contents

- 2 introduction
- **mountain bikes** 6 altitude 14 alpitude 18 core 24 abyss 26 io\ioid 4

- **30 cross bikes** 32 croix de fer 34 vapour 36 day one **40 road bikes** 42 equilibrium 44 aether 48 flyer
- 52 frame sets 54 geometry

 - 56 credits

introduction genesis bikes

> Genesis bikes are designed and developed by a small aroup of riders to fulfil the demands of those who make the UK riding scene one of the most diverse and exciting in the world.

-inside

Many new genres and trends in cycling have originated here and we're proud to help continue this legacy. Our advantage at Genesis is that we focus purely on the UK market, therefore we can offer a wide range of complete bikes and framesets that have tanaible benefits on home ground. But we don't limit our riding to the UK either, we know from experience that these bikes also perform at the highest level in places where the hills are a bit biager.

A bike that's been honed on the steep roads, precipitous mountains or hectic streets of the UK has earned the confidence to take on anything it may come across, anywhere. With experienced testers and team riders to rely on, Genesis has the insider knowledge on what it takes to fine-tune a bike until it's ready to take on the world.



Everything about our bikes focuses on the ride — ride quality, riding style and the rider's overall experience. Genesis offer bikes that defy categorisation and offer something different, simply because they can offer new ride experiences.

-**outside**\ride

Starting with a desire for a particular ride style or feel, we develop bikes in stages to meet the brief — from prototypes that test the concept through to frame development to finalise the tube selection. There can be a fine line between a frame that simply holds components in place and a frame that allows the bike to become much greater than the sum of its parts, so our aim is to always know when we're on the right side of that line.

When we come back from a ride enthusing about the way the bike rides and what it lets us do, or find ourselves sneaking in quick blasts between other commitments just to get out on the bike more often. we know we've got it right. We're proud to offer the results of this ride testina in our 2010 range.





Frame only £1099.99



A seamless, cold-drawn 3AI\2.5V titanium tubeset tuned for fast trail performance. This is our high altitude take on hardtails, designed for riders looking for a smooth-rolling singletrack, enduro or all-day trail ride. Titanium's renowned low weight and comfort with a stiffer mainframe than the average titanium XC frame, plus our proven Altitude trail bike geometry, is a potent combination for covering ground in confidence.

Shimano XT brakes and gearing, a Fox F120RL 15mm axle fork and premium finishing kit mean the Altitude TI is competitive in endurance events where durable and dependable parts can't add weight. Nothing compromises the light and fast feel you'll appreciate for years to come, wherever you ride.



Frame only £399.99



-altitude\30

Steel framed hardtails that more than cope with the ups and downs of UK trails. Made from super-strong air-hardening Reynolds 853 steel (Altitude 20 and 30) or trusted Reynolds 520 Cr-Mo (Altitude 00 and 10) to have the ideal blend of stiffness and spring. The Altitude rides with a lively feel in the singletrack and a confident stance on rugged terrain,

20mm through-axle forks on the 853 Altitude 20 and 30 adding to the frame's technical capabilities. Both tubeset and geometry are designed for 100-130mm travel forks and shorter stems, the overall effect is a trail bike with both attitude and elegance.



Frame —Reynolds 520 double-butted Cr-Mo

Fork —Rockshox Recon 351 85-130mm with lockout

Wheels —Alex XCR-100D rims\ Shimano 495 Centre-Lock hubs

Front\Rear Derailleur —Shimano Deore\ Shimano SLX

Shifters —Shimano Deore 9-speed

Chainset —Shimano Deore HTII

Brakes —Shimano BR-M575 discs

SRP £999.99

altitude mountain bike

Frame —Reynolds 520 double-butted Cr-Mo

Front \ Rear Derailleur <u>—Shimano Deore</u>

Fork —Rockshox Tora SL 100mm with lockout

Chainset —Shimano M442 Octalink

Wheels —Alex DP-17 rims\Shimano 495 Centre-Lock hubs

Brakes —Shimano BR-M486 discs

SRP £799.99



-altitude\00



The geometry and Reynolds 520 Cr-Mo tubes of the Altitude 00 and 10 frame combine to prove that the desirable ride feel of a quality steel frame doesn't always come at a high cost. One of `What Mountain Bike' magazine's 12 best bikes of 2009, the Altitude 10 is part of a range that shows that even in 2010, it's hard to beat the feel of a great steel frame.

The Altitude 00 uses the same frame with design details like cowled dropouts and solder-sealed down tube reinforcement taken from the Altitude 853. Add a smooth Rockshox Tora fork with 100mm of air-sprung travel and full Shimano gearing and braking for a ride that's involving, capable and durable.





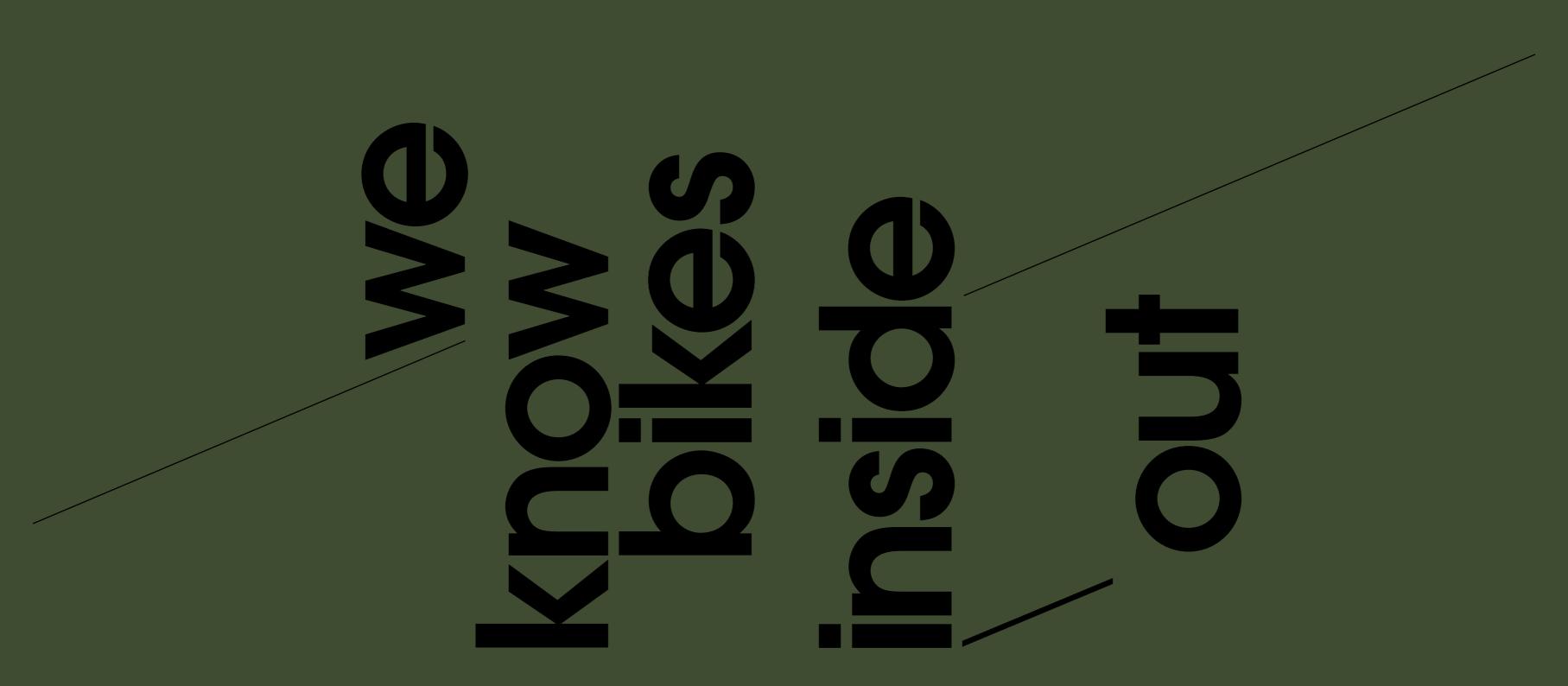
Frame only £399.99



-alpitude

Alpine attitude, an approach to riding that embraces rugged and wild terrain. Big days out involving hike-a-biking and the challenge of riding sections dab-free are where this bike really belongs. Rockshox Revelation 120-150mm travel forks are the perfect match for a high strength-to-weight ratio Reynolds 853 frame with an all-mountain geometry that climbs technical trails as well as it descends them.

The travel-adjustable Alpitude adapts to the terrain, bringing this handling ability to any trail that rewards a dose of attitude. Shimano SLX brakes and double chainset with SLX\XT short-cage derailleurs keep you in total control when the need for focus increases.







-core\50

Core — the aluminium hardtail that's dead-centre, always on target. It's fast, light and accurate with a trail-tested geometry that's capable of taking lines that may surprise you. Tapered and ovalised triple-butted 6069 ALX-9 (Core 40 and 50) or double-butted 6061 (Core 10, 20 and 30) heat-treated aluminium tubes let us tune the

ride feel to avoid harshness as well as keeping the weight down and strength up. The Core frame design needs a durable part list, so all Shimano brakes and gears, SR and Rockshox forks plus details such as spline-axle cranks, 400mm seat posts, shorter stems and wider bars are all standard specifications.

20



Frame —6069 ALX-9 T6 triple-butted aluminium

Fork —Rockshox Recon 351 U-Turn 85-130mm

Front\Rear Derailleur —Shimano Deore\Deore XT

Shifters —Shimano Deore 9-speed

Chainset —Shimano Deore

Wheels —DT Swiss X430D rims \Shimano 495 Centre-Lock hubs Brakes —Shimano BR-M575 discs





Frame —6061 T6 double-butted aluminium

Fork —Rockshox Tora 289 U-Turn 85-130mm

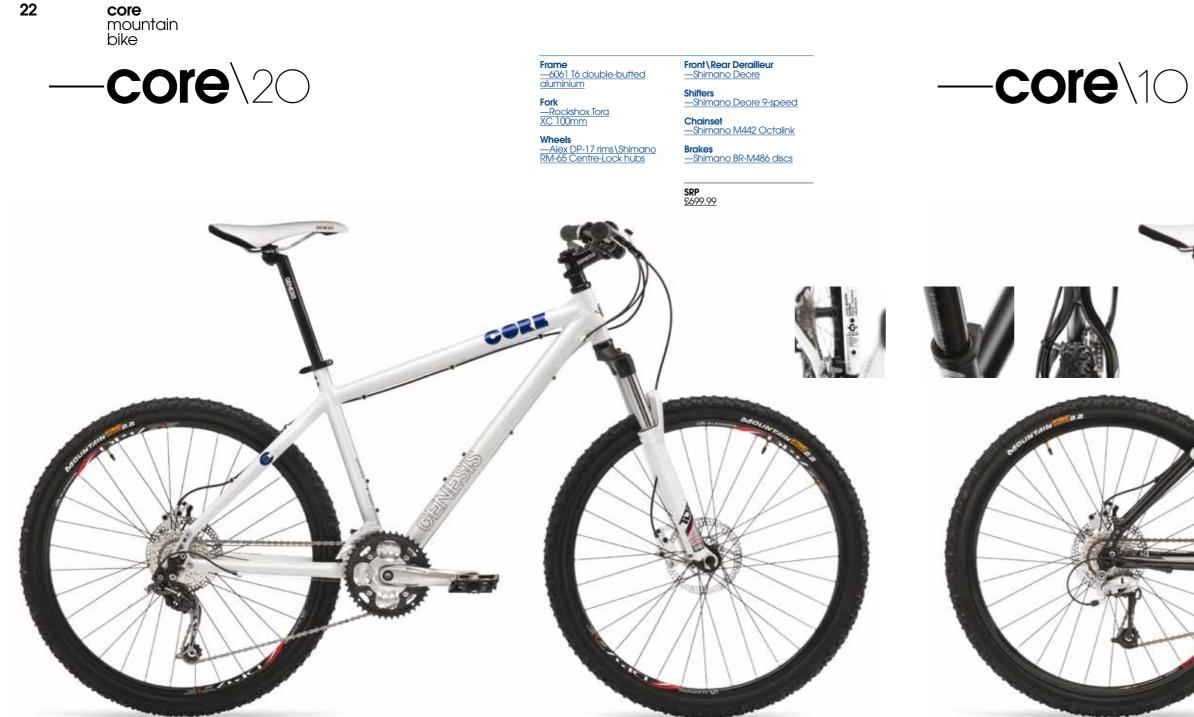
Wheels —Alex DP-17 rims\Shimano 495 Centre-Lock hubs

Front\Rear Derailleur —Shimano Deore

Shifters —Shimano Deore 9-speed

Chainset —Shimano M442 Octalink

Brakes —Shimano BR-M575 discs



Frame --6061 T6 double-butted aluminium

Fork —Suntour XCR-LO 100mm

Wheels —Alex DH-19 rims \Shimano RM-65 Centre-Lock hubs

Front\Rear Derailleur —Shimano Alivio\Deore

Shifters —Shimano Alivio 8-speed

Chainset —Shimano Acera Octalink

Brakes —Shimano BR-M486 discs

SRP £599.99





Frame only <u>£299.99</u>



-abyss

A lower and tougher frame with a slacker attitude that takes the proven Core design a step further. With long forks and shortcage derailleurs, bigger tyres and powerful Shimano SLX brakes, the Abyss is a bike to take trail centre roller-coasters, rides in wild places and play-spot sessions to new levels of fun.

However, don't let the light and efficient feel of the Abyss fool you into thinking it not capable of taking on trails and black runs that are usually the reserve of full-suspension bikes.





-io id

The iO for epic rides in filthy conditions, or simply an alternative to derailleurs? With many of the benefits of a single-speed, plus a range of gears equivalent to an 11-38T rear cassette, the iO ID has reliable 8-speed Shimano Alfine internal drive technology that shifts without pedalling, eliminates chain bounce over rough ground and maintains a constant chain line that laughs off winter mud.

It's also a bit less maintenanceneedy when it's cold, wet and miserable outside so you can spend more time riding before it gets dark. Be out there when others are inside.

io mountain bike

Frame —Reynolds 520 double-butted Cr-Mo

Shifters <u>—NA</u>

Fork —Genesis butted Cr-Mo, 80\100mm-corrected

Wheels —Alex XD-Lite rims\Shimano 525 F, Genesis SS R hubs

Chainset —RaceFace Ride XC 32T

Brakes —Shimano BR-M486 discs



—io



Simplicity brings its own challenges but to some the challenge is irresistible. Up the technology or up your own game? On-off effort, pace blended with power, a different style open to any rider. Slim steel tubes with a use-specific design and a rigid fork demands rider input and brings reward in equal measures.

Do you want to blast through to be first to the bottom of the hill, or would you prefer to find a way of making what's there more involving, more demanding? If you don't look for the easiest way, commitment comes in the form of the iO.











-croix de fer

A subtly-sprung Reynolds 725 heat-treated Cr-Mo frame and Cr-Mo forks with disc brakes make this less 'cross racer, more of the crossing-boundaries type. A bike that could be found taking on all kinds of terrain, the Croix de Fer suits 28c road slicks and guards or the fitted 35c 'cross tyres for country lanes, tracks and byways.

Reliable braking and a tendency toward rear wheel drifts in the wet means there's no such thing as miserable conditions and it's perfectly capable of being one of the fastest bikes along hard-pack trails. A drop-bar bike with fewer limits — there's never a bad time to be riding a Croix de Fer.



34





-vapour

A cyclo-cross bike is a very versatile bike when taken away from the winter chill, the course tapes and the high heart rates. Are you looking for your hour in hell or just 30 minutes of escaping it all on the ride home? The triple-butted 6069 ALX-9 heat-treated aluminium frame and carbon fork makes the Vapour a race-ready frameset.

Shimano takes care of the gearing to keep everything moving until you have to pick it up and run. Light and more rugged than a road bike plus useful frame fittings, the added comfort and cross-terrain ability means the Vapour is a bike for roamers as well as racers.







-day one \cross

In the beginning there were balloon-tyred roadsters. Riders hauled a single gear over high cols and rough-stuffed while covering distances that would earn hardman status today. The Day One is a bike that takes that spirit and sets you up for rides that could take you anywhere.

The geometry suits spinning along miles of towpath, tarmac and trail in comfort as well as lighting up on the singletrack, wet or dry. Mini v-brakes give total control from the short reach, shallow drop bars. Single-speed gearing sets the pace for long rides or short-haul city use. Maintenance goes to the back of your mind and opportunities come to the fore.



Shifters <u>--NA</u>

Chainset —Genesis 42T

SRP £499.99

Fork —Double butted Cr-Mo Wheels —Alex Ace-19 rims\ Genesis flip-flop hubs

Brakes\Brake Levers —Tektro RX-5 mini-V\ Tektro RL-570

Front\Rear Derailleur <u>—NA</u>



-day one



The weekday rush hour — get out of the cans and see the landscape pass by without a window framing it. Cut and paste the terrain, make a trail from the basics. With fewer limits on where you can ride, new routes open up as you roll. Putting influence from every type of bike we to the right line on the trail. know into something that's just right as well as ready for customisation,

the Day One is a bike that's simply fun to ride anywhere, one that rewards skill and vision. The same frame, fork and parts as the Day One drop bar but with a flat handlebar for added attitude that keeps your place in traffic and sticks







Frame only £229.99



equilibrium



A blend of classic materials and a semi-compact geometry is an effective combination for a bike that rewards high-mileage riders and those who value high-speed ride feel over anything else. The Reynolds 520 frame tubes, slim stays and carbon fork reduce road buzz to a minimum and the handling lets you get on with keeping the pace up,

reacting less to road feedback and more to rider input. Backed by Shimano 105 10-speed shifting when it's time to make a move, the Equilibrium is at home in the Sunday morning bunch and crossing alpine cols, a bike which reveals more of its well-balanced character the longer you stay in the saddle.





-dether20

Compare our roads to the arenas of European road racing — more like Belgian spring classic terrain than the race-track tarmac of Italy and France. They're steep in places with blind corners, uneven surfaces and sunken grid covers. But the sweeping curves of the back roads and a fast descent reward the work put in on the climbs. If you don't want to have to slow down,

you need confidence in a bike's handling, confidence that adds the ability to carry momentum and maximise your input. Perhaps you also look at the road as another type of trail, to be ridden year-round, it's the road to anywhere so open options for mudguards or bigger tyres are essential. For us, there's always a space in the garage for a bike like this.

Frame

Shifters —Shimano 2300 STI 8-speed

<u>—6069 ALX-9 T6 triple-butted</u> <u>aluminium</u>

Chainset -TruvativTouro compact 34\50T

Fork —Carbon blades\aluminium steerer, with eyelets Brakes\Brake Levers —Tektro BR356 57mm\ Shimano 2300 STI levers

Wheels —Alex R450 rims \Shimano 2200 hubs

Front\Rear Derailleur —Shimano 2300\Shimano Sora 5599.99



-aether\10

Genesis road bikes have steering and positioning geometry designed for comfortable power output that adds confidence and a natural flow callipers means 28c tyres fit to road riding, creating a bike that won't fidget for attention and handles with commitment. The Aether series use a light triple-butted the Aether series is how road bikes 6069 ALX-9 heat-treated aluminium should be. frame with a carbon fork with aluminium steerer tube that is

matched in terms of low weight and comfort\stiffness balance. Increased clearance from deep-drop brake alongside mudguards and a rack for a credit-card tour. For those of us who don't have a team contract,





Frame & fork £279.99







Brand new and still retro, the Flyer's slim Reynolds steel frame and single gear hint at the past as well as benefiting from a contemporary geometry and component mix that makes for a highly involving ride however fast the gear is turning. The Flyer has a lugged fork and the frame includes a classic seat clamp

lug, track ends with built-in chain tension screws and removable cable guide clips, plus just one set of bottle mounts to keep it clean and simple. The bottle mounts are on the seat stay because on a Friday night social ride, we wouldn't put a bottle of something nice anywhere else.



frame sets genesis bikes

frame sets

We offer frames as a starting point for your perfect custom-build as well as complete bikes as an example of how they can be specified.

Choose between Reynolds steel, premium grade aluminium or 3\2.5 titanium; road, mountain or singlespeed — all with Genesis ride-tested and size-variable tube selection and unique geometries that give our bikes such addictive handling.

A guarantee for the duration of the first ownership means we stand behind our frames. Ask your Genesis dealer or email us at <u>genesisbikes.co.uk</u> for any more information about component recommendations or frame use.

Alpitude Reynolds 853 double-butted air-hardening steel. For 130-150mm travel forks and 50-70mm stems. A go-anywhere moto-enduro hardtail, built to take on the toughest terrain up or down hill. A geometry that climbs with tenacity even with long.

forks fitted, plus a high

Abyss 6061 triple-butted heattreated aluminium. The proven tubular aluminium construction of this stiff, light, and durable main-frame is more shock absorbing than you might expect and matches the comfort from the shaped rear stay design.

iO

Reynolds 520 double-butted Cr-Mo. For 445-450mm long rigid or 100mm travel suspension forks. A dedicated single-speed only frame design with geometry designed for capable handling when using shorter forks and rider positioning suited to seated spinning

Altitude TI

Cold-drawn, seamless 3V12.5AI titanium. The highest Attitude. Light at under 3.5lbs for a 19" frame, stiff under power, recommended for 100-120mm travel forks and with plenty of mudroom and downtube guard mounts, all-in-all it's a contender for most Ideal UK trail hardtail for classic mountain biking, endurance racing and singletrack hammering.



Altitude 30

Reynolds 853 double-butted air-hardening steel. For 100-130mm fravel forks and 70-90mm stems. A perfect middle-ground between race-light and all-mountain, the 853 Attitude is one tough trail hardtail, a versatile frame that has the overall spring that feels like steel should while retaining enough stiffness in the front triangle to avoid being bounced off-line in demanding terrain. Down-tube cable routing keeps the lines clean, losing a section of cable outer in favour of a low-friction guide that gives less cable drag in wet conditions.



strength-to-weight tubeset that is tuned to feel resilient and planted mean this ride tames technical trails. A lowered top tube gives added clearance for a wider range of saddle heights and the rear end has clearance for 2.4" tyres.



A dedicated 140mm fork geometry sets up an equally capable climbing and descending position. An Alpitude-style lowered top tube and chain device mounts hint at the technical handling ability of the Abyss.



and out-of-the-saddle climbing. A slightly higher BB for a given fork length than the Altitude gives a bit more room to keep cranking on the climbs. Top-of-top tube brake hose guides make shouldering the bike more comfortable.



road frame that draws its influences from a long line of steel racing bikes as well as modern sportive, audax and race bikes. Deep-drop calliper brakes and eyelets for mudguards or a 3-point rack make this a bike that goes any distance.



54

-geometry

The detailed stuff that turns a quality tubeset into a great handling bike. Small changes in these numbers can make tangible improvements to weight distribution or handling ability, yet overall balance is more important than any one measurement alone.

With a wide range of variables to play with and experience from developing different frame types, the geometry of Genesis frames is something that we spend as much time on as is necessary to tune the ride characteristics to be just the way they need to be. All measurements in mm unless stated. MTB frame angles and BB heights taken with approximately 25% fork travel as sag.



Altitude 00 with 100mm fo	ork travel 1 actual centre to top mm	2 top tubo borizontal	3 head tube		E soat angle) degrees	6 chainstay length	7 BB height
lamed size—inches 6"	405	570	100	4 head angle \ degrees	5 seat angle \ degrees 74	423	305
6″ 7.5″	405 445	585	100 110	71 71 71 71 71	74 74 74 74 74	423 423	305 305
9″ 0.5″	480 520	600 615	120 135	71	74	423 423	305 305
				71	/4	425	300
lamed size—inches	anium; Altitude 853 and Titani 1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB height
6″ 7.5″	405 445	570 585	100	70	73	423 423 423	310 310
7.5 9″	445 480	585 600	110 120	70	/3 73	423	310
0.5″	520	615	135	70 70 70 70	73 73 73 73 73	423	310
Alpitude, Alpitude 853 fro	me with 140mm fork travel						
lamed size—inches	1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB height
6.5″ 8″	420 460	578 592	110 115	68.5 68.5	73 73	425 425	312 312
		072	110	00.0	70	420	012
Core 10, 20 with 100mm t Named size—inches	1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB height
6″	405	565	100	71	74	420	305
7.5″ 9″	445	580	110	71	74 74	420	305
9 20.5″	480 520	595 610	120 135	71 71 71 71	74 74	420 420	305 305
Core 30, 40, 50 with 120m							
lamed size—inches	1 actual centre to top mm	2 top tube-horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB height
6″ 7.5″	405 445	565 580	100 110	70 70 70 70 70	73 73 73 73 73	420 420	310 310
7.5 9″	445	595	120	70	73	420	310
0.5″	520	610	135	70	73	420	310
Abyss with 140mm fork tr	avel						
lamed size—inches 6.5"	1 actual centre to top mm 420	2 top tube—horizontal 578	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length 425	7 BB height 312
8″	460	578 592	115	69	73 73	425	312
	45-450mm rigid fork or 100mr	m fork travel					
lamed size—inches	actual centre to top mm	top tube—horizontal 570	head tube	head angle \ degrees	seat angle \ degrees 73.5	chainstay length	BB height
6"	405		100	70.5	73.5	420	312
7.5″ 9″	445 480	585 600	110 120	70.5 70.5	73.5 73.5	420 420	312 312
0.5″	520	615	135	70.5	73.5	420	312
Croix de Fer							
lamed size—inches	1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees 74.5	6 chainstay length	7 BB drop from axle li
4	520 540	538 545	120 135	71 71	74	425 425	65 65
6	560	560	145	71.5	73.5	425	65 65
i2 i4 i6 i8	580 600	567 575	155 165	71.5 72	73.5 73 73	425 425	65 65
	000	5/5	100	12	73	420	00
/apour lamed size—inches	1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head anale\ dearees	5 seat angle \ degrees	6 chainstay length	7 BB drop from axle l
52	1 actual centre to top mm 520		100	72	73.5	425	65
4	540	550	100	72	73	425	65
i2 i4 i6 i8 i0	560 580	560 570	122 142	72	73	425 425	65 65 65 65
õ	600	585	160	4 head angle \degrees 72 72 72 72 72 72 72	5 seat angle \ degrees 73.5 73 73 73 73 73 73	425 425	65
Day one							
lamed size—inches	1 actual centre to top mm 520	2 top tube-horizontal	3 head tube 125	4 head angle \ degrees 71.5	5 seat angle \ degrees 74	6 chainstay length 415	7 BB drop from axle
52	520	550	125	71.5	74 74	415	64
6	560	550 555	135 150	71.5	74	415	64
24 56 58 50	580 600	565 575	165 185	71.5 71.5 71.5 71.5	74 74	415	64 64
	000	575	100	/1.0	/4	415	04
Aether, Equilibrium Named size—inches	1 actual centre to top mm	2 top tube—horizontal	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB drop from axle
22 54 56	490	538	132 140	72	74	413	70
4	510	545	140	72	74	413	70
0 58	530 550	555 565	150 160	72 72 72 72 72 72 72 72	73.5 73.5	413 413	70 70
50	570	575	170	72	73.5	413	70
lyer							
lamed size—inches	1 actual centre to top mm	2 top tube—horizontal 533	3 head tube	4 head angle \ degrees	5 seat angle \ degrees	6 chainstay length	7 BB drop from axle
2 24	520 540	533 545	120 130	72.5	75 74.5	398 398	66 66
52 54 56 58 50	560	552	145 160	73	74.5	398	66
58	580 600	560 573	160 175	72.5 72.5 73 73 73	74.5 74	398 398	66 66 66 66
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