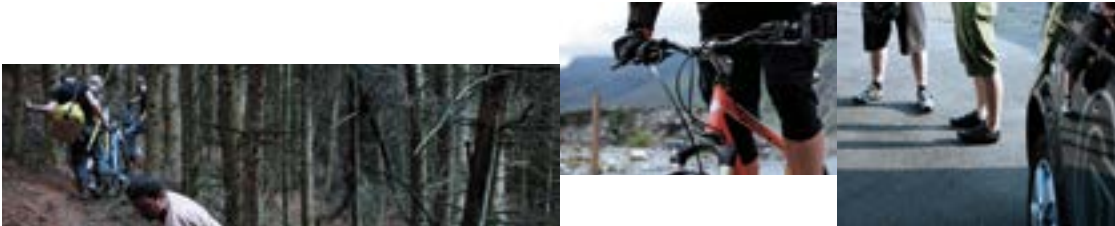




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mountain bikes
latitude / core
altitude / alitude



latitude \ Ti XT

The Latitude Ti is the most technically advanced frame in the Genesis range. At a quick glance it may just look like any other titanium hardtail frame, but we can assure you that every tube, weld and frame feature has been designed and engineered from scratch to offer the ultimate trail ride. Created from custom drawn 3Al \ 2.5V grade 9 titanium tubesets, incorporating features such as an XX44 headtube, taper-oval double butted top tube, triple butted downtube and asymmetric chainstays. Available as an XT spec full bike, or frame only.

- Frame**
—Ti w \ XX44 Headtube & 2x10 c \ stay plate
- Fork**
—Rockshox Reba RL 120mm Tapered Steerer, 15mm Thru Axle
- Wheels (rims \ r hub \ f hub)**
—DT X430 \ Shimano SLX M668 \ M665
- Shifters**
—Shimano XT SL-M780 10spd
- Derailleurs Rear \ Front**
—Shimano XT RD-M780 10spd \ Shimano XT FD-M780 10spd
- Chainset**
—Shimano XT FC-M780 42 \ 32 \ 24 10spd
- Brakes \ Brake Levers**
—Shimano XT BR-M785 \ Shimano XT BL-M785
- Sizes**
—15, 17, 18, 20"

SRP
£3,199.99



latitude



There is nothing like the feel of a good steel hardtail off road. The latest generation Latitude frame features gusset free, triple butted Reynolds 853 DZB top and down tubes mated to a Reynolds 631 XX44 compatible head tube. The asymmetric chainstay design gives room for 2.4" tyres and 2x10 drivetrains. A frame which is both light and stiff while retaining comfort for all day epic rides. The classic UK hardtail redefined.

Frame
—Reynolds 853 heat-treated air-hardening steel

Fork
—Rockshox Recon Gold RL Solo Air 120 mm 20 mm Maxle

Wheels (rims \ r hub \ f hub)
—DT Swiss X430D 32H \ Shimano Deore \ SLX 20 mm axle Centre-Lock

Shifters
—Shimano Deore 9-speed

Derailleurs Rear \ Front
—Shimano XT \ Shimano Deore

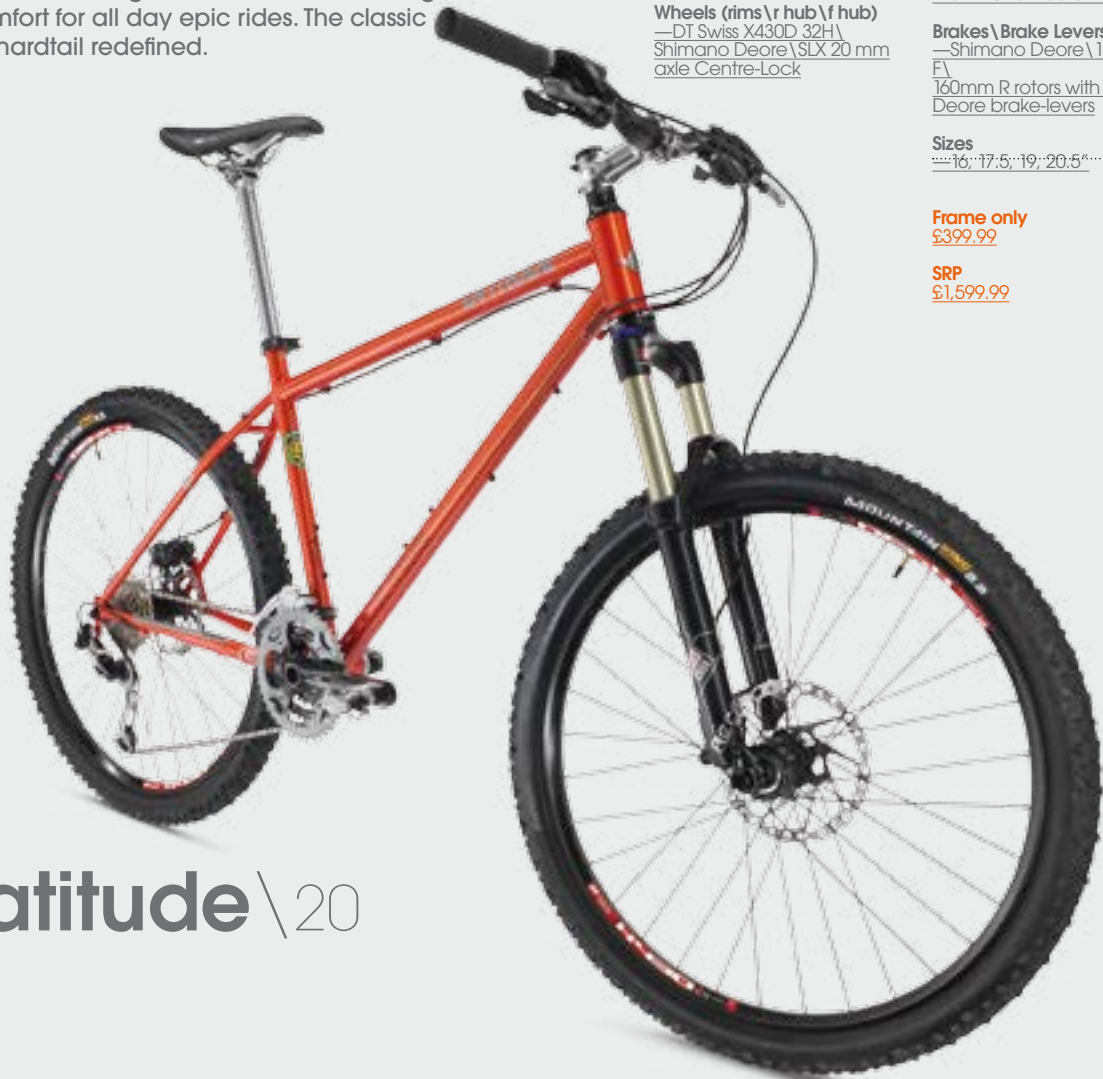
Chainset
—Shimano Deore 44-32-22T

Brakes \ Brake Levers
—Shimano Deore \ 180mm FV \ 160mm R rotors with Shimano Deore brake-levers

Sizes
—16, 17.5, 19, 20.5"

Frame only
£399.99

SRP
£1,599.99



latitude \ 20



latitude \ 30

Frame
—Reynolds 853 Steel w \ XX44 Headtube & 2x10 c \ stay plate

Fork
—Rockshox Reba RL 120mm Tapered Steerer, 15mm Thru Axle

Wheels (rims \ r hub \ f hub)
—DT X430 \ Shimano SLX M668 \ M665

Shifters
—Shimano SL-M591 10spd

Derailleurs Rear \ Front
—Shimano RD-M780 10spd \ Shimano FD-M590 10spd

Chainset
—Shimano FC-M552 44 \ 32 \ 24 10spd

Brakes \ Brake Levers
—Shimano BR-M596 \ Shimano BL-M596

Sizes
—16, 17.5, 19, 20.5"

SRP
£1,799.99



latitude \ 10



- Frame**
—Reynolds 520 Steel

Fork
—Rockshox Recon Gold TK
120mm, 15mm Thru Axle

Wheels (rims \ r hub \ f hub)
—Alex FD-19 \ Shimano SLX
Front M668 \ M435 Rear

Shifters
—Shimano SL-M590 9spd
- Derailleurs Rear \ Front**
—Shimano RD-M662 9spd \
Shimano FD-M590 9spd

Chainset
—Shimano FC-M430
44 \ 32 \ 23

Brakes \ Brake Levers
—Shimano BR-M446 \
Shimano BL-M505

Sizes
—16, 17.5, 19, 20.5"

SRP
£1,199.99

latitude \ 00



- Frame**
—Reynolds 520
double butted Cr-Mo

Fork
—Rockshox Recon Silver
K 100 mm alu

Wheels (rims \ r hub \ f hub)
—Alex DP-17 32H \ Shimano
RM-65 Centre-Lock

Shifters
—Shimano Deore 9-speed
- Derailleurs Rear \ Front**
—Shimano Deore
Shadow \ Shimano Deore

Chainset
—Shimano Alivio Octalink
44-32-22T

Brakes \ Brake Levers
—Shimano BR-M445 \
160mm rotors with Shimano
BL-M445 brake-levers

Sizes
—16, 17.5, 19, 20.5"

SRP
£849.99





2011 was our first season as headline sponsors of the Genesis Yak Attack race, the highest mountain bike race on earth.

To make things sweeter for us Ajay Chhetri was crowned the 2011 Genesis Yak Attack winner after riding throughout the endurance race on a Genesis Latitude Ti. Billed as the most brutal mountain bike race on earth that “destroys bikes, devours bodies and breaks minds”, the Latitude Ti proved more than capable of the challenge and is a testament to the quality of the bike.

The Genesis Yak Attack, which took place in March, is the ultimate endurance event testing both riders and their bikes, featuring more than 400km of the most brutal mountain biking trails on earth, with more than 9000m of climbing and peaking at 5,416m.



latitude Ti XT genesis yak attack — 11



Everest Summit
June 2011

During the 11 stages, competitors battled over some of the toughest Himalayan trails, enduring extremes of temperatures, from a sweltering 44C on the second stage, to -15C on stage nine. For the fifth year running, the Nepali riders battled for the top ranking positions, with no international rider getting a look in.

Overall winner Ajay Pandit Chhetri won a Genesis Core MTB for finishing in first place and generously gave it to his best friend and fifth place finisher, Narayan Gopal Maharajan, whose bike had definitely seen better days.





altitude \ frame

Our long-travel, Alpine-influenced 853 steel hardtail Frame. Complete with XX44 head tube for taper-steerer, and a top tube that optimises both lateral stiffness and overall comfort. An asymmetric chainstay design gives room for 2x10 drivetrains and 2.4inch tyres.

DH stable and still all-day ride compatible. For riders with Alpine attitude, this may be the lightest taper-steerer compatible 140-160mm frame available.

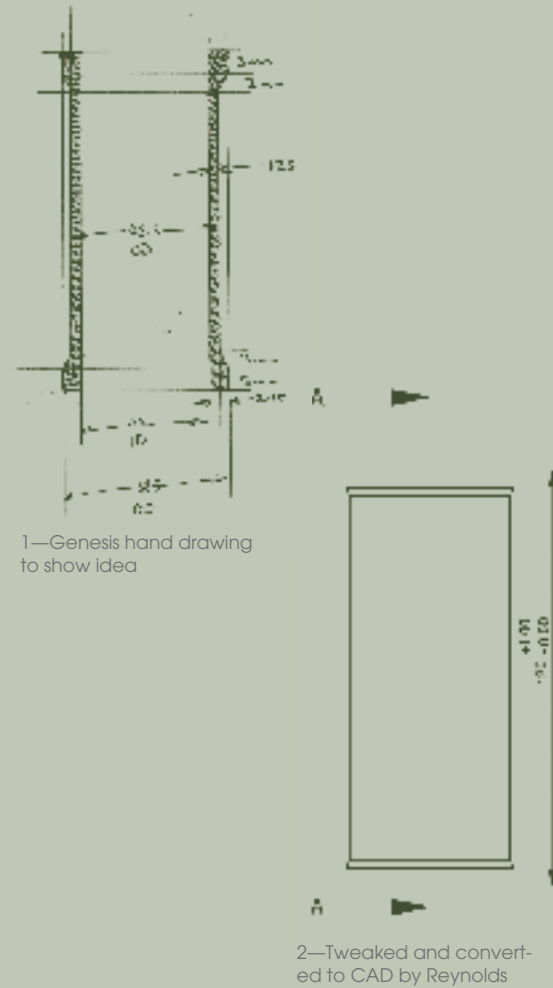


Frame
—Reynolds 853 heat-treated,
air-hardening steel

Sizes
—16.5, 18, 19.5"

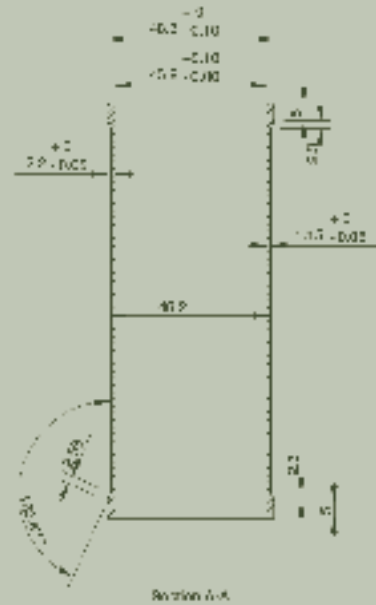
SRP
\$429.99





Reynolds enjoy the challenge of working with new Genesis frame designs. Starting with high performance metals, we collaborate to optimise the predicted weight, fatigue and ride quality – and that may require changes in shape or size from our standard tubing. Genesis designs are probably closer to our typical “hand-built” market than a traditional large scale brand.

Keith Noronha – MD, Reynolds



At Genesis we are very fond of steel and it's throughout our range. Why do we love steel so much? Quite simply it's a fantastic material to make bicycles from and its properties offer many benefits to both frame designers and ultimately the rider.

Steel is strong, very strong, which means tubes can be made extremely thin walled which gives the frame a lovely comfortable ride, but a ride which is also alive, beautiful and engaging. It's a connection to the bike that anyone who has ridden a good steel-frame will know about. Its high strength means simple narrow tubes can be used which give a lovely clean aesthetic, which is both functional and beautiful.

We work closely with Reynolds in the UK to incorporate modern bicycle standards into their steels, a fantastic example of this is the XX44 steel headtube which was dreamt up here at Genesis, but it was Reynolds who were able to make it a reality for us. A simple design which allows modern tapered steerer suspension forks to be fitted to a classic steel hardtail frame. We are proud to work with Reynolds, and with their help we will continue to evolve and create frames that are truly class leading.

Dom Thomas – Genesis Bike Designer



Reynolds Technology



core \ 26.5

The Cores are our range of hard riding alloy hardtails. From the Core 26.1 beginners mountain bike, through to the hard hitting triple butted Core 26.5, the Cores offer a great mix of technical handling ability, low weight, comfort and all round trail performance.

Our top model Core in 2011 won the 'Mountain Biking UK' magazine 'hardcore hardtails group test' with a nearly perfect 4.5 out of 5. They said "Blending the lithe ride quality and subtle responses of a cross country bike with the precise steering and extra strength of a hard-hitting trail bike is a stroke of genius". We think that sums up the Core bikes pretty well.

Frame
—6069 triple butted aluminium
w\ Tapered Headtube

Fork
—Rockshox Reba RL 120mm,
Tapered Steerer, 15mm Thru
Axle

Wheels (rims \ r hub \ f hub)
—Alex FD-19 \ Shimano SLX
Front M668 \ M435 Rear

Shifters
—Shimano SL-M591 10spd

Derailleurs Rear \ Front
—Shimano RD-M663 10spd \
Shimano FD-M590 10spd

Chainset
—Shimano FC-M590 44 \ 32 \ 24
10spd

Brakes \ Brake Levers
—Shimano BR-M666 \ Shimano
BL-M666

Sizes
—16, 17.5, 19, 20.5"

SRP
£1,299.99



core \ 26.4



Frame
—6069 triple butted aluminium w\ Tapered Headtube

Fork
—Rockshox Recon Gold TK 120mm Tapered Steerer, 15mm Thru Axle

Wheels (rims \ r hub \ f hub)
—Alex FD-19 \ Shimano SLX Front M668 \ M435 Rear

Shifters
—Shimano SL-M590 9spd

Derailleurs Rear \ Front
—Shimano RD-M663 9spd \ Shimano FD-M430 9spd

Chainset
—Shimano FC-M590 44 \ 32 \ 22

Brakes \ Brake Levers
—Shimano BR-M596 \ Shimano BL-M596

Sizes
—16, 17.5, 19, 20.5"

SRP
£1,099.99



core \ 26.3



Frame
—6061 double butted aluminium

Fork
—Rockshox Recon Gold TK 120mm

Wheels (rims \ hubs)
—Alex ACE-18 \ Shimano RM66

Shifters
—Shimano SL-M430 9spd

Derailleurs Rear \ Front
—Shimano RD-M663 9spd \ Shimano FD-M430 9spd

Chainset
—Shimano FC-M430 44 \ 32 \ 22

Brakes \ Brake Levers
—Shimano BR-M446 \ Shimano BL-M445

Sizes
—16, 17.5, 19, 20.5"

SRP
£849.99



core \ 26.2



Frame
—6061 double butted aluminium

Fork
—Rockshox XC32 TK 120mm

Wheels (rims \ hubs)
—DT Swiss X430D 32H \ Alex ACE-18

Shifters
—Shimano SL-M430 9spd

Derailleurs Rear \ Front
—Shimano RD-M591 9spd \ Shimano FD-M390 9spd

Chainset
—Shimano FC-M391 44 \ 32 \ 22

Brakes \ Brake Levers
—Shimano BR-M446 180mm \ Shimano BL-M445

Sizes
—16, 17.5, 19, 20.5"

SRP
£699.99



core \ 26.1



Frame
—6061 double butted aluminium

Fork
—XCR-Lo 100mm

Wheels (rims \ hubs)
—Alex ACE-18 \ Shimano RM35

Shifters
—Shimano SL-M390 9spd

Derailleurs Rear \ Front
—Shimano RD-M390 9spd \ Shimano FD-M390 9spd

Chainset
—Shimano FC-M391 44 \ 32 \ 22

Brakes \ Brake Levers
—Shimano BR-M446 \ Shimano BL-M445

Sizes
—14, 16, 17.5, 19, 20.5"

SRP
£549.99





core\24

The Core 24 is an all new model for 2012 and is a bike aimed at young adults who are beginning to enjoy off road riding and who will benefit from features such as Hydraulic disc brakes and a well functioning suspension fork. This is a great little bike that shares the same ride qualities as its bigger brother. Despite its small size, it's a very capable bike and if your son or daughter is keen to get into mountain biking then the Core 24 will help to develop their riding.



Frame
—6061 double butted
Aluminium

Fork
—Suntour XCR 24, 63mm

Wheels (rims\hubs)
—Alloy\Shimano M475

Shifters
—Shimano SL-M360 8spd

Derailleurs Rear\Front
—Shimano RD-M360 8spd\
Shimano FD-M190

Chainset
—SR Suntour XCT Jnr
42\32\22 152mm

Brakes\Brake Levers
—Shimano BR-M445\
Shimano BL-M445

Sizes
—12"

SRP
£549.99



core all biked up

All Biked Up have been providing progressive MTB skills training in the heart of the Surrey Hills for the last 10 years. Having helped develop a skills training methodology that underpins the nationally recognised CTC Skills Instructor award scheme, All Biked Up have become renowned for a simple but effective, no nonsense approach to training that helps riders at all levels discover new skills and get more from their riding.

In selecting a bike that would be up to the rigours of the riding in the Surrey Hills to make up our hire fleet, we wanted a bike that would reflect our own high standards, and provide a reliable, unfussy, understated solution to the task at hand.

With many of the bikes we tested as potentials for the fleet, the compromises that had been made to meet a price point were obvious (and numerous). Not so with the Genesis Core 20. The Core 20 is a bike that performs well beyond its price tag. The geometry and build quality of the frame provides a solid platform that fosters confidence, plus the components and finishing kit put to shame its price point rivals.

At the heart of any great ride is a reliable bike that performs every time and won't let you down when the going gets tough. Straight from the box the Core range meet and exceed expectations. Intelligent design, quality components and attention to detail all combine to provide a range of bikes that All Biked Up are happy to recommend, rely upon, and ride themselves.

Richard Kelly, All Biked Up



Glenmore Lodge, Scotland's National Centre for Mountain Sports, sits right at the heart of Scotland and right at the heart of some of the best off riding in the whole of the UK. Based in the Cairngorm National Park it is surrounded by Native pine forest, high mountain plateaus, famous rivers and mile upon mile of trails. There's a great variety of trails, from man-made technical routes through to some of the most amazing wild riding available in the UK.

We run a wide program of MTB courses designed to inspire you to get out on your bike, hone your personal riding skills, qualify you to lead others or teach you how to maintain and fix your precious possession.

Because of these different demands we needed bikes that would work with all our customers and on all types of terrain.

We chose Genesis Cores and Latitudes for this and the guys over at Genesis were only too happy to supply them. We have Genesis bikes for our customers and Genesis bikes are used by loads of our staff. We ride them at work, to work and on our time off. We wouldn't change.

Al Gilmour, Instructor, Head of Mountain Biking, Glenmore Lodge



core glenmore lodge





io id

When life becomes hectic and busy, you really value a few hours escape on the bike at the weekend, so when every minute of pedalling is precious you want a bike you know will be working perfectly every time you grab it from the garage. The Alfine equipped io id is a super reliable steel framed mountain bike that will never demand to be looked after, but it will demand to be ridden harder and further every time you jump aboard. Available with either 8 or 11 speed Alfine hubs.



- Frame**
—Reynolds 520 Steel
- Fork**
—Rockshox Recon Gold RL Solo 100mm
- Bottom Bracket**
—Raceface
- Wheels (rims\r hub\ f hub)**
—DT X430\ Shimano Alfine SGS-501 8spd\ M595 Front
- Chainset**
—Raceface RIDE XC 32t
- Chain**
—Shimano CN-HG50
- Brakes\ Brake Levers**
—Shimano BR-M595\ Shimano BL-M595
- Tyres**
—Continental Mtn King Folding
- Sizes**
—16, 17.5, 19, 20.5"

SRP
£1,319.99 8spd
£1,499.99 11spd





At 9am on June 10th 2011, Will Snow, a supply teacher from Newtonmore, Scotland, began the 2011 Tour Divide, an ultra-cycling race that follows a 2745-mile route down the Rockies from Canada to Mexico with a total ascent of 200,000 feet.

'The Tour Divide challenge: Cycle the Great Divide Mountain Bike Route end-to-end, as fast as possible in a solo, self-supported fashion'. With this one guiding principle in mind I knew I'd need a reliable bike. Bothy Bikes near Aviemore highly recommended the model they use for their hire fleet, a Genesis io id. Genesis Bikes then very kindly offered to support me by providing an 11-speed model to ride during the event.

Now that I've done this I'm delighted to be able to report back on how well the bike performed. The io id undoubtedly made this race achievable for me. I hardly incurred any expense or hassle whilst most other competitors spent hundreds of dollars on replacement parts and repairs.

io id tour divide



A few had to walk colossal distances in search of a bike shop. The fact that I had 4 weeks of uninterrupted riding in adverse conditions without a single mechanical hitch (apart from a tyre change in Colorado and one puncture in New Mexico) is testimony to the reliability of this bike.

Will reached Antelope Wells on the Mexican border in 27 days, averaging 101.66 miles a day.





cross bikes croix de fer vapour/day one





croix de fer

The Croix de fer has become synonymous with the Genesis brand. When we first introduced this steel cross bike to the range back in 2010 we were unsure how it would go down with our dealers and with the riding public, but it has been one of our very greatest success stories. Equally well suited to winter commuting on the roads or hammering down sun baked bridleways or even exploring the world, it's a versatile and beautiful bicycle that crosses many boundaries.



Frame
—Reynolds 725 Steel

Fork
—Cr-Mo

Wheels (rims\hubs)
—Alex XD-Life\Shimano Tiagra

Shifters
—Shimano Tiagra 10spd STI

Derailleurs Rear\Front
—Shimano Tiagra 10spd\
Shimano Tiagra 10spd

Chainset
—Shimano Tiagra Compact

Tyres
—Continental Cyclocross Race

Brakes\Brake Levers
—Avid BB-7\Shimano Tiagra STI

Sizes
—52, 54, 56, 58, 60cm

SRP
£1,099.99



One woman, three men, 14 days, 1600 miles, two continents and one massive volcano. The mountains, and ultra distance riding, is what gets me out of bed in the morning. That combined with a deep love of the Arctic makes the prospect of riding Iceland pretty compelling. The idea is simple, in 14 days we'll ride the entire 1600 mile coastal road network of Iceland, one third of the way round we'll ditch the bikes and climb Hvannadalshnjúkur, Iceland's highest volcano.

As gear freaks, pushing ourselves and kit to the limit is what we enjoy. Training has consisted of big mileage week after week, and a 500 mile 4 day tour of the Alps. As a clothing and equipment developer for Montane I value excellence of design, detail, quality and durability and that's why I chose the Genesis Croix Der Fer as our bikes for Iceland.

In training the bike has proven itself already and continually impresses. The weather — with the north Atlantic throwing its finest wind at us — will be consistently demanding, riding 1000 of the 1600 miles on gravel roads in a volcanic landscape will be harsh and the long distances, day after day, will test us. We may find it a challenge, but we're confident the Croix Der Fer will more than cope.

Paul Cosgrove, Product Manager, Montane
Icemen are supported by MONTANE and GENESIS.



croix de fer montane icemen





vapour\10

Cyclocross is a strange discipline, you either love it, or you simply don't understand it! Basically an hour of absolute hell, usually in the mud and the rain, where it's simply unacceptable to give anything less than 110% for 60 long minutes. Our race ready Vapours are put together from ALX-9 6069 triple butted tubes and come with an aluminium/carbon fork. Key features include bags of mud clearance, plus top tube cable routing for easy shouldering on those impossible to ride sections.



Frame
—6061 Aluminium

Fork
—Carbon

Wheels (rims\hubs)
—Alex DF-23\Shimano
Tiagra

Shifters
—Shimano Tiagra 10spd STI

Derailleurs Rear\Front
—Shimano Tiagra 10spd\
Shimano Tiagra 10spd

Chainset
—Shimano Tiagra Compact

Tyres
—Continental Cyclocross
Race

Brakes\Brake Levers
—Tektro CR-520 Cantilever
Shimano Tiagra STI w\Tektro
Top mount

Sizes
—52, 54, 56, 58, 60cm

SRP
£999.99





vapour disc

During the 2010 – '11 cyclocross race season disc brakes became UCI legal. So we went to the drawing board and came up with a disc specific version of our Vapour frame. This bike comes specced with the new Shimano CX50 cyclocross chainset as well as the best in the business Avid wire pull BB7 disc brakes. The Vapour is light enough for sportives and the rear rack and guard eyelets means it's the perfect weekend tourer also. Can you justify a cross bike? You can when a bike is this versatile.



Frame
—6061 Aluminium

Fork
—Carbon

Wheels (rims\r hub\ f hub)
—Alex XD-Life\Shimano M475

Shifters
—Shimano Tiagra 10spd STI

Derailleurs Rear\Front
—Shimano Tiagra 10spd\
Shimano FD-CX70
Cyclocross

Chainset
—Shimano FC-CX50
Cyclocross 46\36

Tyres
—Continental
Cyclocross Race

Brakes\Brake Levers
—Avid BB-7\Shimano Tiagra STI

Sizes
—52, 54, 56, 58, 60cm

SRP
£1,199.99





A route which has often intrigued me is the Ridgeway, an ancient path which is 87 miles long and runs from Ivinghoe Beacon to Overton Hill near Marlborough.

With April being dry and warm there was no better time to tackle it and my choice of weapon was the Vapour 10. Some easy road miles to the start of the route were followed by the more exciting (but definitely more exhausting!) section of the ride as it climbed over the Chiltern's finest viewing spots. On the only section that the gearing wouldn't cope with, the Vapour was the ideal bike to shoulder for a few hundred metres.

The route turned from trail to byways of sun baked chalk interspersed with short sections of single track and a few linking road miles as it headed towards the Thames River at Goring. A picturesque segment of the journey through the villages of Goring and Streatley marked the halfway point in the ride, and no better time to a get some good hearty grub.

vapour disc chilterns and beyond



After re-fuelling it was back onto the undulating chalk paths as they head towards the Vale of the White Horse, which was dotted with Roman Hill forts and some truly stunning views.

Two huge mounds signified the end of the route, and all that was left to do was to steadily meander through the 15 miles of lanes back to Swindon and my train home. 114 miles in the saddle, 7200ft of climbing, not a bad days work on the Vapour.

Chris Starling – Genesis Brand Manager





day one \alfine 11

A bike inspired by Vin Cox's round the world record. A classy and lightweight Reynolds 853 frameset which offers all day comfort and reliability that only comes from steel. Virsa shifters have allowed us to use an 11 speed Alfine hub with drop bars for all day efficiency. We think this is the most handsome, but also the most versatile bike in our 2012 range, it's perfectly suited to anything from a daily commute to a few months getting lost in Europe and exploring the beautiful world around us.



Frame
—Reynolds 853 Steel

Fork
—Cr-Mo

Wheels (rims \r hub \f hub)
—Alex CXD \Alloy Disc Fr \Alfine 11spd Rear

Shifters
—Virsa 11spd Sti

Rear Derailleur
—Alfine

Chainset
—Driveline 40t 3 \32"

Tyres
—Continental Ultra Gatorskin

Brakes \ Brake Levers
—Avid BB-7 \ Virsa Sti

Sizes
—52, 54, 56, 58, 60cm

SRP
£1,699.99

day one \alfine 8

The Day One Alfine 8 returns for another year and we've decided not to change much as this was probably our most successful bike in 2011. Originally conceived for conquering long distance paths, this bike has become a super commuter in its own right. Stand beside any cycle highway in London at rush hour and I can guarantee you will see at least one of these elegant orange steeds fly past.



Frame
—Reynolds 520 Steel

Fork
—Cr-Mo

Wheels (rims \ r hub \ f hub)
—Alex XD-Lite \ Alloy DiscFr \
Alfine 8spd Rear

Shifters
—Virsa 8spd Sti

Rear Derailleur
—Alfine

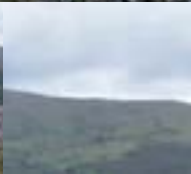
Chainset
—Driveline 40t 3 \ 32"

Tyres
—Continental Cyclocross
Race

Brakes \ Brake Levers
—Avid BB-5 \ Virsa Sti

Sizes
—52, 54, 56, 58, 60cm

SRP
£1,099.99



day one \ cross



- Frame**
—Reynolds 520 Steel

Fork
—Cr-Mo

Wheels (rims \ r hub \ f hub)
—Alex DF-23 \ Alloy w \
Flip-Flop Rear
- Chainset**
—Driveline 42t 3 \ 32"

Tyres
—Continental Cyclocross
Race

Brakes \ Brake Levers
—Tektro RX-5 mini-V \
Tektro RL-340

Sizes
—52, 54, 56, 58, 60cm

SRP
£649.99

day one \ flat bar



- Frame**
—Reynolds 520 Steel

Fork
—Cr-Mo

Wheels (rims \ hubs)
—Alex DF-24 \ Alloy w \
Flip-Flop Rear
- Tyres**
—Continental Cyclocross
Race

Sizes
—52, 54, 56, 58, 60cm

Brakes \ Brake Levers
—Tektro RX-5 mini-V \
Tektro RL-341

Sizes
—52, 54, 56, 58, 60cm

SRP
£599.99

I turned the pedals over more than 5 million times on my record breaking adventure around the world through snow, sandstorms, tropical rain, and extreme temperatures. The gear system above all had to take a lot of hammer; it needed to be high performance and ultra reliable.

After a lot of research, and with an added criteria of wanting it to be compatible with dropped handlebar shifters, it became a no-brainer: Shimano Alfine. I didn't regret that choice during any of the 163 days on the road. It's well conceived, well made, sealed against the elements, simple to maintain, reliable in use and supported by Shimano dealers the world over.



Steel is ideal for a touring bike, thanks to its heritage in the job it's reliable, good value, produces a comfortable frame, and steel frames don't fatigue to become much more flexible with age as some people notice with aluminium.

For touring it has the crucial benefits of being strong enough to handle being heavily loaded and if some massive catastrophe damages a steel frame it can be repaired, even in less developed countries. I left a carbon fibre and a titanium frame at home in favour of a trusty steel frame of a Genesis Croix de fer for circumnavigating the world.



"Inspired by my adventure, I'm delighted that the guys at Genesis have created the Day One Alfine 11 and it is the bike I would choose to ride on future expeditions".

Vin Cox, Guinness World Record holder: "Fastest circumnavigation (of the world) by bicycle (male)"
163 days 6 hours 58 minutes.

day one alfine 163 days vin cox





road bikes
track/
equilibrium
flyer



equilibrium \ 20

Road riding isn't just about taking your place on the start line every Sunday morning, it's also about getting together with good friends, exploring country lanes and covering lots of ground comfortably and at speed. The Equilibrium was designed just for this and the Reynolds 725 frameset mixes comfort, speed and efficiency and proves that steel is still a material to be reckoned with for a fast road ride. The deep red Equilibrium 20 with white panels is a nod to the timeless aesthetic of racing bikes of past generations.



Frame
—Reynolds 725 Steel

Fork
—Carbon

Wheels (rims \ hubs)
—Shimano RS10 \ Shimano RS10

Shifters
—Shimano 105 10spd STI

Derailleurs Rear \ Front
—Shimano 105 10spd \ Shimano 105 10spd

Chainset
—Shimano 105 Compact

Tyres
—Continental Ultra Race

Brakes \ Brake Levers
—Tektro 57mm \ Shimano 105 STI

Sizes
—52, 54, 56, 58, 60cm

SRP
£1,299.99



equilibri- um\10

The Equilibrium is the perfect one bike for any tarmac occasion. Whether commuting to work, or sucking up the pot hole thumps, riding all day with friends at the weekend or even tackling the cobbles and climbs of the spring classics like Roubaix or Flanders.



- Frame**
—Reynolds 725 Steel
- Fork**
—Carbon
- Wheels (rims\hubs)**
—Alex AT400\Shimano 2201
- Shifters**
—Shimano Tiagra 10spd STI
- Derailleurs Rear\Front**
—Shimano Tiagra 10spd\
Shimano Tiagra 10spd
- Chainset**
—Shimano Tiagra Compact
- Tyres**
—Continental Ultra
Race Folding
- Brakes\Brake Levers**
—Tektro 57mm\Shimano
Tiagra STI
- Sizes**
—52, 54, 56, 58, 60cm

SRP
£1,149.99



equilibrium \ 00

If you have a long commute by cycle and you need to cover ground quickly but without sacrificing comfort and durability then the Equilibrium 00 would be the perfect choice. It shares the same Reynolds 725 frameset as the more expensive 10 and 20 models, but is combined with a chromo fork and sensible specced kit to offer fantastic value. Add mudguards for all season riding so you can smile in the face of bad weather. The lovely cyan blue finish is both striking and classical.



- Frame**
—Reynolds 725 Steel
- Fork**
—Carbon
- Wheels (rims \ hubs)**
—Alex AT400 \ Shimano 2200
- Shifters**
—Shimano Sora 9spd
- Derailleurs Rear \ Front**
—Shimano Tiagra 9spd \ Shimano Sora
- Chainset**
—Shimano Sora Compact
- Tyres**
—Continental Ultra Race
- Brakes \ Brake Levers**
—Tektro 57mm \ Shimano Sora STI
- Sizes**
—52, 54, 56, 58, 60cm

SRP
£899.99



Having been in the industry for over half my life I've had the pleasure of riding a lot of bikes... mountain bikes have always been my first love but in the past few years I've found myself spending more and more time on the road, particularly riding backwards and forwards to work (now over 25miles a day).

Genesis were kind enough to hook me up with one of their prototype steel road steeds when my previous commuter finally ground to a halt and I haven't looked back... sure its heavier than my 'Sunday best' carbon bike but it's way more sturdy and practical and so much more comfortable than the cheap aluminium winter bike I had before. I've even chosen it over my carbon steed for long rides if the weather's looking a bit overcast – no one likes a wet chamois!

Being the bike I spend the most time riding I thought I'd get the crayons out and pimp it up a little, a full respray including matching pump & mudguards with custom graphics needed components to match so it's adorned with Brooks, Thomson, Chris King. 125miles a week is child's play... viva la commute!

Carl Findley, Senior Designer, Madison

equilibrium viva la commute!





flyer

Sometimes gears just aren't necessary and one speed works just fine. It's a lovely way to ride when all you have to do is pedal, there's no fussing with gears, plus there's the added benefit that it's pretty much maintenance free. This is a light bike, you'd be surprised how much weight you save when mechs, cassettes and shifters are nowhere to be seen and you'll be equally shocked just how well this bike can climb. A perfect city ride and unless you live in the mountains, just as good at smashing out 100 miles on a Sunday. There's no let up though, but just watch how strong it makes you!



Frame
—Reynolds 520 Steel

Fork
—Cr-Mo

Wheels (rims\hubs)
—Alex DA-28 Alloy w\
threaded Rear

Chainset
—Driveline 36t 3\32"

Tyres
—Continental Ultra Race

Brakes\Brake Levers
—Shimano Tiagra BR-4500\
Shimano BL-R400

Sizes
—52, 54, 56, 58, 60cm

SRP
£699.99

*This product was not ready
at time of going to press. See
Equilibrium 20 for colour reference.



flyer classic

A geared version of the Flyer, using downtube shifters to keep the same clean and classic aesthetic but making the ride a little easier for those who want gears in their life. There's a good reason why Shimano still manufacture down tube shifters and that's because they're amazingly reliable and easy to repair if you ever had to, mainly used for long haul touring bikes but make perfect sense on a low maintenance geared ride for the city.



Frame
—Reynolds 725 Steel

Fork
—Cr-Mo

Wheels (rims\hubs)
—Alex AT400\Shimano 2200

Shifters
—Shimano Dura-Ace SL-7700 Downtube

Derailleurs Rear\Front
—Shimano Tiagra 9spd\
Shimano Tiagra 9spd

Chainset
—Shimano Sora Compact

Tyres
—Continental Ultra Race

Brakes\Brake Levers
—Tektro 57mm\Shimano BL-R400

Sizes
—52, 54, 56, 58, 60cm

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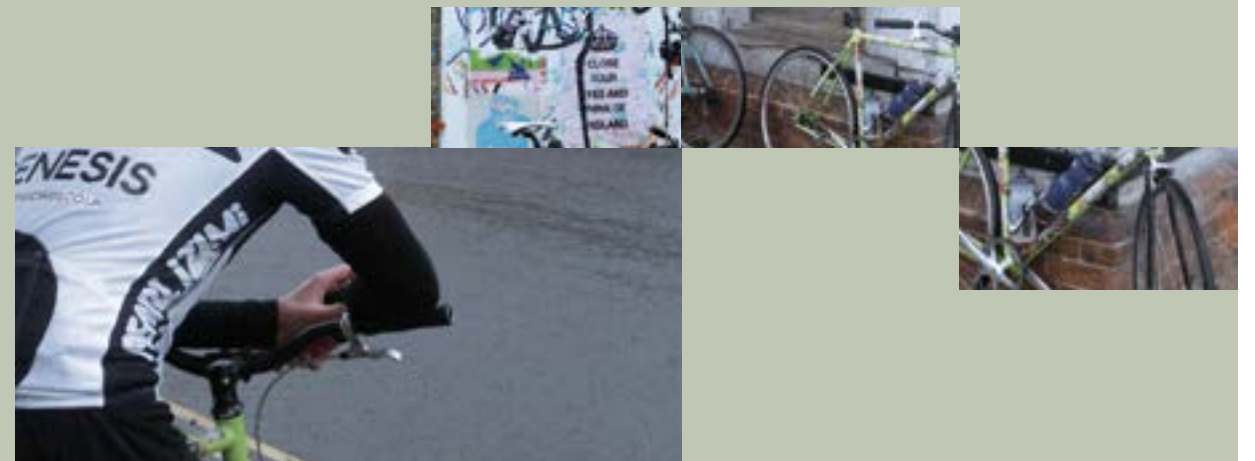
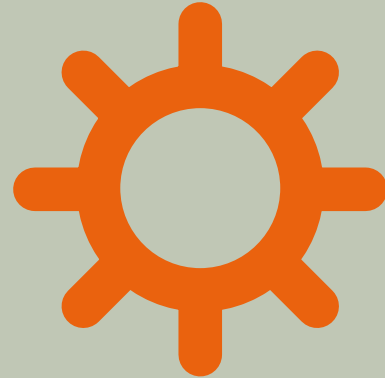
SRP
£899.99

I get to ride lots of bikes, it's an important part of the design process and whether it's mountain, road or cross there is always something waiting to be tested. But there is one bike that I ride way more than any other and that's my Flyer. A 2009 frame in lime green which was once new and shiny but is now showing many cuts and bruises to its once immaculate finish, but it still rides as well as ever and has seen me through several 100 mile epics as well as being my faithful companion on my daily commute.

I look forward to riding it each day, whether it's wet, cold, warm, windy or even snowing, I'll still throw my leg over it every morning and pedal 7 miles to the office. A durable steel frame with a single gear means there isn't much to go wrong and apart from the occasional brake pad change or tensioning of the chain, it doesn't need much love. It gets thrown into the hallway at home, or the bikeshed at work, yet it never creaks, breaks or complains.

The beauty of single speed riding is that you can switch off, just stamp on the pedals and forget about all the stresses of modern life. My Flyer is my escape which to me is the very essence of cycling.

Dom



flyer
a bike for all
seasons



madison track

With Olympic fever already building in London we figured it was time to introduce a proper track bike into the range. Track cycling is a great sport to watch and we hope that with the Olympics on home soil next year, cyclists of all ages will be tempted to get down to their local velodrome and give it a go themselves. The Madison is an entry level track bike which is fully UCI compliant and the oversized 6061 aluminium frameset will not flex, no matter how much wattage you throw at it. Track cycling is popular in Japan and as a nod to this the top tube reads Madison in Japanese. The top tube reads Madison in Japanese.



Frame
—6061 Aluminium

Fork
—Alloy Bladed

Wheels (rims\hubs)
—Alex DA-28 Alloy
w\ threaded Rear

Chainset
—Driveline 50t 1\8"

Tyres
—Continental Ultra Race

Sizes
—52, 54, 56, 58, 60cm

SRP
~~£599.99~~



It was a bright but cool Monday afternoon, we loaded up the van with bikes and headed to Welwyn track. It was my first attempt at this form of cycling and I was unsure what to expect.

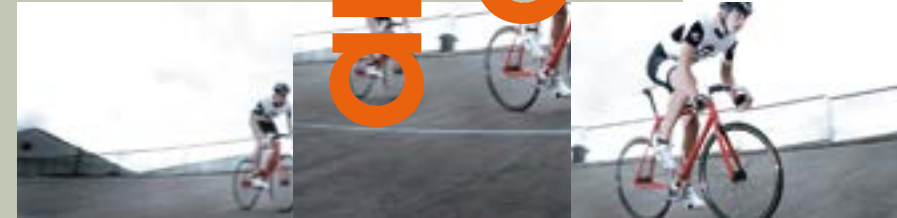
A cycle discipline as simple and pure as it gets, a short round circuit where you push the pedals as hard as you can for as long as you can. Was it boring? No not at all, strangely addictive in fact. Every new lap automatically becomes an attempt to beat your previous one, then throw in another rider to chase and it becomes a painful experience where there is no let up. You go as long as you can, until 'bang', your legs are gone, you can barely even feel them, there is nothing left. Now I want more, winter league is calling.

Dom

madison an afternoon at the track



madison





At Genesis we are always working on something new and exploring the possibilities of what we can do with a bicycle. Before any bike finally becomes a production model, we ride the prototypes into the ground and tweak and refine them if we need to. You may have heard rumours or whispers of Genesis full suspension bikes and 29er hardtails. Well, the rumours are true and in Spring 2012 these bikes will finally become production models and will be available to buy. Turn the pages for the full low down.

Prototype ~~29er~~ full suspension

29er

In considering whether or not we should introduce 29ers into our product range, it was clear right away that one category where big wheels make sense is fully rigid riding where many off road miles are being covered and without the fuss, servicing demands, or back country reliability risks of suspension forks.

This will be the first range of 29ers in the Genesis line-up. A rigid specific steel frame and fork, based around a 445mm axle to crown length, ensuring the front end stays nice and low. A relatively slack head angle (69.5 degrees) gives a super stable ride and despite the rigid fork this is a very capable singletrack destroyer.

We will offer 3 builds on this bike, a singlespeed, an Alfine 11 model and also a derailleur equipped adventure/expedition bike, complete with drop bars and frame bag.

The frame features include an eccentric bottom bracket, rack mounts, removable cable guides for all types of gearing, crud mounts and bottle mounts.

Sizes: 17.5, 19, 20.5





full suspension

In a brand famous for its steel hardtails, bringing a suspension bike to the table is a bold move. We like riding hardtails but there is definitely a place for full suspension bikes in mountain biking. When facing a rocky, loose lakeland climb or a peak district boulder strewn descent then having a full suspension frame certainly helps.

We don't want to over complicate our lives with a bike that has every new technology under the sun or the latest trendy suspension design, but what we do want is sorted geometry, good reliability, durability and suspension that works well and predictably in every situation.

Features

—120mm rear travel, 140mm front. Rear travel can be increased to 140mm with use of a longer stroked shock.

—Super low maintenance PTFE coated self lubricating bushings throughout, apart from the large main pivot which runs on sealed bearings.

—Durable anodized frame with sensible cable routing, including routing for a dropper post.

—ISCG 05 mount for 1 x 10 set up.

—XX44 headtube to accept taper-steerer suspension forks.

—142 x 12mm rear end, with Maxle Lite.

—Sizes: 16.5, 18, 19.5



This is the final version of the bike that we are bringing to market and after 2 years of playing with linkage designs, travel set ups and geometry we are at last happy with the bike and have settled on a design.

A 120mm link actuated single pivot with a low leverage ratio, that is designed to run with a 140mm suspension fork. We've used as many round tubes as possible to give a lovely clean aesthetic and shouldn't bikes look like bikes? We think so. Two bikes will be available Spring 2012 as well as a frame only option.

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.