



Twenty Eighteen



GENESIS

TWENTY EIGHTEEN

If you're reading a Genesis catalogue for the first time, you'll be pleased to know that we obsess about all things bicycle.

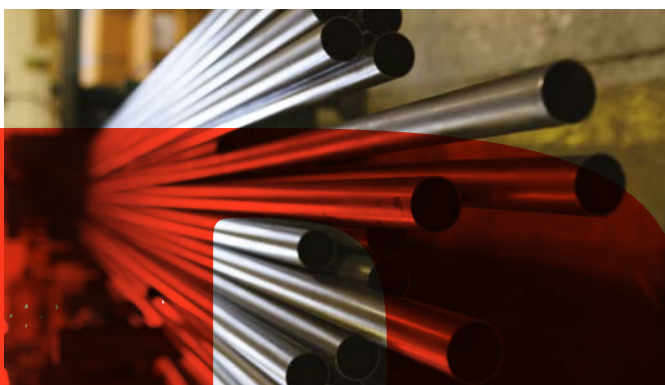
Geometry, frame material, componentry choice, saddle width, cable guide design, crayon colour, tan-walls or no tan-walls, nothing gets overlooked as we strive to make the kind of bikes that we enjoy riding, and hopefully you will too.

2018 sees the introduction of a host of new models, spanning multiple genres and blurring the lines of what modern bikes are capable of. Beauty, practicality and efficiency all rolled into a tidy bicycle shaped package.

Find yours here....

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REYNOLDS

KEITH NORONHA Q&A

We spoke to Keith, the man, the myth, the legend, MD and all round nice guy at Reynolds Steel and pitched some questions to him. Here is what he had to say...

How long have you worked at Reynolds?

Around 29 years, initially involved when TI Group PLC owned Reynolds.

For people new to cycling and Genesis, please give us a bit of background on Reynolds as a company.

Reynolds started in 1898 in Birmingham, to exploit a patent to make "butted" (variable wall thickness tubing) for the cycle industry that significantly reduced the weight of a bike frame. That mechanical manufacturing process is still used now, to make high strength steel and titanium tube sets.

What would you say is Reynolds proudest moment?

Our record of 27 wins by Tour De France riders using Reynolds tubing will probably not be surpassed due to the changes in the way bikes are made now. We are proud to be manufacturing in Birmingham for the last 118 years despite pressure to move it abroad during tough times for the industry.

What drives Reynolds to keep moving forwards, what sets you apart from other manufacturing companies?

We have an experienced workforce, a big advantage when trying out new ideas. And we try to understand trends, and do invest in new products even when it seems to be counter to existing fashions.

Why should people ride steel?

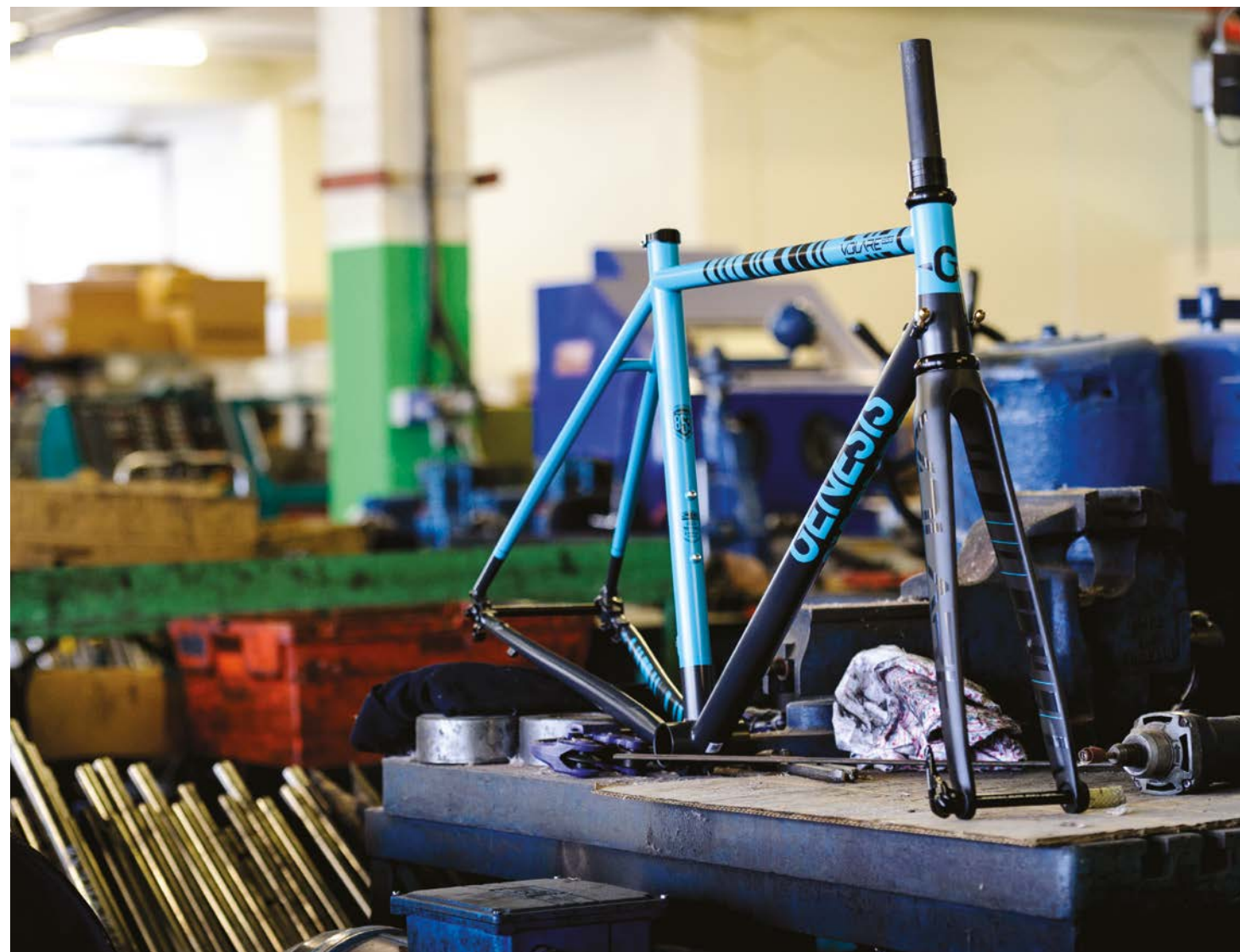
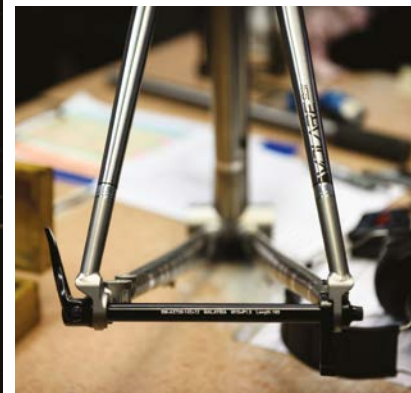
Designers have a lot of flexibility using steel, which allows them to use its' features to suit the many types of frame design possible. Properly chosen, a good steel bike should feel as though it fits like a custom tailored set of clothes and could last you a lifetime – most of our customers expect decades of use.

What do you see for the future of steel?

There are thousands of steel alloy variations now and many more yet to evolve. With the many types of fabrication from bonding, brazing and welding possible and now linked to the latest moves into 3D printing, this is a class of material that will not become dated.

What bike do you ride?

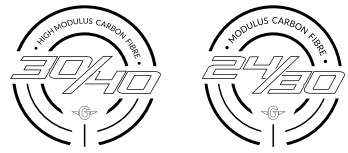
I did a frame-building course recently and now ride a custom 953 with a 3D printed head tube. All my bikes are prototypes.



MATERIALS

BLACK MAGIC & PRECIOUS METALS

MODULUS CARBON



The way a bicycle rides and feels is much to do with the frame and how it's constructed. In the same way that each steel variant has its certain characteristics, the same can be said of carbon.

Take the higher modulus 40T carbon. It's incredibly stiff but being high modulus it's also brittle if used incorrectly. We use it in areas of the frame that can utilise this stiffness too but also take advantage of its light weight. As an example, on the Zero Disc 40T carbon is used on the sides of the down tube away from the centre line of the frame. This improves lateral stiffness and also helps save weight.

Our 24T and 30T grades make up the bulk of our carbon frames. These two grades offer a high level of strength but also durability not found in 40T. These grades are commonly used in the head tube area where strength and durability are key requirements to improve resilience against impact.

As with all the materials we use, it's not just about the quality of the raw product, but the way in which the jigsaw is put together.



DOUBLE BUTTED TITANIUM (3AL - 2.5V)

One of our favourite materials to work with (we like shiny things)! our 3AL-2.5V double butted titanium is a thing of beauty.

Comprising of 3% aluminium and 2.5% vanadium (hence the name), our tubes are butted to save weight where possible without compromising on the quality of the build. The expertise of our Taiwanese frame manufacturer is reflected in the attention to detail of each and every frame.

Incredibly strong, wonderfully light, this tubeset offers an armchair-like ride feel that'll probably last so long you can hand it down to the grandkids.



REYNOLDS 931 (1200-1350 MPa)

Very similar in strength to 853 but thanks to its 17% Chromium content (thus designating it a stainless steel), with excellent corrosion resistance to boot.

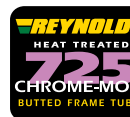
Reynolds 931 is a seamless, cold-worked, precipitation-hardening (also known as artificial aging/age hardening) steel-alloy based on a Carpenter Technology custom 630/17-4PH grade alloy composition. Used extensively in both the aviation and motorsport industries, 931 is 'Builder-friendly stainless' in that it's more workable and less labour-intensive than 953 (reflected somewhat in the price).



REYNOLDS 853 (1250-1400 MPa)

Probably the most popular and widely used of all of Reynolds' performance-orientated steel offerings; hitting that sweet spot of performance, weight and cost.

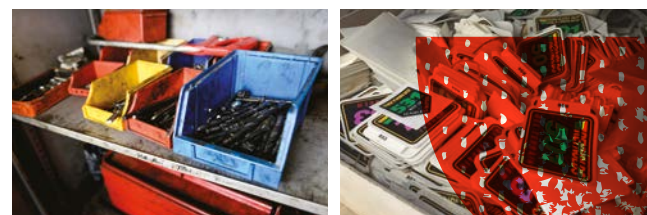
Drawn at their Birmingham workshop, 853 is a seamless, cold-drawn, heat-treated Chromoly with the added benefit of air-hardening properties. In layman's terms this means that the material's strength increases after welding (and cooling) – particularly beneficial in boosting fatigue life of the weld join areas.



REYNOLDS 725 (1080-1280 MPa)

Classic seamless Chromoly (as above) but heat-treated to boost tensile strength.

Think of it as Chromoly on steroids. It's heated to around 1600F where by a structural change in the steels' crystal lattice occurs (a stronger, more uniform orientation), it's then quenched (cooled rapidly) to lock-in the structural change. As it's stronger we can get away with using less of it, so thinner butts are the order of the day helping to achieve a lighter overall frame weight and livelier ride without compromising strength.



MJÖLNIR (700-900 MPa)

AKA 'Thor's Hammer' and pronounced 'Myol-n(ee)r' (rolls off the tongue, eh)?

Our double-butted, cold-drawn, seamless, Taiwanese Chromoly tubeset also goes by the aliases of 4130, Cr-Mo and Chromo. It's a like-for-like replacement for other, identical branded Chromoly tubing and ultimately means a saving can be passed onto you via either a healthy price drop or a little more room for up-spec'ing elsewhere without sacrificing performance. The starting point for many a tough, affordable steel frame.



ALX ALLOY

Our brand new hybrid double-butted alloy tubeset - a clever mix of two differing grade alloys to help give us high levels of stiffness in certain areas and compliance/flex in others.

The higher density 6066 downtube and chainstays provides the basis for a stiff and efficient pedalling platform, whilst the 6061 toptube, seat tube and seatstays help give an added element of compliance and comfort, acting as a nice buffer between rider and road.

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ROAD

PERFORMANCE

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A stable of thoroughbreds, our road performance range is the arsenal that offers you the perfect weapon for all scenarios.

The much loved Zero is the perfect combination of speed and comfort. Utilising an ideal layup of 30/40T carbon fibre, Zero is perfect for those short technical races but is just as able on epic weekend slogs.

Added to the range last year, Zero Disc has steadily carved a niche as a high performance disc-braked road bike. A perfect recipe of all the modern technologies, Zero Disc will be sure to exceed your expectations in all weather conditions.

If you're not a fan of carbon, then fear not. Volare returns with its cult classic status, but also with a few exciting additions.

Using the same iconic Reynolds tubesets as our regular Volare, we're excited to introduce Volare Disc. Combining the classic looks that are widely loved along with the modern technologies that are often taken for granted, we're sure that you'll love Volare Disc as much as we do.

Flat Mount compatible? Check. 12mm front and rear thru axles? Check. 142mm rear dropout spacing? Check. Di2 compatible? Check. Beautiful? Check.

Head on down to your local Genesis dealer to check one of these bikes out, just make sure you have your wallet handy. _







ZERO^{DISC}
ROAD PERFORMANCE



Zero Disc ZD.i (Di2) **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Drivetrain:** Shimano Ultegra Di2 **Wheelset:** Fulcrum Racing 5DB **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano BR-RS805 Hydraulic Brakes w/160mm SMRT81 Rotors **Weight:** 8.2kg (Medium w/o Pedals)/ 1.4kg (Frameset) **Complete Bike:** **SRP:** £2999.99 **Sizes:** XS - S - M - L - XL **Colour:** Light Grey **Frameset:** **SRP:** £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Light Grey



Zero Disc ZD.3 **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Drivetrain:** Shimano Ultegra 6800 **Wheelset:** Fulcrum Racing 5DB **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano BR-RS805 Hydraulic Brakes w/160mm SMRT81 Rotors **Weight:** 8.3kg (Medium w/o Pedals) **SRP:** £2599.99 **Sizes:** XS - S - M - L - XL **Colour:** Pearl White



Zero Disc ZD.2 **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Drivetrain:** Shimano 105 FC-5800 **Wheelset:** Fulcrum Racing Sport DB **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano BR-RS505 Hydraulic Brakes w/160mm SMRT81 Rotors **Weight:** 8.5kg (Medium w/o Pedals) **SRP:** £2199.99 **Sizes:** XS - S - M - L - XL **Colour:** Phantom Black



Zero Disc ZD.1 **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Drivetrain:** Shimano Tiagra 4700 **Wheelset:** Fulcrum Racing Sport DB **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano BR-RS405 Hydraulic Brakes w/160mm SMRT81 Rotors **Weight:** 9kg (Medium w/o Pedals) **SRP:** £1999.99 **Sizes:** XS - S - M - L - XL **Colour:** Raw Black



Zero Disc Team Frameset **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Weight:** 1.44kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - PT-1860C-616/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - Braze-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP:** £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Madison Genesis Replica



Zero Disc W Frameset **Frame:** 30/40T Modulus Carbon Road Race Disc w/ Tapered Headtube & Fully Internal Cable Routing **Forks:** Genesis Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer & 12mm Thru-Axle **Weight:** 1.44kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - PT-1860C-616/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - Braze-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP:** £1499.99 **Sizes:** XS - S - M **Colour:** Eggplant





BORN TO FLY

THE CONNOR SWIFT STORY

With Tour Series wins in Stevenage and Bath, Connor Swift has been one of the breakthrough riders of 2017 – but 12 months earlier it was a very different story.

A crash on the way to his local time-trial left the 21-year old from Doncaster suffering six vertebrae fractures, seven rib fractures, one fracture on the base of his skull, metacarpal fractures on his right hand, right scapula fracture, small pneumothorax on right lung and a left tibial laceration.

Swift was scraped off the tarmac not knowing if he would ride a bike again. Just two weeks later – and with permission from his consultant, Connor was back on the turbo.

Despite the crash, Madison Genesis team manager Mike Northey made the decision to sign a man who he believed had big potential.

Little did he know Swift would go on to become a mainstay of the team and line up at huge races including the Tro Bro Leon and the Tour de Yorkshire.

Undoubtedly Swift's highlight to date came when he secured the teams' first race wins of 2017.

Solo victories at rounds six and ten of the Tour Series showed Swift's talent, while his post-race interviews demonstrated his class off the bike as he thanked the work of his teammates to set up the race-winning opportunities.

CONNOR Q&A

DOB: 30 October 1995

Lives: Doncaster

Favourite coffee stop: Kitchens, Snaith and Howden

Favourite training road: Doncaster chaingang

Number of Strava KOMS: 150

How did you feel after taking your second win of the Tour Series?

I was over the moon, the lads rode so hard for me and I was so nervous. I just put my head down, went as fast as I could and I didn't look behind me. I only looked behind me with the last corner to go and then I saw I had the gap.

Did you have any doubts in the race?

Yeah, Tobyn Horton asked me if I was alright and I said yeah, but then a few laps later it got hard and I was thinking 'oh no I might not be able to pull this off.'

With five laps to go when we were all at the front I had a quick sip of drink and got in the zone and thought 'yeah I've got good legs now and can make the effort.'

How did the feeling of your second win compare to your first?

I think I was a bit happier at Stevenage compared to Bath. I was really nervous and halfway through I thought 'this race is so hard'.

Did you ever expect to win two Tour Series races in your first season?

I'd have never expected this to happen and now it's happened it's a bit of a relief.

How did it feel knowing you were the team leader and you'd have the chance to race for the win?

I think it felt like I had a lot of pressure in Stevenage with the guys riding for me because I've never had a full lead out before. But having won a couple of races now I've got confidence I can perform and that I've got good legs.

Have you pressed your cousin Ben Swift for a World Tour ride yet?

No, not just yet!_



When Madison Genesis announced Connor Swift as part of their 2017 line-up, ex-team rider and British road racing legend Dean Downing was one of the first to endorse the signing.

"Well done to all at Madison Genesis for giving Connor Swift a chance of seeing his real potential."

That was Downing's immediate reaction in October 2016 when the signing was confirmed – but even the most optimistic wouldn't have imagined Swift's potential to fly._

photo: Larry Hickmont



ZERO ROAD PERFORMANCE



Zero 2.3 **Frame:** 30/40T Modulus Carbon Road Race w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon SL Road Race w/ 1.5" - 1-1/8" Tapered Steerer **Drivetrain:** Shimano Ultegra 6800 **Wheelset:** Fulcrum Racing 7LG **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano Ultegra BR-6800 **Weight:** 8.1kg (Medium w/o Pedals) **Complete Bike:** SRP: £1999.99 **Sizes:** XS - S - M - L - XL **Colour:** Phantom Black **Frameset:** SRP: £1599.99 **Sizes:** XS - S - M - L - XL **Colour:** Phantom Black



Zero 2.2 **Frame:** 30/40T Modulus Carbon Road Race w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon SL Road Race w/ 1.5" - 1-1/8" Tapered Steerer **Drivetrain:** Shimano 105 ST-5800 **Wheelset:** Fulcrum Racing 7LG **Tyres:** Continental Grand Sport Race 700x25c **Brakes:** Shimano 105 BR-5800 **Weight:** 8.46kg (Medium w/o Pedals) **SRP:** £1699.99 **Sizes:** XS - S - M - L - XL **Colour:** Pearl White



Zero 2.1 **Frame:** 30/40T Modulus Carbon Road Race w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon SL Road Race w/ 1.5" - 1-1/8" Tapered Steerer **Drivetrain:** Shimano Tiagra ST-4700 **Wheels:** Alex CX26/ 28h, Joytech A171CC/F192RCC 28h 10 speed **Tyres:** Continental Ultra Sport II 700x25c **Brakes:** Shimano BR-R8000 **Weight:** 9.6kg (Medium w/o Pedals) **SRP:** £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Pure White



Zero Team Frameset **Frame:** 30/40T Modulus Carbon Road Race w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon SL Road Race w/ 1.5" - 1-1/8" Tapered Steerer **Weight:** 1.54kg (Large incl. F & R axle, seat collar and headset) **Additional Info:** Headset - FSA Orbit C-40-No42/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP:** £1099.99 **Sizes:** XS - S - M - L - XL **Colour:** Madison Genesis Replica

VOLARE
ROAD PERFORMANCE



Volare 931 Frameset **Frame:** Reynolds 931 Precipitation Hardening Stainless Steel **Fork:** ADK Full Carbon Road Race w/ 1.5-1 1/8" Tapered Steerer **Weight:** 2.41kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - FPD Dozer-1189/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £1699.99 **Sizes:** XS - S - M - L - XL **Colour:** Real Steel



Volare 931 Disc Frameset **Frame:** Reynolds 931 Precipitation Hardening Stainless Steel **Fork:** ADK Full Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm TA **Weight:** 2.60kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - Prestine F-17-A 1-1/8" - 1-1/2" tapered/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £2199.99 **Sizes:** XS - S - M - L - XL **Colour:** Alice Clear



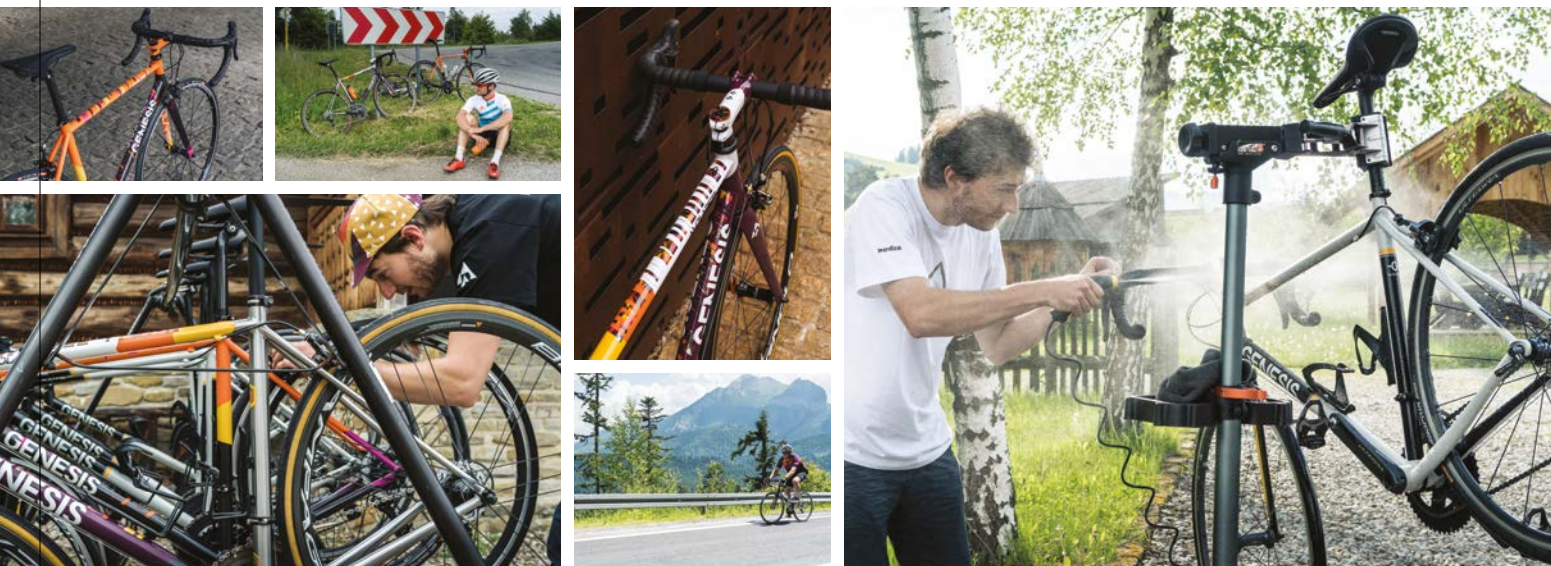
Volare 853 Frameset **Frame:** Reynolds 853 Seamless Air-Hardening Heat Treated Steel **Fork:** ADK Full Carbon Road Race w/ 1.5-1 1/8" Tapered Steerer **Weight:** 2.48kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - FPD Dozer-1189/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £899.99 **Sizes:** XS - S - M - L - XL **Colour:** LF Blue



Volare 853 Disc Frameset **Frame:** Reynolds 853 Seamless Air-Hardening Heat Treated Steel **Fork:** ADK Full Carbon Road Race Disc w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm TA **Weight:** 2.82kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - Prestine F-17-A 1-1/8" - 1-1/2" tapered/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £1199.99 **Sizes:** XS - S - M - L - XL **Colour:** Pompey Grey







PODIA ROADVENTURES

Since Podia began three years ago its 'raison d'être' was all about discovery and adventure on the bike. Based in the medieval city of Kraków, Poland; it seems there was no better place for it.

As co-founder Max Burgess explains, "I moved to Poland and my eyes were opened. I went from cycling the Surrey Hills to these extraordinary places in the Polish mountains, but the best part was that nobody else seemed to know about it."

Podia quickly grew from a blog that documented Max's explorations to actually offering them as trips. Anyone interested in experiencing this part of Europe on a road bike can now do it through Podia Roadventures; fully supported cycling adventures in hidden Europe. Each trip is usually structured around five days with four days of cycling in some of the most beautiful and undiscovered parts of Eastern Europe.

"Not only do we ride through some spectacular scenery on some of the best tarmac you will find anywhere, but we also feel it is important to experience the unique culture that is on offer in many of these 'off-the-beaten track' destinations."



This year Genesis and Podia partnered to offer Roadventure guests the chance to explore these landscapes on Genesis Volare 853's, specced with full Shimano Ultegra. However, the partnership did not finish there.

"Creating some very special Volare builds for the Roadventure ride guides seemed the perfect way to celebrate the partnership. We enlisted the help of paint extraordinaire Doktor Bobby of Colourburn Studios who created two frames using the Podia pallet of colours."

On each Roadventure trip all logistics; accommodation, food and drink on and off the bike as well as bike servicing, are taken care of by Podia. Additionally Genesis rental bikes makes it possible to fly in for a weekend of cycling and back out with minimal amounts of effort.

"The Genesis Volare is the perfect machine for trips like this, we have had such great feedback from our guests. When you are riding day after day it is so important to be on a bike that offers the right amount of comfort as well as the ability to deliver power through the frame. In my and our guests' opinion the Volare has got the balance just right."

Podia are continually on the search for new and interesting places to ride in hidden Europe. Follow their adventures and book your own Roadventure at [Podia.cc](https://podia.cc)

photos: Max Burgess



The Podia Roadventure Volare 931
painted by Doktor Bobby of Colourburn Studio

@colourburnstudio
colourburnstudio.com

ROAD SPORTIVE

An ever popular category, a bike from the road sportive range is perfect if you're looking for an introduction to road cycling.

That said, these models are equally as good if you're an experienced rider looking for a mile crunching machine that you can pilot on everything from weekend club runs to mountainous Gran Fondos.

One of the most exciting updates is the change to Equilibrium Disc. Now boasting 12mm thru axles and Flat Mount Brakes front and rear, Equilibrium Disc is perfect for year round riding. We particularly love this bike during the winter courtesy of its capability to fit full length mudguards.

A new addition to the range is the Men's Zeal. Using the same chassis as the Zeal W, it's the perfect combination of performance, comfort and affordability.

With a full spread of frame materials from Reynolds steel, to our own Mjolnir Chromoly, 6061 heat treated aluminium and 24/30T carbon, there's a bike for every riding style and every budget.





ZEAL ROAD SPORTIVE



Zeal 10 **Frame:** 24/30T Modulus Carbon Road w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer
Drivetrain: Shimano Tiagra 4700 **Wheels:** Jalco MRX-24/ 28h, KT G15F/G5ER 28h/ front/ rear
Tyres: CST Compressor 700x25c 60TPI **Brakes:** Shimano Tiagra BR-4700 **Weight:** 9.04kg (Medium w/o Pedals)
SRP: £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Dark Duffin

ZEAL WOMEN'S ROAD SPORTIVE



Zeal 20 W **Frame:** 24/30T Modulus Carbon Road w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer
Drivetrain: Shimano 105 5800 **Wheels:** Jalco MRX-24/ 28h, KT G15F/G5ER 28h/ front/ rear
Tyres: CST Compressor 700x25c 60TPI **Brakes:** Shimano 105 BR-5800 **Weight:** 8.98kg (Medium w/o Pedals)
SRP: £1699.99 **Sizes:** XXS - XS - S - M **Colour:** Burrator Blue



Zeal 10 W **Frame:** 24/30T Modulus Carbon Road w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer
Drivetrain: Shimano Tiagra 4700 **Wheels:** Jalco MRX-24/ 28h, KT G15F/G5ER 28h/ front/ rear
Tyres: CST Compressor 700x25c 60TPI **Brakes:** Shimano Tiagra BR-4700 **Weight:** 8.3kg (Medium w/o Pedals)
SRP: £1499.99 **Sizes:** XXS - XS - S - M **Colour:** Dever White



EQUILIBRIUM^{disc}
ROAD SPORTIVE



Equilibrium Disc 20 **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Carbon Road Disc w/ 1-1/8 **Drivetrain:** Shimano 105 5800 **Wheels:** Genesis SR220/ 28h, Formula RX812/ RX300 28h/ front/ rear/ centre lock **Tyres:** Clement Strada LGG 700x28c 60TPI w/tanwall **Brakes:** Shimano BR-RS505 hydraulic Brakes w/160/140mm TR160 Rotors **Weight:** 10.28kg (Medium w/o Pedals)
SRP: £1999.99 **Sizes:** XS - S - M - L - XL **Colour:** Blue Newton



Equilibrium Disc 10 **Frame:** Genesis Mjölafir Seamless Double-Butted Cromoly **Fork:** Carbon Road Disc w/ 1-1/8 **Drivetrain:** Shimano Tiagra 4700 **Wheels:** Genesis SR220/ 28h, Formula RX812/RX300 28h/ front/ rear/ centre lock **Tyres:** Clement Strada LGG 700x28c 60TPI **Brakes:** TRP Spyre-C 2-piston Mechanical disc brake w/160/140mm TR160 Rotors **Weight:** 10.86kg (Medium w/o Pedals)
SRP: £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Gamble Grey



Equilibrium Disc 725 Frameset **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Carbon Road Disc w/ 1-1/8 **Weight:** 3.28kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - FPD Dozer-1189/ BB - Press-fit BB86 (not incl.)/ Front Derailleur - 31.8 Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £849.99 **Sizes:** XS - S - M - L - XL **Colour:** Webber Red





Equilibrium
ROAD SPORTIVE



Equilibrium 20 **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Carbon Road w/ 1-1/8" Alloy Steerer **Drivetrain:** Shimano 105 5800 **Wheels:** Jalco DRX20/ 28h, KT-G15F/G1ER 28h/ front/ rear **Tyres:** Clement Strada LGG 700x25c 60TPI **Brakes:** Promax RC-482 **Weight:** 9.44kg (Medium w/o Pedals) **SRP:** £1399.99 **Sizes:** XS - S - M - L - XL **Colour:** Mainey Grey



Equilibrium 10 **Frame:** Genesis Mjölhir Seamless Double-Butted Cromoly **Fork:** Carbon Road w/ 1-1/8" Alloy Steerer **Drivetrain:** Shimano Tiagra FC-4700 **Wheels:** Jalco DRX20/ KT-G15F/G1ER 28h/ front/ rear **Tyres:** Clement Strada LGG 700x25c 60TPI **Brakes:** Promax RC-482 **Weight:** 9.76kg (Medium w/o Pedals) **SRP:** £999.99 **Sizes:** XS - S - M - L - XL **Colour:** Rubv Red



Equilibrium 725 Frameset **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Carbon Road w/ 1-1/8" Alloy Steerer **Weight:** 2.72kg (Medium incl. seat collar and headset) **Additional Info:** Headset - Prestine PT-1770 1-1/8" semi cartridge/ BB - BSA 68 (not incl.)/ Front Derailleur - 28.6mm Band-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP:** £499.99 **Sizes:** XS - S - M - L - XL **Colour:** Beighton Black





DELTA ROAD SPORTIVE



Delta 20 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Tiagra 4700
Wheels: Jalco MRX-24/ 28h, KT 5P5F/G5ER 28h/ front/ rear **Tyres:** CST Compressor 700x25c 60TPI **Brakes:** Tektro R-315 57mm drop **Weight:** 9.58kg (Medium w/o Pedals)
SRP: £899.99 **Sizes:** XS - S - M - L - XL **Colour:** Merry Berry



Delta 20 W **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Tiagra 4700
Wheels: Jalco MRX-24/ 28h, KT 5P5F/G5ER 28h/ front/ rear **Tyres:** CST Compressor 700x25c 60TPI **Brakes:** Tektro R-315 57mm drop **Weight:** 9.58kg (Medium w/o Pedals)
SRP: £899.99 **Sizes:** XXS - XS - S - M **Colour:** Prize Plum



Delta 10 W **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Carbon Road w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Claris R2000
Wheels: Jalco MRX-24 / 28h, KT 5P5F/G5ER 28h/ front/ rear **Tyres:** CST Compressor 700x25c 60TPI **Brakes:** Tektro R-315 57mm drop **Weight:** 9.80kg (Medium w/o Pedals)
SRP: £699.99 **Sizes:** XXS - XS - S - M **Colour:** Cudrose Blue



Flyer ROAD SINGLESPEED



Flyer Single Speed **Frame:** Genesis Mjöltnir Seamless Double-Butted Cromoly **Fork:** Carbon Road w/ 1-1/8" Alloy Steerer **Drivetrain:** Samox AF19 42T, 17T freewheel
Wheels: Jalco DRX20/ 32h, KT D66F/DJ3R 32h/ front/ rear **Tyres:** Clement Strada LGG 700x28c 60TPI w/tanwall **Brakes:** Promax RC-482 **Weight:** 10.42kg (Medium w/o Pedals)
Additional: Full Length Mudguards/ Reflective Decals
SRP: £749.99 **Sizes:** XS - S - M - L - XL **Colour:** Tarka Green

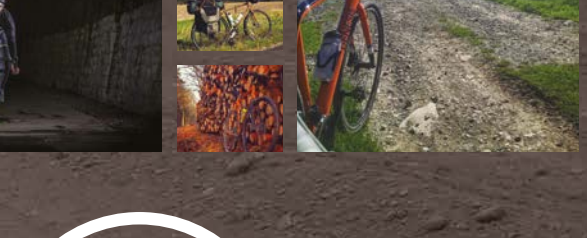
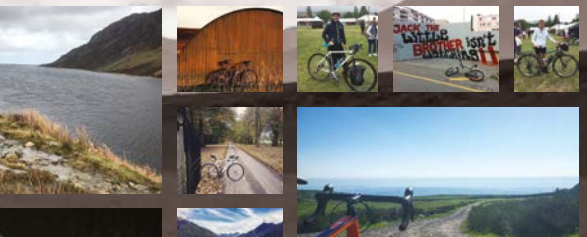
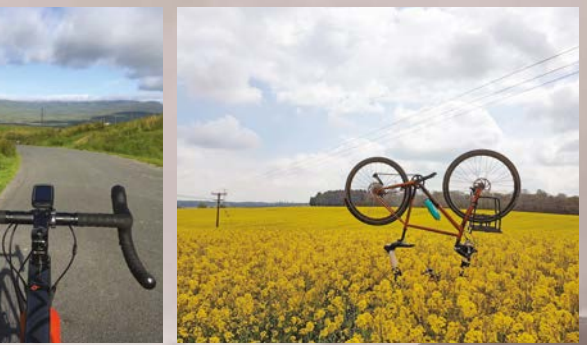
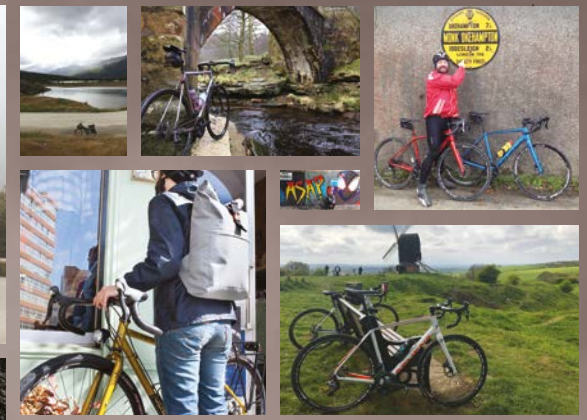
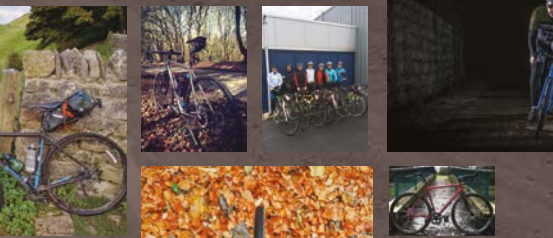
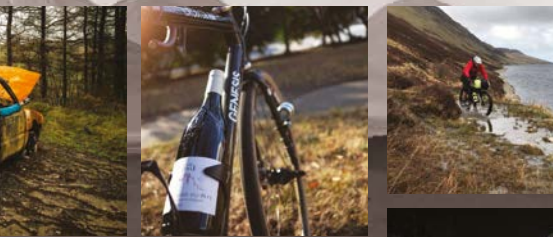
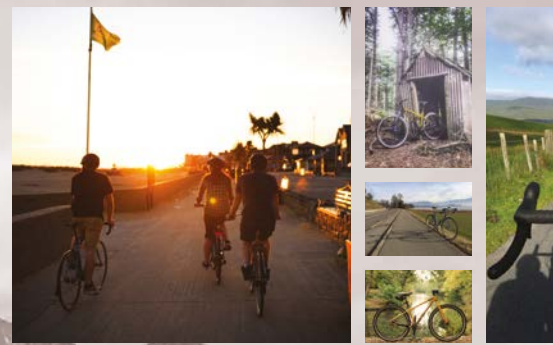
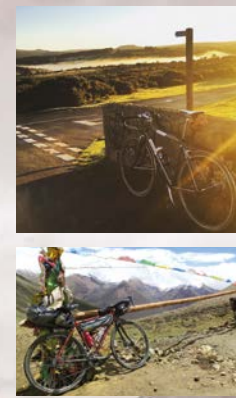
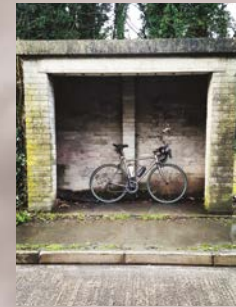
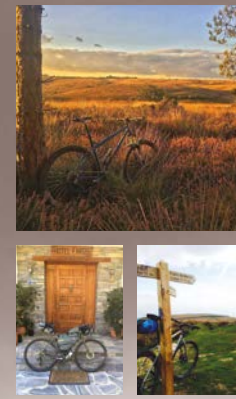
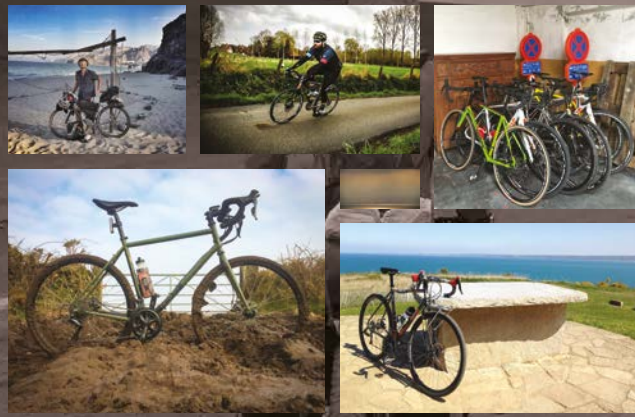
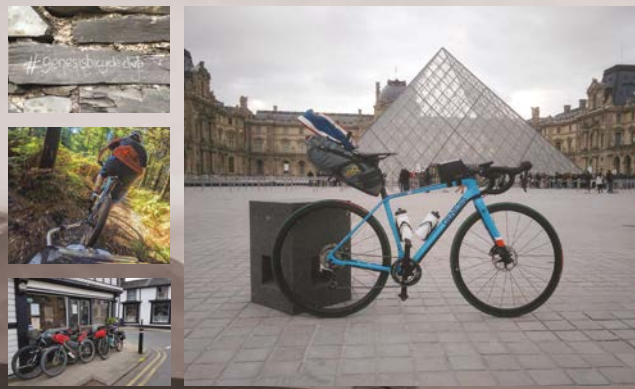


GENESIS BICYCLE CLUB

We at Genesis consider you members of the family and like an overly nosy aunt we like to see where you take your bicycles.

Join us on our new Instagram feed and tag #genesisbicycleclub to show us where you have been with your Genesis.

Our favourite images will get a repost and maybe some prizes if you are really, really lucky. Keep 'em peeled for exclusive GBC kit and accessories.



@genesisbicycleclub

#genesisbicycleclub
#genesisbikesuk

ADVENTURE- MULTISPORT

Almost a brand within a brand, our adventure-multisport category is packed full of bestsellers. These bikes have conquered everything from ultra-long distance races, numerous continent crossings and chaotic commutes..

If you're looking for the 'one bike', then you're in the right place.

Utilising a whole host of frame materials, these bikes can be used in nearly every which way you can think of. The Datum (Road.cc Sportive Bike of the Year 2015/16) is our carbon fibre offering, perfect as a tubby-tyre road bike for some, even better as a lightweight gravel grinder to others.

If you're not keen on black magic as your frame ingredient of choice then don't fret, we've got you covered.

Our seminal adventure bike, the Croix de Fer is available in a range of Shimano specified models. Lovingly crafted out of our own Mjolnir Chromoly, Reynolds iconic 725 tubeset and the beautiful 3AL-2.5V double-buttet titanium, Croix de Fer is an iconic range of bikes that'll remind you why you love cycling with every ride.

New to the range for 2018 is the rebirth of Fugio. With a frame recipe that features a dash of Equilibrium Disc, a dollop of Croix de Fer, a sprinkle of Tarn and a small glug of CDA, the Fugio is our Road Plus b*stard build that's packed with the latest tech.

Whatever crazy cycling antics you have planned, we're sure we'll have the bike/bikes to suit.





ADVENTURE-MULTISPORT



Datum 30 **Frame:** 24/30T Modulus Carbon Road Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Full Carbon Fork w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 15mm Thru-Axle **Drivetrain:** Shimano Ultegra 8000 **Wheelset:** Fulcrum Racing Sport DB/ front 15mm TA/ rear QR/ 6-bolt **Tyres:** Clement Strada USH 700x32c 60TPI **Brakes:** Shimano Ultegra BR-R8070 hydraulic Brakes w/160/140mm TR160 Rotors **Weight:** 8.98kg (Medium w/o Pedals)
SRP: £2699.99 **Sizes:** XS - S - M - L - XL **Colour:** Wrafton Green



Datum 20 **Frame:** 24/30T Modulus Carbon Road Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Full Carbon Fork w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 15mm Thru-Axle **Drivetrain:** Shimano 105 5800 **Wheels:** Jalco XCD22/ 28h, Formula RX-81Q/RX-26 28h/ front 15mm TA/ rear QR/ 6-bolt **Tyres:** Clement Strada USH 700x32c 60TPI **Brakes:** Shimano BR-R5505 hydraulic Brakes w/160/140mm TR160 Rotors **Weight:** 9.18kg (Medium w/o Pedals)
SRP: £2399.99 **Sizes:** XS - S - M - L - XL **Colour:** Curtis Orange



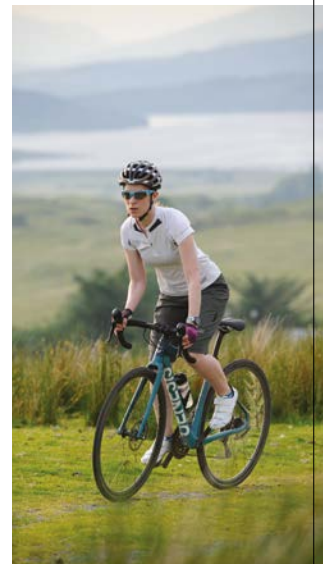
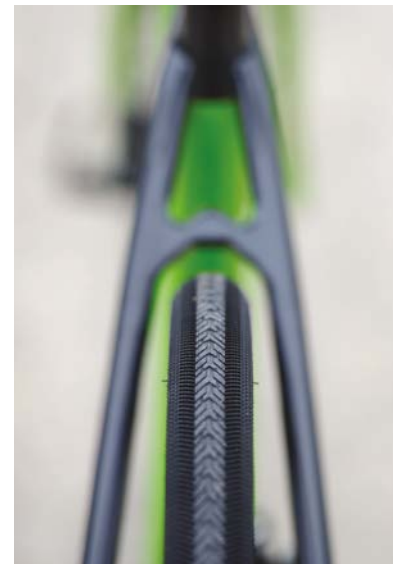
Datum 20 W **Frame:** 24/30T Modulus Carbon Road Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Full Carbon Fork w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 15mm Thru-Axle **Drivetrain:** Shimano 105 5800 **Wheels:** Jalco XCD22/ 28h, Formula RX-81Q/RX-26 28h/ front 15mm TA/ rear QR/ 6-bolt **Tyres:** Clement Strada USH 700x32c 60TPI **Brakes:** Shimano BR-R5505 hydraulic Brakes w/160/140mm TR160 Rotors **Weight:** 9.15kg (Medium w/o Pedals)
SRP: £2399.99 **Sizes:** XS - S - M **Colour:** Ide Green



Datum 10 **Frame:** 24/30T Modulus Carbon Road Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Full Carbon Fork w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 15mm Thru-Axle **Drivetrain:** Shimano Tiagra 4700 **Wheels:** Jalco XCD22/ 28h, Formula RX-81Q/RX-26 28h/ front 15mm TA/ rear QR/ 6-bolt **Tyres:** Clement Strada USH 700x32c 60TPI **Brakes:** Shimano BR-RS405 hydraulic Brakes w/160/140mm TR160 Rotors **Weight:** 10.46kg (Medium w/o Pedals)
SRP: £1999.99 **Sizes:** XS - S - M - L - XL **Colour:** Tarntanium Blue



Datum Frameset **Frame:** 24/30T Modulus Carbon Road Disc w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Full Carbon Fork w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 15mm Thru-Axle **Weight:** 1.88kg (Medium incl. front axle) **Additional Info:** Headset - FSA Orbit C-40-ACB, NO.42/ BB - B86 Press-fit (not incl.)/ Front Derailleur - Braze-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Earl Grey





CROIX DE FER ADVENTURE-MULTISPORT



Croix De Fer Titanium **Frame:** 3AL-2.5V Double-Butted Titanium **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer **Drivetrain:** Shimano 105 5800 **Wheels:** Genesis SR240D/ 32h, Shimano RS-505 32h/ front/ rear/ centre lock **Tyres:** Clement X'Plor USH 700x35c 60TPI **Brakes:** Shimano BR-RS785 hydraulic Brakes w/ Shimano SM-RT54 160mm Rotors **Weight:** 9.80kg (Medium w/o Pedals)
SRP: £3499.99 **Sizes:** XS - S - M - L - XL **Colour:** Alice Clear



Croix De Fer Titanium Frameset **Frame:** 3AL-2.5V Double-Butted Titanium **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer **Weight:** 8.2kg (Medium incl. seat collar and headset) **Additional Info:** Headset - Prestine PT-1860 1-1/8" - 1-1/2" tapered/ BB - BSA68 (not incl.)/ Front Derailleur - 34.9mm Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £2099.99 **Sizes:** XS - S - M - L - XL **Colour:** Alice Clear



CROIX DE FER
ADVENTURE-MULTISPORT



Croix De Fer 30 **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano 105 5800 **Wheels:** Jalco SR240D/ 32h, Shimano RS-505 32h/ front/ rear/ centre lock **Tyres:** Clement X'Pior USH 700x35c 60TPI **Brakes:** Shimano BR-RS505 hydraulic Brakes w/ Shimano SM-RT54 160mm Rotors **Weight:** 11.58kg (Medium w/o Pedals) **SRP:** £1799.99 **Sizes:** XS - S - M - L - XL **Colour:** Hawkins Green



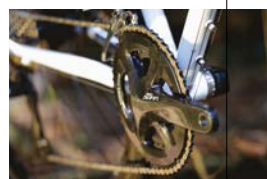
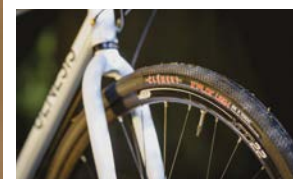
Croix De Fer 20 **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Tiagra 4700 **Wheels:** Jalco SR240D / 32h, KT K-08F/08R 32h/ front/ rear/ 6-bolt **Tyres:** Clement Strada LGG 700x28c 60TPI w/tanwall **Brakes:** TRP HY-RD Mechanical-hydraulic caliper w/160mm TR160 Rotors **Weight:** 11.90kg (Medium w/o Pedals) **SRP:** £1299.99 **Sizes:** XS - S - M - L - XL **Colour:** Frankie Two Shades



Croix De Fer 10 **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Sora R-3000 **Wheels:** Jalco SR240D/ 32h, KT K-08F/08R 32h/ front/ rear/ 6-bolt **Tyres:** Clement Strada LGG 700x28c 60TPI w/tanwall **Brakes:** TRP Spyre-C 2-piston Mechanical disc brake w/160mm TR160 Rotors **Weight:** 12.18kg (Medium w/o Pedals) **SRP:** £999.99 **Sizes:** XS - S - M - L - XL **Colour:** West White



Croix De Fer 725 Frameset **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Weight:** 3.72kg (Medium incl. seat collar and headset) **Additional Info:** Headset - Prestine PT-1770 1-1/8" semi cartridge/ BB - BSA68 (not incl.)/ Front Derailleur - 28.6mm Band-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP:** £499.99 **Sizes:** XS - S - M - L - XL **Colour:** Theresa Green



NUMBER 32

I AM SHANDOR POSCH

Patrick Miette or Shandor Posch as we know him has tackled the fearsome Transcontinental Race twice already and in 2017 he and his Titanium Croix de Fer will return for a third attack on this checkpoint race.

If you're looking for a challenge the TCR will tick all the boxes you require. The 2016 edition started in the Belgian town of Geraardsbergen and finished on the other side of continental Europe in Çanakkale, Turkey, with checkpoints in France, Switzerland, Italy, and Montenegro pushing the riders to their physical and mental limits. This page shows just a small selection of images rider number 32 collected along the way but to read more head to shandorposch.tumblr.com/ and get inspired to try a different type of riding and to see how Shandor and his CDF Ti fair in #TCRno5.



LEAVE	CLERMONT FERRAND	CP1	1	19	05
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	PARCOURS 45.7639, 2.9559				
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CP2	FURKAPASS	CP2	5	41	36
CONTROL 46.6255, 8.0287					
PARCOURS 46.5724, 8.4149					CLOSES 00:00 04 AUG
PEDAL ED	PASSO DI GIAU	CP3	6	13	35
CP3	CONTROL 46.4067, 12.0192				
PARCOURS 46.4826, 12.0537					CLOSES 00:00 06 AUG
CP4	DURMITOR	CP4	9	19	58
PARCOURS 49.1535, 16.8414					
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FIN	CANAKKALE	FIN	13	03	33
CONTROL 40.1497, 26.4020					
OFFICE 40.1495, 26.4017					CLOSES 23:00 16 AUG



Main and right by
www.giovizz.it
courtesy of
pedated.com.
All other photos
courtesy of
Shandor Posch.







ADVENTURE-MULTISPORT



Fugio Frame: Genesis Mjölñir Seamless Double-Butted Cromoly **Fork:** Carbon Road Plus w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano 105 5800, 50/34 **Wheels:** Jalco XM420/ Formula RX-812F/RX-300R 32h / front / rear / 6-bolt **Tyres:** Clement X'Plor MSO 650x50c 60TPI **Brakes:** Shimano BR-RS505 hydraulic Brakes w/160mm TR160 Rotors **Weight:** 11.32kg (Medium w/o Pedals) **SRP: £1999.99** **Sizes:** XS - S - M - L - XL **Colour:** Asphalt of the senses



Fugio Frameset Frame: Genesis Mjölñir Seamless Double-Butted Cromoly **Fork:** Carbon Road Plus w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Weight:** 3.5kg (Medium incl. F & R axle, seat collar and headset) **Additional Info:** Headset - Prestine F-17-A 1-1/8" - 1-1/2" tapered BB - BSA68 (not incl.)/ Front Derailleur - 28.6mm Braze-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP: £799.99** **Sizes:** XS - S - M - L - XL **Colour:** Iron Brew Hew





COA

ADVENTURE-MULTISPORT



Croix D'Alliage 20 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Carbon CX Disc w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Sora R-3000, 50/34, 11/34 **Wheels:** Jalco XCD22/ 28h, KT K-68F/68R 28h/ front/ rear/ 6-bolt **Tyres:** Clement X'Plor MSO 700x40c 60TPI **Brakes:** Promax DSK-300 disc Brakes w/ 160/140mm Rotors **Weight:** 11.30kg (Medium w/o Pedals) **SRP: £949.99** **Sizes:** XS - S - M - L - XL **Colour:** Hancon Orange



Croix D'Alliage 10 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Carbon CX Disc w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Claris R2000, 50/34, 11/34 **Wheels:** Jalco XCD22/ 28h, KT K-68F/68R 28h/ front/ rear/ 6-bolt **Tyres:** Clement X'Plor MSO 700x40c 60TPI **Brakes:** Promax DSK-300 disc Brakes w/ 160/140mm Rotors **Weight:** 11.40kg (Medium w/o Pedals) **SRP: £849.99** **Sizes:** XS - S - M - L - XL **Colour:** Vivi Silver

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Tour De Fer 30 **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Tiagra 4703, 50/39/30, 11/32 **Wheels:** Sun Ringle Rhyno Lite/ 36h, SP PD-8/ Shimano FH-M615 36h/ front/ rear/ 6-bolt/ centre lock **Tyres:** Schwalbe Marathon Mondial 700x35c **Brakes:** TRP Spyre-C 2-piston Mechanical disc brake w/ 160mm TR160 Rotors w/ rear adapter **Weight:** 15.86kg (Medium w/o Pedals) **Additional Info:** Trekking mudguards/ Tubus Cargo rear rack/ Tubus Tara front rack/ B&M Lumotec IQ-X headlight/ B&M Secula Plus tail light **SRP: £1799.99** **Sizes:** XS - S - M - L - XL **Colour:** Dibden Blue



Tour De Fer 20 - Flatbar **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Deore M610, 44/32/24, 11/32 **Wheels:** Sun Ringle Rhyno Lite/ 36h, SPPD-8/ Shimano FH-M615 36h/ front/ rear/ 6-bolt/ centre lock **Tyres:** Schwalbe Marathon Mondial 700x35c **Brakes:** Promax DSK-717 disc Brakes w/ 160mm Rotors **Weight:** 15.08kg (Medium w/o Pedals) **Additional Info:** Trekking mudguards/ Tubus Cargo rear rack/ B&M Cyo Premium Plus headlight/ B&M Secula Plus tail light **SRP: £1499.99** **Sizes:** XS - S - M - L - XL **Colour:** Matt Dean Green



Tour De Fer 10 **Frame:** Genesis Mjölñir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Sora R3030, 50/39/30, 11/32 **Wheels:** Jalco DD24/ 36h, KT K08F/K08R 36h/ front/ rear/ 6-bolt **Tyres:** Schwalbe Marathon Mondial 700x35c **Brakes:** Promax DSK-717 disc Brakes w/ 160mm Rotors **Weight:** 14.18kg (Medium w/o Pedals) **Additional Info:** Trekking mudguards/ Tubus Cargo rear rack **SRP: £1199.99** **Sizes:** XS - S - M - L - XL **Colour:** Ruby Red



Tour De Fer 725 Frameset **Frame:** Reynolds 725 Heat-Treated Chromoly **Fork:** Cr-Mo Unicrown Disc **Weight:** 3.90kg (Medium incl. seat collar and headset) **Additional Info:** Headset - Prestine PT-1606 1-1/8" semi cartridge/ BB - BSA68 (not incl.)/ Front Derailleur - 28.6mm Band-on (not incl.)/ Seatpost - 27.2mm (not incl.) **SRP: £499.99** **Sizes:** XS - S - M - L - XL **Colour:** Blythe Yellow





Joss Livesey

Pedals2Pinnacles

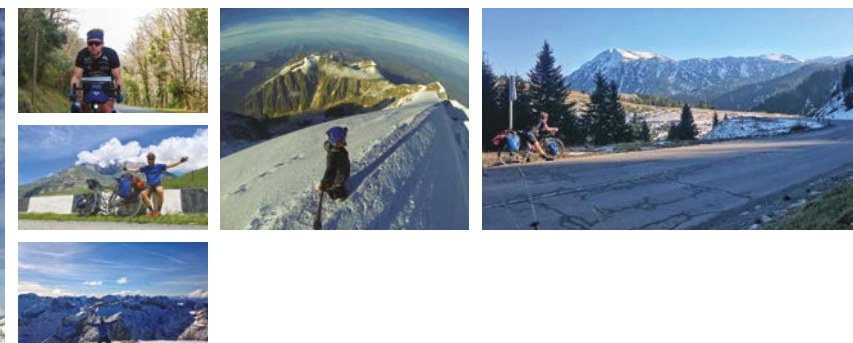
In March 2016 Joss Livesey quit his job, broke out and embarked on a wild, outlandish expedition he dubbed Pedals2Pinnacles (P2P).

P2P comprised of Joss' three great passions; travel, cycling and mountaineering. The aim was to reach the highest point of all forty-two countries in Continental Europe, travelling by bike as high as possible, then switching to mountaineering mode on the true mountain climbs.

This was the start of a journey of perseverance, countless adventures and encounters of incredible human kindness in unlikely places. Joss' experiences included the trials of climbing Europe's highest peaks in the Alps and Caucasus, saving a friend's life during a terrifying accident in Romania's Transylvanian Alps, being rescued by local people after damaging his bike in the remote Western Steppe of Russia and living on the road in extreme winter conditions to name but a few.

P2P would require 27,000kms of solo, self-supported cycling to every corner of Europe in just 10 months. Joss needed a machine that could go the distance efficiently, whilst also having the strength and capacity to carry his 45kg cargo. With its Reynolds 725 heat-treated Chromoly, the Genesis Tour de Fer quickly caught his eye. A perfect long haulier, ready to carry Joss to every corner of Europe straight out of the box.

Read the full story on www.genesisbikes.co.uk/blog





To find out more about Joss and his latest adventures visit
www.jossysjourneys.com_

Vagabond

ADVENTURE-MULTISPORT



Vagabond **Frame:** Genesis Mjöltnir Seamless Double-Butted Cromoly
Fork: Cr-Mo Unicrown Disc **Drivetrain:** 2x10, Samox 40/28, 11/36 **Wheels:** Jalco XCD18/
32h, KT K-68F/68R 32h/ front/ rear/ 6-bolt **Tyres:** Clement LXV 29" x 2.1
Brakes: TRP Spyre-C 2-piston Mechanical disc brake w/160mm TR160 Rotors
Weight: 12.09kg (Medium w/o Pedals)
SRP: £1099.99 **Sizes:** S - M - L - XL **Colour:** Sinit Green




Vagabond Frameset **Frame:** Genesis Mjöltnir Seamless Double-Butted Cromoly
Fork: Cr-Mo Unicrown Disc **Weight:** 3.92kg (Medium incl. seat collar and headset)
Additional Info: Headset - Prestine PT-1770 1-1/8" semi cartridge/ BB - BSA68 (not incl.)/
Front Derailleur - 28.6mm Band-on (not incl.)/ Seatpost - 27.2mm (not incl.)
SRP: £449.99 **Sizes:** S - M - L - XL **Colour:** Pergant Purple





Come and join us on Instagram and share your ride pictures with the rest of the family.

 @genesiscycleclub

CX CYCLOCROSS

That feeling of the icy cold British winter air, water splashing and mud flinging, chains and teeth chattering. It can only mean one thing, cyclocross.

To outsiders this would appear to be an activity for the mentally unhinged, I mean, what is there to like about riding around in shorts in the freezing cold getting plastered in mud? Other than the fact that Belgian beer is involved, more often than not, we're not really sure of the answer – and yet we can't seem to get enough of it!

Since it was re-released in its current carbon fibre guise last year, the Vapour has won many hearts. Our intention was to create a bike that was highly capable in competition but just as loveable for trail exploration.

It's safe to say that we were more than satisfied with the final product and we're pretty sure that you will be also.



VAPOUR^{CCX}

CARBON CYCLOCROSS



Vapour Carbon CX 30 **Frame:** 30/40T Modulus Carbon CX w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm Thru-Axle **Drivetrain:** Shimano Ultegra 6800 **Wheelset:** Fulcrum Racing 5DB **Tyres:** Challenge Grifo CL 700x33c 60TPI **Brakes:** Shimano BR-RS805 hydraulic Brakes w/Shimano SMRT81 160mm Rotors **Weight:** 8.60kg (Medium w/o Pedals) 1.72kg (Frameset)
Complete Bike: **SRP: £2999.99** **Sizes:** XS - S - M - L - XL **Colour:** Devonport Grey
Frameset: **SRP: £2799.99** **Sizes:** XS - S - M - L - XL **Colour:** Devonport Grey



Vapour Carbon CX 10 **Frame:** 30/40T Modulus Carbon CX w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm Thru-Axle **Drivetrain:** Shimano Tiagra 4700 **Wheelset:** Fulcrum Racing Sport DB **Tyres:** Challenge Grifo CL 700x33c 60TPI **Brakes:** Shimano BR-RS405 hydraulic Brakes w/Shimano SMRT81 160mm Rotors **Weight:** 9.02kg (Medium w/o Pedals)
SRP: £2099.99 **Sizes:** XS - S - M - L - XL **Colour:** Traffic Orange



Vapour Carbon CX 20 **Frame:** 30/40T Modulus Carbon CX w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm Thru-Axle **Drivetrain:** Shimano 105 5800 **Wheelset:** Fulcrum Racing Sport DB **Tyres:** Challenge Grifo CL 700x33c 60TPI **Brakes:** Shimano BR-RS505 hydraulic Brakes w/Shimano SMRT81 160mm Rotors **Weight:** 8.84kg (Medium w/o Pedals)
SRP: £2299.99 **Sizes:** XS - S - M - L - XL **Colour:** Bergen Blue



Vapour Carbon CX Team Frameset **Frame:** 30/40T Modulus Carbon CX w/ Tapered Headtube & Fully Internal Cable Routing **Fork:** Genesis Carbon CX w/ 1-1/2" - 1-1/8" Tapered Steerer w/ 12mm Thru-Axle **Weight:** 1.72kg (Medium incl. F & R axle, seat collar and headset)
Additional Info: Headset - Prestine PT-1860A sealed 1-1/8 ACB Top, 1-1/2" industrial sealed / BB - B86 Press-fit (not incl.) / Front Derailleur - Braze-on (not incl.) / Seatpost - 27.2mm (not incl.)
SRP: £1499.99 **Sizes:** XS - S - M - L - XL **Colour:** Smash Red



photo: Dave Hayward





MADISON
GENESIS

GRUFF LEWIS

MADISON GENESIS TEAM RIDER

Now in his second season with the Madison Genesis road team he's been dipping his toes into the local cyclocross scene and we were more than happy to let him loose on a Vapour Carbon CX 30!

Finishing second in the Welsh Championships and with his best CX season to date Gruff was incredibly impressed with its versatility saying,

"I kept the Vapour set up with cross tyres, which I'd run at 60psi on the road. I'd head out for three hours with my local club and the extra resistance meant I got a really good workout, while the roar of the tyres got me the nickname Landrover! When I got back home I'd take the dog to the park, drop my pressures to 40psi and play around. "Best of all is its versatility, the back end has amazing clearance – I managed to get a 2.0 tyre in the back! This setup is great for gravel riding and fits no problem if you're running 1X."

photos: Larry Hickmont



VAPOUR ALLOY CYCLOCROSS



Vapour Alloy CX 20 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium
Fork: Carbon CX Disc w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Tiagra 4700 **Wheelset:** Jalco XCD22/ 28h, KT K08F/K08R 28h/ front/ rea / 6-bolt **Tyres:** Kenda Kommando 700x33c **Brakes:** Shimano BR-RS505 hydraulic Brakes w/TR160/140mm Rotors **Weight:** 10.54kg (Medium w/o Pedals)
SRP: £1099.99 **Sizes:** XS - S - M - L - XL **Colour:** Bert Green



Vapour Alloy CX 10 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium
Fork: Carbon CX Disc w/ 1-1/2"-1-1/8" Tapered Alloy Steerer **Drivetrain:** Shimano Sora R300 **Wheelset:** Jalco XCD22/ 28h, KT K08F/K08R 28h/ front/ rear/ 6-bolt **Tyres:** Kenda Kommando 700x33c **Brakes:** TRP Spyre-C 2-piston Mechanical disc brake w/160/140mm TR160 Rotors **Weight:** 10.72kg (Medium w/o Pedals)
SRP: £999.99 **Sizes:** XS - S - M - L - XL **Colour:** Devonport Grey



URBAN & Cross Utility

Some people are lucky enough to do something that they love for a living, but for the majority work is a means to an end. A necessity. You go to work, do your job, get paid and go home. Sometimes it can be good and sometimes it can be bad.

One thing we know that helps, is riding your bike to work instead of taking a car. Ok, sometimes you'll be at the mercy of the British weather, but a decent set of mudguards and a bag of dry clothes can sort that out.

Cycling is good for the soul, it helps clear your mind. You could continue to be part of the four-wheeled traffic, or deal with people invading your space on public transport, but why would you choose that over a dose of fresh air and the wind in your hair?

Our Genesis range of urban bikes offers a broad choice of styles and specifications, perfect for anything from the daily commute to a spot of weekend shopping.

Join the growing number of people that choose the bicycle as their principal mode of transport.



SKYLINE

URBAN & CROSS UTILITY



Skyline 30 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Alloy Urban w/ 1-1/8" Alloy Steerer **Drivetrain:** Shimano Acera, 48/36/26, 11/34 **Wheelset:** Jalco XCD21/ 32h, Shimano DH-T4051/KT-TC7R 32h/ dynamo front/rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-M315/ SM-RT10 160mm Rotors **Weight:** 13kg (Medium w/o Pedals)
SRP: £899.99 **Sizes:** XS - S - M - L - XL **Colour:** Vivi Silver



Skyline 20 W **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Alloy Urban w/ 1-1/8" Alloy Steerer **Drivetrain:** Shimano Sora R-3000FB, 50/34, 11/34 **Wheelset:** Jalco XCD22/ 32h, KT TC7F/TC7R 32h/ front/ rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-M315 / SM-RT10 160mm Rotors **Weight:** 12.16kg (Medium w/o Pedals)
SRP: £799.99 **Sizes:** XS - S - M - L - XL **Colour:** Hawkins Green



Skyline 10 **Frame:** ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Alloy Urban w/ 1-1/8" Alloy Steerer **Drivetrain:** Shimano Altus/ Acera, Samox 42T, 12/36 **Wheelset:** Jalco XCD22/ 32h, KT TC7F/TC7R 32h/ front/ rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-M315 / SM-RT10 160mm Rotors **Weight:** 11.86kg (Medium w/o Pedals)
SRP: £699.99 **Sizes:** XS - S - M - L - XL **Colour:** Goodwin's Black





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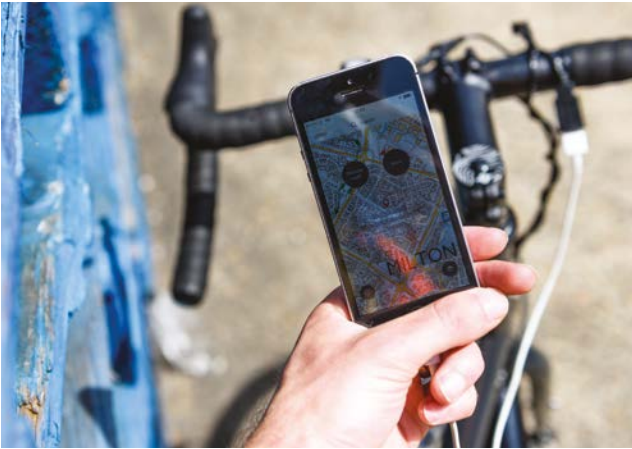
day one

URBAN & CROSS UTILITY

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Day One Ltd **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly
Fork: Cr-Mo Unicrown Disc **Drivetrain:** 8 speed bar end, Samox 42T, 20T freewheel **Wheels:** Jalco XCD22/ 32h, Joytech D853SE/ Shimano Nexus SG-C6001-8speed 32h/ front/ rear/ 6-bolt **Tyres:** CST Sensamo Speed 700x35c 60TPI w/ reflex strip **Brakes:** Promax DSK-717 disc brake w/ 160mm Rotors **Weight:** 14.36kg (Medium \ w/o Pedals)
SRP: £1299.99 **Sizes:** XS - S - M - L - XL **Colour:** Banter Black





day one

URBAN & CROSS UTILITY



Day One 20 **Frame:** Genesis Mjöllnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** 8 speed bar end, Samox 42T, 20T freewheel **Wheels:** Jalco XCD22/ 32h, Joytech D853SE/ Shimano Nexus SG-C6001-8speed 32h/ front/ rear/ 6-bolt **Tyres:** CST Sensamo Speed 700x35c 60TPI w/ reflex strip **Brakes:** Promax DSK-717 disc brake w/ 160mm Rotors **Weight:** 13.06kg (Medium w/o Pedals)
SRP: £949.99 **Sizes:** XS - S - M - L - XL **Colour:** Citadel Grey



Day One 10 **Frame:** Genesis Mjöllnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Samox 42T, 17T freewheel **Wheels:** Jalco XCD22/ 32h, Joytech D853SE/ D266DSE 32h/ front/ rear/ 6-bolt **Tyres:** CST Sensamo Speed 700x35c 60TPI w/ reflex strip **Brakes:** Promax DSK-300 disc brake w/ 160mm Rotors **Weight:** 11.46kg (Medium w/o Pedals)
SRP: £699.99 **Sizes:** XS - S - M - L - XL **Colour:** Buller Blue





URBAN & CROSS UTILITY



Brixton **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Altus SL-M2000 **Wheel:** Jalco XCD22 / 32h, KT TC7F/TC7R 32h/ front/ rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-TX805 Mechanical Brakes w/ Shimano SMRT10 160mm Rotors **Weight:** 13.64kg (Medium w/o Pedals)
SRP: £799.99 **Sizes:** XS - S - M - L - XL **Colour:** Colonel Mustard



Smithfield **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Alfine SL-S503 **Wheels:** Jalco XCD22 / 32h, KT TC7F/ Shimano Nexus SG-C6001-8speed 32h/ front/ rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-TX805 Mechanical Brakes w/ Shimano SMRT20 160mm Rotors **Weight:** 14.54kg (Medium w/o Pedals)
SRP: £799.99 **Sizes:** XS - S - M - L - XL **Colour:** Farrington Blue



Columbia Road **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly **Fork:** Cr-Mo Unicrown Disc **Drivetrain:** Shimano Altus SL-M2000 **Wheel:** Jalco XCD22 / 32h, KT TC7F/ TC7R 32h/ front/ rear/ centre lock **Tyres:** CST Sensamo Speed 700x35c 60TPI w/Skinwall **Brakes:** Shimano BR-TX805 Mechanical Brakes w/ Shimano SMRT10 160mm Rotors **Weight:** 13.52kg (Medium w/o Pedals)
SRP: £899.99 **Sizes:** S - M - L **Colour:** Binty Green





MOUNTAIN & TRAIL

Keeping those knobbly tyres rolling with the latest geometry and specs for a lifetime of mud filled epic adventures out in the wilderness.

Introducing a new XC epic race / adventure bike in the Mantle allows the inner endurance athlete in you to shine. All new Modulus carbon frame keeps the ride smooth, the weight down and a perfect selection of the finest available components ensure you reach the finish line.

The Tarns get a playful update to the frame geometry and give you the option to run whichever wheel and tyre size suits your mood for the day. For those who want only the best, the new Ti Tarn frame will be an easy addition to any garage collection.

For those bike packing duties the Longitude stands strong with multiple gear loading options and built in functionality to really explore nature at its finest.

The Core range continues to impress with a very capable frame, modern geometry and a reliable yet cost effective spec. This range really does give everyone the chance to build confidence, push hard on technical terrain and expand your riding possibilities.





MANTLE

MTB & TRAIL



Mantle 30 - XC 29er **Frame:** 30T Modulus Carbon XC Race w/ Tapered Headtube & Fully Internal Cable Routing, Di2 battery holder **Fork:** Fox 32 Step Cast, Factory, Remote, 100mm, Tapered Steerer, 110mm x 15mm **Drivetrain:** Shimano XT M8000 1 x 11 speed 34T **Wheelset:** DT-Swiss M1501 Spline **Tyres:** Maxxis Forecaster 29x2.2" **Brakes:** Shimano XT M8000 180/160mm **Weight:** 10.14kg (Medium w/o pedals) **SRP:** £3599.99 **Sizes:** S - M - L - XL **Colour:** Oooh Blue



Mantle 20 - XC 29er **Frame:** 30T Modulus Carbon XC Race w/ Tapered Headtube & Fully Internal Cable Routing, Di2 battery holder **Fork:** Fox 32 Step Cast, Performance, Remote, 100mm, Tapered Steerer, 110mm x 15mm **Drivetrain:** Shimano SLX 1 x 11 speed **Wheelset:** DT-Swiss M1900 Spline **Tyres:** Maxxis Forecaster 29x2.2" **Brakes:** Shimano MT500 180/160mm **Weight:** 10.82kg (Medium w/o pedals) **SRP:** £2599.99 **Sizes:** S - M - L - XL **Colour:** H.F. Orange



Mantle Frameset - XC 29er **Frame:** 30T Modulus Carbon XC Race w/ Tapered Headtube & Fully Internal Cable Routing, Di2 battery holder **Weight:** 1.46kg (Medium incl. Rear axle, seat collar and headset) **SRP:** £1499.99 **Sizes:** S - M - L - XL **Colour:** Scarlett Nopaintson







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TARN^{TITANIUM}
MTB & TRAIL
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Tarn titanium Frameset **Frame:** 3AL-2.5V Double-Butted Titanium **Fork:** Full Carbon 27.5+ Fork, Tapered Steerer, 110mm x 15mm **Additional Info:** Headset - Prestine PT-1860/ Bottom Bracket - BSA 73mm Boost (not incl.)/ Front Derailleur - 34.9mm Band-on (not incl.)/ Seatpost - 31.6mm (not incl.) **Weight:** 3.04kg (Medium incl. F & R axle, seat collar and headset) **SRP:** £1999.99 **Sizes:** S - M - L - XL **Colour:** Alice Clear

TARN
MTB & TRAIL



Tarn 29er **Frame:** Genesis Mjölínir Seamless Double-Butted Cromoly **Fork:** Rockshox Reba RL, Solo Air, 120mm, Tapered Steerer, 110mm x 15mm **Drivetrain:** Shimano SLX 2 x 11 speed **Wheels:** Alex MD25/ 29" 32h **Tyres:** Maxxis Ardent 29x2.25" **Brakes:** Shimano MT500 180/160mm **Weight:** 13.42kg (Medium w/o Pedals)
SRP: £1799.99 **Sizes:** S - M - L - XL **Colour:** Nuclear Salmon



Tarn 20 **Frame:** Genesis Mjölínir Seamless Double-Butted Cromoly **Fork:** Rockshox Pike RL, Solo Air, 120mm, Tapered Steerer, 110mm x 15mm **Drivetrain:** Shimano SLX 1 x 11 speed **Wheels:** WTB Scraper 40mm Tubeless-Ready, 32h **Tyres:** Maxxis Rekon 27.5x2.8" **Brakes:** Shimano MT500 180/160mm **Weight:** 13.96kg (Medium w/o Pedals)
SRP: £1999.99 **Sizes:** S - M - L - XL **Colour:** Red Dave's Slate



Tarn Frameset **Frame:** Genesis Mjölínir Seamless Double-Butted Cromoly **Fork:** Full Carbon 27.5" Fork, Tapered Steerer, 110mm x 15mm **Additional Info:** Prestine PT-1860/ Bottom Bracket - BSA 73mm Boost (not incl.)/ Front Derailleur - 34.9mm Band-on (not incl.)/ Seatpost - 31.6mm (not incl.) **Weight:** 3.98kg (Medium Incl. F & R axles, seat collar and headset)
SRP: £599.99 **Sizes:** S - M - L - XL **Colour:** GTF Green





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Longitude

MTB & TRAIL

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Longitude **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly w / mudguard & rack eyelets **Fork:** Double Butted Cr-Mo unicrown w / triple bottle boss & mudguard / rack eyelets **Drivetrain:** Shimano FC-MT500-B / 36/26T **Wheels:** WTB Scraper i35 / 32h / Shimano M525 32h **Tyres:** WTB Trail Blazers 27.5x2.8" **Brakes:** Shimano M396 180/160mm **Weight:** 13.74kg (Medium w/o Pedals)

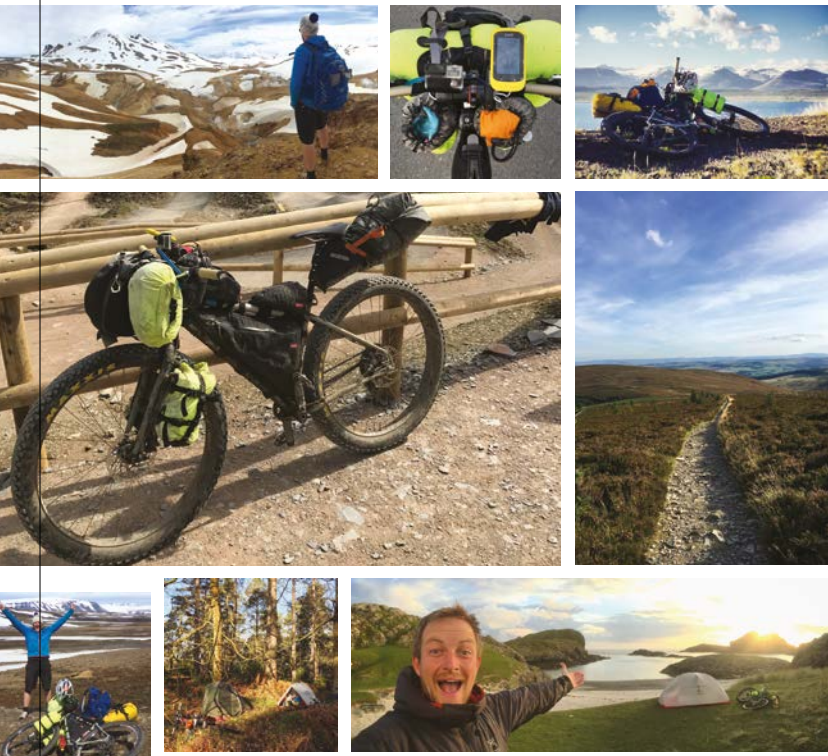
SRP: £1199.99 **Sizes:** S - M - L - XL **Colour:** Ayerfield Green



Longitude Frameset **Frame:** Genesis Mjólnir Seamless Double-Butted Cromoly w / mudguard & rack eyelets **Fork:** Double Butted Cr-Mo unicrown w / triple bottle boss & mudguard / rack eyelets **Additional Info:** Headset - Prestine PT-1767F / Bottom Bracket - BSA 73mm Boost (not incl.) / Front Derailleur - 34.9mm Band-on (not incl.) / Seatpost - 27.2mm (not incl.) **Weight:** 3.88kg (Medium Incl. seat collar and headset)

SRP: £499.99 **Sizes:** S - M - L - XL **Colour:** Lemon Dizzle



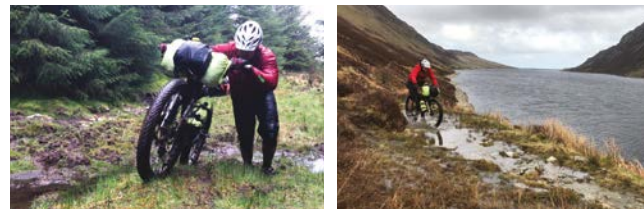


A JOURNEY ACROSS WALES

NORTH TO SOUTH COAST WITH BARRY GODIN...

It's 4AM in the morning and as I had only just finished planning my route three hours prior, it was an effort to drag myself out of bed. I was off to Euston station to catch a train for my next adventure to begin.

I arrived at Liverpool at 8AM with my Genesis Longitude 29+ loaded with 7 days' worth of supplies and food. The first day brought mixed weather and moody seascapes to ride alongside. The powerful head wind slowed down progress but I made it to Conwy in good time, it was there I turned south into the mountains of Snowdonia. The route I chose showed how the landscape of Wales varied as you worked your way down the country - from the



slow pace rocky mountains of the North to the fast undulating hills of the South.

I awoke on day three to the sound of rain hammering on my tent. The previous day had been slow going and I was hoping to get back on course. No dallying around as I was packing up, not that I had much choice in the pouring rain. I set off pushing my bike up a steep slope through very boggy ground and in an optimistic mindset, I thought once I topped out I would then be flying down the other side. Later that day I was riding along a ridge as a vista expanded in front of me. Sun rays popping out of the clouds, their light casting moving spotlights along the valley bottom. I flew along rocky double track as I entered a forest and an area I knew very well. Coed Y Brenin was one of the first trail centres built in Britain and one of the first centres I had ever visited when I started riding.

Day five and as usual I was behind schedule, I had some miles to catch up on but I was tired and struggled to get going. I was riding along an off road track when to my surprise trail centre style signs started to appear in the direction I was traveling. I had been climbing and when the decision to either turn left and follow my planned route to get back on track OR turn right and keep following the signs came about, it wasn't a hard choice... Plans out of the window, I was once again hammering singletrack trails. How is it possible to have this much fun with the contents of my life for seven days attached to my bike? I had done many bikepacking trips, but this was the first that took me on such varied trails. From the natural, technical rocks of Snowdonia to the man-made bliss of Wales' best trail centres. Now my barriers of what is rideable on this bike have been lifted, who knows where it will take me next...

Follow Barry on Instagram to see where he and his Longitude get to next...
@barrygodin

Photos courtesy of Barry Godin...







CORE

MTB & TRAIL



Core 30 - 27.5" MTB **Frame:** ALX7+ 6061 Double-Butted Aluminium **Fork:** Rockshox Recon TK, Solo Air, 120mm, Tapered Steerer, 110mm x 15mm **Drivetrain:** Shimano SLX 2 x 10 speed **Wheelset:** WTB STP i23 TCS 27.5" **Tyres:** Maxxis Ardent 27.5x2.25" Dual Compound" **Brakes:** Shimano M425/ M395 180/ 160mm **Weight:** 8.2kg (Medium w/o Pedals) **SRP:** £1099.99 **Sizes:** XS - S - M - L - XL **Colour:** Harlyn Grey



Core 20 - 27.5" MTB **Frame:** ALX7+ 6061 Double-Butted Aluminium **Fork:** Rockshox Recon Silver RL, Solo Air, 120mm **Drivetrain:** Shimano Alivio M3000 3 x 9 speed **Wheelset:** WTB STP i23 TCS 27.5" **Tyres:** Maxxis Ardent 27.5x2.25" **Brakes:** Shimano M396 180/160mm **Weight:** 14.18kg (Medium w/o Pedals) **SRP:** £849.99 **Sizes:** XS - S - M - L - XL **Colour:** Mawgan Blue





57° SOUTH - 10° NORTH CYCLING THE ANDES

Our adventure was a 9400km bike ride traversing the length of the longest mountain range in the world, from the windswept wilderness of Patagonia to the Caribbean shores of Colombia.

The South American continent offers immense otherworldly landscapes to explore in vast solitude. Highlights included: the Carretera Austral, a 1200km dirt road winding through glacier capped mountains and emerald green lakes in Chilean Patagonia; navigating the martian like surface of the driest desert on Earth, the Atacama; and pushing your limits on the epic sandy expanse of the Bolivian Altiplano at an average altitude of 4400m. It's still a very raw continent to explore on 2 wheels, but this is what makes it special, alongside the amazing people and different cultures of Latin America. We even managed to adopt a Peruvian street puppy, who quickly became our travelling companion, and is now enjoying a well deserved rest in the U.K..

Find out more about the trip at www.fifty7degreessouth.com

Photos and words courtesy of Laura Irwin and Reza Noori_



To read about the whole story of Laura, Reza and Pacha's
epic adventure across South America go to
www.fifty7degreessouth.squarespace.com

CARB CYCLES Q&A

Located in the North Devon town of Barnstaple, Carb Cycles are a friendly bicycle repair shop, meeting point and most importantly a Genesis dealer. We asked them a few questions and these are the answers we received along with a lot of emoji's...

How long has Carb existed?

We've been around for 3 years. Starting from a double garage doing repairs whilst offering cake and coffee to now being in a full on shop selling exciting quality brands and offering a unique experience to our customers new and old.

What is the ethos of your store?

To create a friendly, fun but professional knowledgeable service with a mix of tongue in cheek banter and humour. We like to focus on British brands and products whilst encouraging all cyclists young and old.

What are your store specialities?

We specialise in looking after people's needs. We don't mind if you ride a road ,gravel or mountain bike and I think our approach compliments Genesis as a brand. It's all about just riding and putting a smile on your face.

What bikes do you ride?

We ride the Datum, Volares, Latitudes, Zeros, Flyers. Pretty much everything in the Genesis range. I've never ridden a unicycle, wouldn't mind giving one a go.

What does the future hold for Carb Cycles?

A nice relaxing day off! Only kidding. We're intending to expand the shop with a personnel gym and a Watt-Bike/spin bike studio. We currently have a self-service coffee and cake area and plan to develop this further in the future.

We're also really keen to get involved with a gravel/dirt/road sportive and team up with Flan Rou and create something that is fun and unique in North Devon

Head to carbcycles.co.uk to find out more about the store and the guys behind it and if you are in the area pop in for a coffee, cake and a good old bicycle based chin wag.

Follow Carb on Instagram to see the latest news and choice of emoji's...
@carbcycles

Photos courtesy of Mike Page...



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FINITO

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SEE YOU OUT THERE

As we ride into the sunset of another model year, we must doth our caps to all the people that have worked tirelessly on what you have seen here.

Big thanks to Sim Mainey, snapper extraordinaire, who has once again captured the essence of what we do in 99% of the non-studio imagery in this brochure.

North Wales did not disappoint and was the perfect setting to showcase many of our latest offerings, and a massive thank you must go to Jason Coleman at the Snowdonia Aerospace Centre for welcoming us onto his airfield and lettings us loose to get some truly unique pictures.

But we can't continue to make rad bikes, that are all a little part of each of us, without the continued support and commitment from our dedicated customers and dealers!

Genesis is a way of life. A club, a community and we'll always think a little bit differently to encapsulate all that we love about riding bikes. **Peace and wheelies from the Genesis Product Team!_**



ANDY
Products & Ice Cream Enthusiast



RYAN
1994 Denver Yoyo champ & The Fixer



SAM
Product & Small Hat Collector



RICK
Stoked on spreadsheets & Pizza




GREE
Crayons, Felt Pens and beardy things



SIM
Polaroid & Pie connoisseur





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