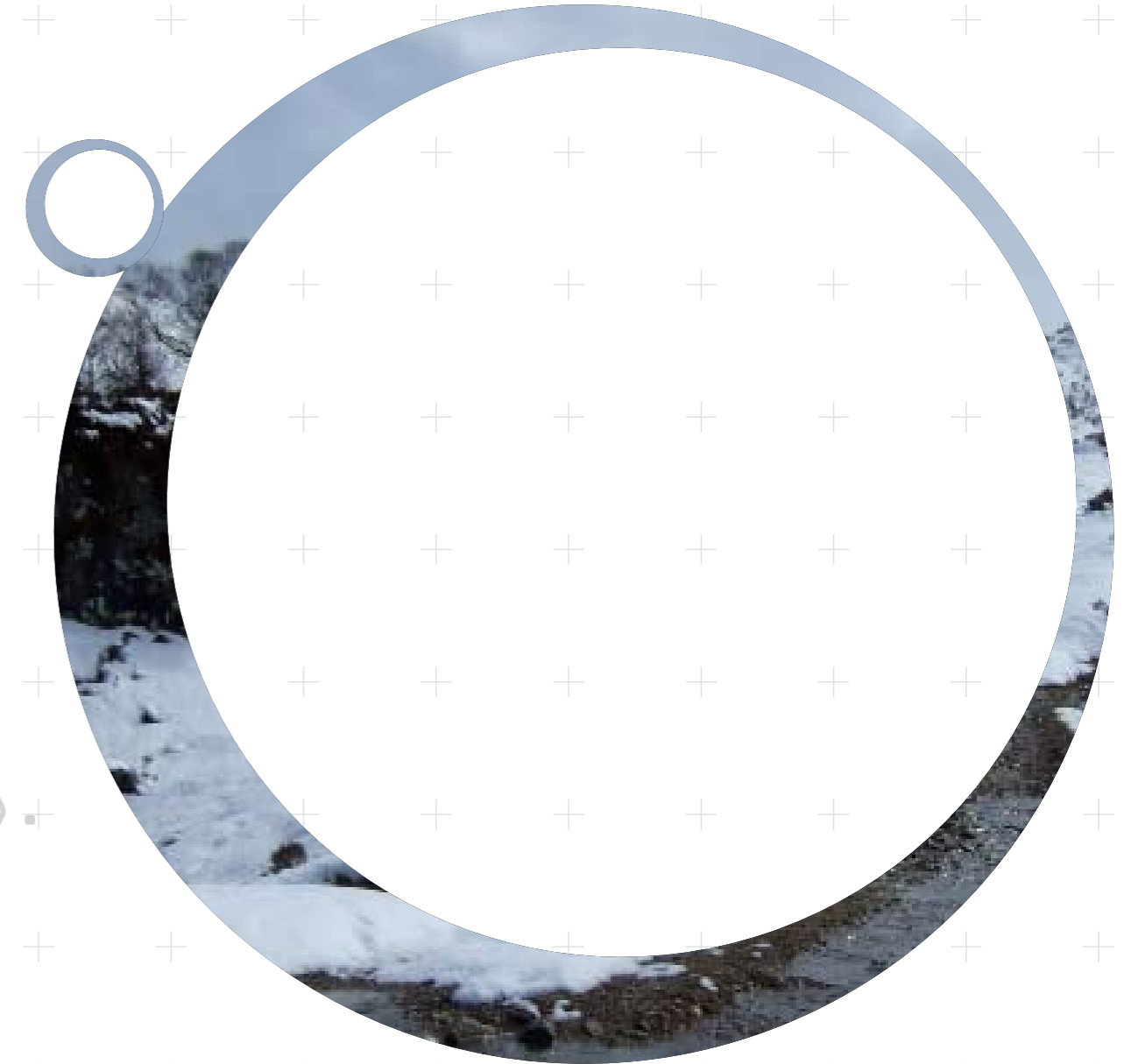
alpitude

35





I0.  
LESS IS MORE.  
SIMPLICITY DEFINED.





FRAMEREYNOLDS 520 DOUBLE BUTTED  
 FORKGENESIS DOUBLE BUTTED CR-MO  
 TRANSMISSIONSHIMANO FREEWHEEL, 16T  
 CHAINSETGENESIS 32T  
 BRAKESSHIMANO 486  
 WHEELSSHIMANO 475 / GENESIS SS / ALEX XD-LITE



TERRAIN

GNSS 09 I0

REWARDING, CHALLENGING, BACK TO BASICS.  
 SOMETIMES RIDING IS NOT ABOUT TAKING  
 THE EASY ROUTE. THE PLEASURE IS TO  
 PLAY. ONE GEAR, ONE EFFORT. ON-OFF.

16:9

iO  
 GNSS 09 I0

# IO ID

FRAMEREYNOLDS 520 DOUBLE BUTTED  
FORKROCKSHOX RECON RACE 100MM  
TRANSMISSIONSHIMANO ALFINE 8-SPD  
CHAINSETSHIMANO 545 36T  
BRAKESSHIMANO 575  
WHEELSSHIMANO DEORE, ALFINE / ALEX XD-LITE



GNSS 09 IOID

TERRAIN

WITH A CONSTANT CHAIN-LINE AND INTERNAL HUB GEAR, THE IO ID HAS WHAT IT TAKES TO COPE WITH BRITISH CONDITIONS. A WINTER-PROOF RIDE THAT COULD ONLY BE CONCEIVED IN OUR CHALLENGING CLIMATE. WHATEVER THE SEASON, CONDITIONS CAN BE UNRELIABLE BUT SOME THINGS ARE CONSTANT. IO ID. BE OUT THERE WHEN OTHERS ARE INSIDE.

ioiDO

GNSS 09 IOID

16:9



WITH ITS ROOTS IN THE MUD OF WINTER, THE CYCLO-CROSS BIKE IS AN IDEAL BASE FOR A CAPABLE ALL-ROUNDER WITH FEW LIMITS. CENTURY RIDES ON TARMAC AND WEEKEND TOURS ARE JUST A TYRE CHANGE AWAY FROM SINGLE TRACK LOOPS, WINTER OUTINGS AND RUGGED COMMUTING. VERSATILE...

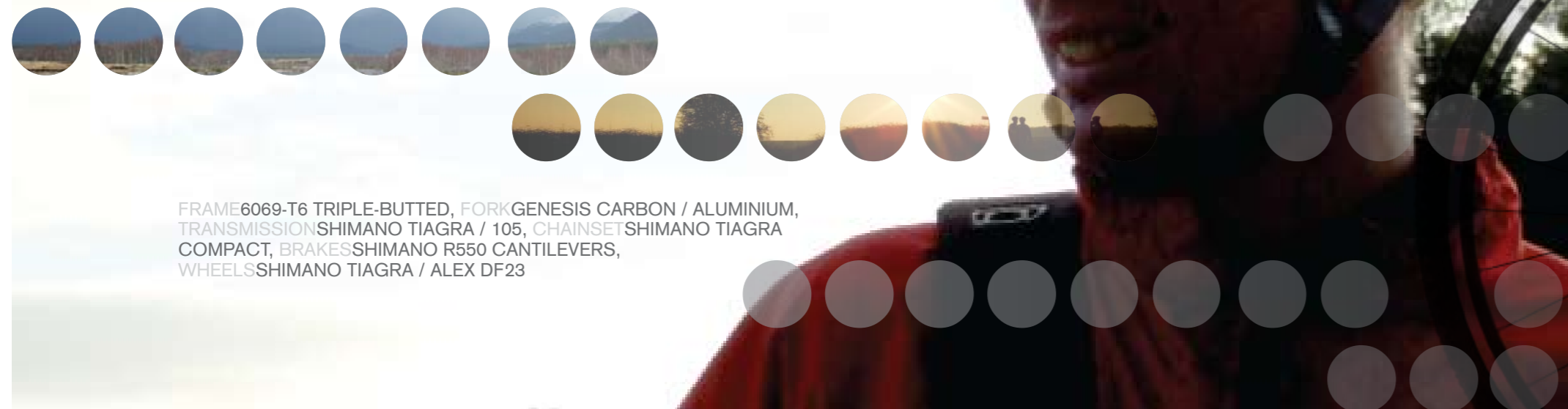
# 4243



...BUT WITH GEOMETRY THAT'S PURE CYCLO-CROSS

LEFTFIELD OR DEAD-CENTRE? HOT COFFEE PRECEDES FROZEN TRAILS. EVEN WHEN IT'S NOT FROZEN THE VAPOUR WILL CUT THROUGH IT ANYWAY. EXPLORING ROUTES WITHOUT BOUNDARIES, A FIRST CROSS RACE, IMPROMPTU TOURS OR DABBLING WITH THE DARK SIDE, THE VAPOUR DOES IT ALL. NOW IT'S ALWAYS THE EXTENDED ROUTE BACK FROM A RIDE. WHY WOULD YOU WANT IT ANY OTHER WAY?

# VAPOUR



FRAME 6069-T6 TRIPLE-BUTTED, FORK GENESIS CARBON / ALUMINIUM, TRANSMISSION SHIMANO TIAGRA / 105, CHAINSET SHIMANO TIAGRA COMPACT, BRAKE SHIMANO R550 CANTILEVERS, WHEELS SHIMANO TIAGRA / ALEX DF23





IT'S A LONG ROAD AND THERE'S NO TURNING BACK. FOLLOW A ROUTE THAT APPEALS TO A SENSE OF ADVENTURE AND JOURNEY INTO THE UNKNOWN. PRACTICAL AND A BLAST TO RIDE ANYWHERE, THE CROIX DE FER IS AS WIDE-RANGING AS YOU MAKE IT.



C R O I X D E F E R  
FRAMEREYNOLDS 520 DOUBLE BUTTED, FORKGENESIS CARBON / ALU, TRANSMISSIONSHIMANO 105 10-SPD,  
CHAINSETSHIMANO R600 COMPACT, BRAKESSHIMANO R505, WHEELSSHIMANO DEORE / ALEX DF23

2009 DESIGN INTERVENTION



CROIX DE FER





**Strip away complexity  
and enjoy the simplicity.**

**Direct and involving.**

**48**

2009 DESIGN INTERVENTION

**49**

genesis

50

Honouring *One*  
flyer gear



51

*A modern classic. The Flyers rapid response and ability in the sprint are perfect for open road thrills or beating the rats on the daily commute. In years past they rode the great cols of the Tour on one gear. Do you really need more?*

*Frame Reynolds 520 Double Butted - Fork Genesis Carbon -  
Transmission Shimano freewheel, 18T - Chainset Sugino 48T -  
Brakes Shimano Sora, R600 Levers - Wheels Formula Track / Alex AL400*



*flyer*

52

Day one



53

Day one

**A minimal approach offering maximum adaptability. Cross-town traffic, urban single track and rural trails. Mix it up for the most direct route - as the crow flies so does the Day One.**

**Frame Reynolds 520 Double butted,  
 Fork Genesis Double butted Cr-Mo,  
 Transmission Shimano freewheel, 18T,  
 Chainset Sugino 46T, Brakes Tektro Cantilevers,  
 Wheels Formula Track / Alex Ace-19**

# 2009 GENESIS FRAME GEOMETRY



	Size	Top Tube - Horizontal	Head Tube	Head Angle / Degrees	Seat Angle / Degrees	Chainstay Length	BB Height	Drop
<b>Core 00, 10; Altitude 00; iO ID with 100mm fork travel</b>	16"	570	100	71	74	423	305	
	17.5"	585	110	71	74	423	305	
	19"	600	120	71	74	423	305	
	20.5"	615	135	71	74	423	305	
<b>Altitude 10, 20, 30 and Titanium; Core 20, 30, 40; Altitude 853 and Titanium frames with 120mm fork travel</b>	16"	570	100	70.25	73.25	423	310	
	17.5"	585	110	70.25	73.25	423	310	
	19"	600	120	70.25	73.25	423	310	
	20.5"	615	135	70.25	73.25	423	310	
<b>Alpitude, Abyss, Alpitude 853 frame with 140mm fork travel</b>	16.5"	578	110	69.5	73.5	425	312	
	18.5"	592	115	69.5	73.5	425	312	
<b>iO bike / iO frame with rigid fork or 100mm suspension fork</b>	16"	570	100	70.5	73	420	312	
	17.5"	585	110	70.5	73	420	312	
	19"	600	120	70.5	73	420	312	
	20.5"	615	135	70.5	73	420	312	
<b>Vapour, Croix de Fer</b>	52	540	82	72	73.5	425		65
	54	550	100	72	73	425		65
	56	560	122	72	73	425		65
	58	570	142	72	73	425		65
	60	585	160	72	73	425		65
<b>Flyer</b>	52	530	115	73.5	75	395		66
	54	545	125	73.5	74.5	395		66
	56	552	140	74	74.5	395		66
	58	560	155	74	74.5	395		66
	60	575	165	74	74	395		66
<b>Day one</b>	52	550	120	72	74	415		64
	54	555	130	72	74	415		64
	56	560	145	72	74	415		64
	58	570	160	72	74	415		64
	60	580	180	72	74	415		64

All measurements in mm unless stated. MTB angles and BB heights assume 25% fork sag.

# GENESISBIKES.CO.UK

Current models, specifications, retail prices, dealer locator, designers blog plus contact and feedback forms.

