



GENESIS

THE ORIGINAL **ADVENTURE** BICYCLE BRAND

TWENTY TWENTY-ONE



At Genesis we have a history of doing things our own way, whether that's making bikes we want to ride, or heading in a direction that might seem a little crazy at the time. We started making gravel bikes years ago, way before they were called gravel bikes. Our Croix de Fer or the Datum were designed to do a bit of everything, because that's what we liked to do.

Sometimes you fancy a ride on the road, sometimes a gravel track, towpath or even a section of singletrack comes along and you want to see where it goes, and when that happens you need a bike that's going to match your ambition. There's no point in venturing off the beaten path if your dreams outstrip your two-wheeled companion.

But we haven't spent the last 12 months sitting around doing nothing, and there's plenty of exciting stuff to show everyone for 2021. The Croix de Fer has some great new updates, including a whole host of new mounting points on the frame, an upgrade in tyre clearance to 42c, the versatility to run 650B wheels and some neat internal rear hose routing.

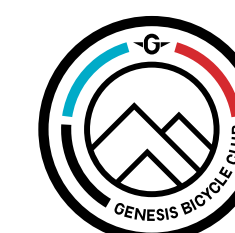
There are also two exciting new additions to the family in the Croix de Fer 50 with a Reynolds 853 frameset and a carbon fork, and the resurgence of the range-topping CDF 931. It is the fanciest non-titanium Croix de Fer yet and we're sure you'll get as much of a buzz from riding it as we did when we started making it.

You also need to check out the new colours for the Fugio. If you want a bike that stands out, the Fugio is it in almost every way. It's a real iconoclast and there's nothing else like it on the market.

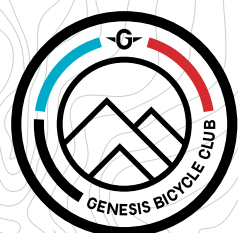
Don't sleep on the urban bikes, either. There are four new models and all draw inspiration from the ever-popular Croix de Fer. Whether it's a single-speed city rider or an internal hub town bike, Genesis is ready for urban adventures, too.

So put your feet up, grab a brew (or a beer) and enjoy our new range. We've loved making them almost as much as you'll love riding them.

We are also big supporters of www.freewheel.co.uk where consumers can shop our entire range online while still supporting their local bike shops.



DESIGNED IN GREAT BRITAIN



**GENESIS
BICYCLE
CLUB**

**JOIN
THE CLUB!**

Coming in 2021, sign up to the waiting list to hear more.

genesisbikes.co.uk/club

#genesisbicycleclub

MATERIALS

We're not material snobs here at Genesis.

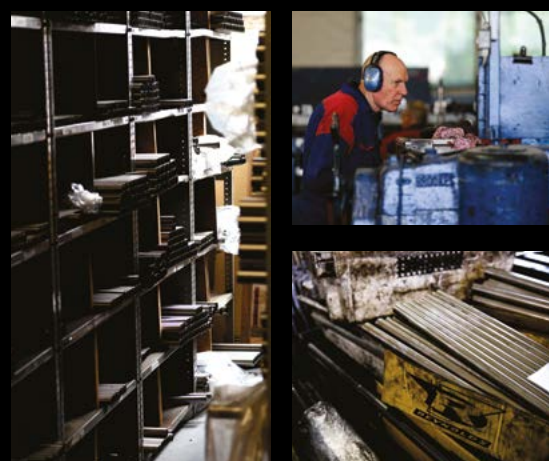
We believe you can make brilliant bikes from steel, aluminium, carbon or titanium – and that's exactly what we try to do.

We are, however, very particular about making sure that the materials we use are the very best available to us.

Whether we're making frames with our Mjolnir Chromoly, Reynolds 931 or 853 tubesets or even the stunning 3AL-2.5V double-butted titanium, we choose the best materials for the job.

That's the only way we can be sure the bike is as good as it can possibly be.

We're proud to say that Reynolds has played a major part in how our bikes and ranges have developed over time. For over ten years we've worked closely with their engineers to utilise beautiful and high-functioning tubesets that have made bikes like the Croix de Fer and Volare possible.



AMBASSADORS

At Genesis we're immensely proud of our history and the number of riders we have helped to realise their adventurous dreams over the years. We've helped riders cross continents, break borders and break records and they too have helped show the world the power of the bicycle and human determination.

We're incredibly fortunate to once again be supporting a collection of fantastic like-minded individuals who are helping to tell our story. We hope they inspire you as much as they inspire us.

We have one man and his dog taking on Europe on a Longitude, an ex-World Tour rider trading the peloton for gravel, a seriously determined Scottish lady and a whole host of fantastic riders representing us this year.



ADAM BLYTHE

After a glittering career racing road bikes professionally, Adam has traded it for baggier clothing, wider rims and more beer. The former British champion has been learning a lot about the path less-travelled and although events in 2020 have been cancelled he's looking forward to taking on rides like the Dirty Reiver! "My favourite bike is the Fugio. Why? It can do everything"



THE BRITISH ADVENTURE COLLECTIVE

You may recognise the name as it was Paul and Aaron who broke a world record in 2017 for cycling through 15 countries in seven days. They have plenty more adventures planned this year, least of all a modified Lands' End to John O'Groats which would take in every major climb in the UK, totalling 2,500km. The ultimate British adventure.



TAYLOR GUNMAN

"What's important to me in a bike is its reliability and detail. The Genesis Fugio bike has been the most versatile bike I've ever owned. There's a welcoming sense of trying to find the limits of the bikes whether it's with a pair of 27.5" wheels on mountain bike trails, and fast bunch rides with my 29" wheels. It's a bike I can't fault with all aspects being well thought out. The Fugio, simply the bike that does it all."



KERRY MACPHEE

Scottish rocket Kerry is a weapon on the mountain bike and the gravel bike. "I won last year's 3 Peaks on my Vapour and I love it. It's just the loveliest, smoothest feeling ride. I'm on my Datum now and would have been riding it for this year's event. It takes elements of the Vapour and other bikes in the Genesis range to create a fantastic race bike."



JOHNNY MCEVOY

"For me Genesis bikes were for fun on racing and speed. I've changed to more of an adventure cyclist, since stepping away from racing, riding gravel and off-road. I love the Croix de Fer for a very smooth and strong adventure bike. I can go fast on and off-road and stick my little boy on the back too. If I could ride one bike forever, this would always be my choice."



PABLO & HIPPIE

Possibly the most adorable couple in Europe. We've worked with Pablo for years as he cycles through countries with his dog Hippie. The two are inseparable and go everywhere together. This year he has traded his Croix de Fer for a Longitude in search of some mountains!

HERITAGE

"Drop bars don't always mean tarmac. 'Normal riding' shouldn't be a definition of accepted limits."

This description that we gave our original Croix de Fer back in 2009 is a philosophy we've followed ever since. Some 11 years later and with the cornerstone of our range getting its biggest ever update, things have certainly moved on a little!

Back in 2009 we weren't sure if people would get the concept of a drop bar bike you could ride on and off road, so we hedged slightly, labelling it as a 'cross bike in the truest sense of the word.

It was a gentle step away from our original Vapour and towards a bike that was intended to go further... but we never imagined quite how much further.

One year on Vin Cox set off from The Royal Observatory in Greenwich, London. Some 163 days, 18,000 miles and one circumnavigation of the world later, he returned a world record breaker.

As we celebrate the tenth anniversary of Vin's feat aboard our Croix de Fer it seemed fitting to give our original go-anywhere bike a bit of a makeover. Only this time we don't have to hide behind the 'cross bike moniker. Here at Genesis we've really enjoyed seeing the growth in riders heading off the beaten track, on that road – or path – to who knows where.

That has been our heritage and remains and philosophy as we continue to build the best bikes we can, that will take you to those places, fulfil your curiosities and make you remember why going for a ride is one of life's most brilliant experiences.

Whether that's a continent crossing epic, or the daily commute, a Genesis really can do it all.



ADVENTURE & GRAVEL

For as long as we can remember, the best cycling adventures have happened off the beaten track. The road to adventure isn't defined, doesn't follow a trail, and more often than not isn't even a road at all. It's whatever you make of it and that's what our bikes are ready for.

So many categories in cycling are for bikes that sit inside neat little boxes. We know that niches don't make for great bike rides, but freedom does. We said way back in 2009 that drop bars shouldn't confine a bike to the road, and the Croix de Fer has proved that and more. At the time it was a risk, because gravel and adventure bikes were far in the future, but it caught on in a big way and over a decade later the CdF is still going strong, loved by a generation of riders who didn't want to be contained by the boundaries of bike-riding genres. Our latest range of drop-bar go-anywhere bikes are the most versatile we've ever produced. We've been listening to what riders want and created the new, improved Croix de Fer to meet those needs.

These are the bikes that will take you to the places you never knew you wanted to go, they'll match your adventurous spirit pedal stroke for pedal stroke and make you remember why going for a ride is one of life's most enjoyable experiences.



DREAM BUILD The story behind our Croix de Fer

The ultimate adventure bike? That's what we aimed to create with the Croix de Fer Ti – and there was no better way to honour it than with the Dream Build treatment!

For the last few years Gee Milner's YouTube channel has been satisfying the need for bike nerds everywhere to see the most desirable builds on the planet come to life.

From unboxing the frame, to applying the grease and that final turn of the torque-wrench, his immersive, slow-burn ASMR experiences are a must-watch.

We headed to a remote location in north Wales to film a very special edition featuring our original go anywhere bike.

The Croix de Fer has crossed countries, continents and been around the world since its inception in 2009. One thing that will never change however, is its versatility. That made it particularly difficult to choose the type of Croix de Fer to create.

While we wanted the bike to be fitted with a wish-list of equipment, we also wanted to retain the practicality that makes the Croix de Fer what it is – a bombproof on and off-road machine, that will go the distance.

In the end, we decided to go for a build perfect for the short-but-sweet UK adventures that make up the majority of the riding we do.

That may be an after-work ride around your local woods, an all-day epic that links lanes, paths and bridleways, or even a weekender, carrying bike bags and essential kit for anything from wild-camping, to a stop-off in a bothy or B&B.

It's actually pretty rare that we get to create a build like this here at Genesis and we hope everyone had as much fun watching the Dream Build as we had creating it!



CDF TITANIUM

Frame: 3AL-2.5V Butted Titanium **Fork:** Genesis Full Carbon Gravel Disc Fork w/ Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX810-2 46/30t **Brakes:** Shimano GRX BR-RX810 **Rims:** WTB ST Light i23 TCS 2.0, 32h
Hubs: Formula Front - CL-712 / Rear - RXC-142S, CL, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 10.20kg **Colour:** Alice Clear **Sizes:** XS - S - M - L - XL



CDF TITANIUM FRAME

Frame: 3AL-2.5V Butted Titanium **Fork:** Genesis Full Carbon Gravel Disc Fork w/ Anything Cage Mounts
Weight: 2.71kg **Colour:** Alice Clear
Sizes: XS - S - M - L - XL





CDF 50

*Available in frame only option. See page 10 for details.

Frame: Reynolds 853 Seamless Air-Hardened Heat Treated Steel **Fork:** Genesis CGR1 Carbon Fork
Drivetrain: Shimano GRX FC-RX600 46/30t **Brakes:** Shimano GRX BR-RX810 **Rims:** WTB ST Light i23 TCS 2.0, 32h
Hubs: Formula Front - CL-712 / Rear - RXC-142S, CL, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 10.52kg **Colour:** Fleetwood Black **Sizes:** XS - S - M - L - XL







Colourway 1: Blue Springstein

Our original go anywhere bike. Imagined in 2009 with adventures in mind ever since, the new Croix de Fer is more versatile than ever. A huge update for 2021 sees clearances bulk up to 700 x 42c, with an option to run 650B x 47mm for ultimate all-terrain adaptability.

If I could ride one bike forever, this would always be my choice.
- Johnny McEvoy, Genesis Ambassador



CDF 40

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 46/30t **Brakes:** Shimano GRX BR-RX400 **Rims:** WTB ST i23 TCS 2.0, 32h
Hubs: Formula Front - CL-712 / Rear - RXC-142S, CL, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 11.31kg **Colour:** Blue Pac **Sizes:** XS - S - M - L - XL








CDF 20

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 46/30t **Brakes:** TRP Spyre-C Mechanical Disc **Rims:** Jalco XCD21, 32h, Tubeless Compatible
Hubs: KT-K08, 6 bolt, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 11.64kg **Colour:** Blue Springstein or Red Zeppelin **Sizes:** XS - S - M - L - XL



Colourway 2: Red Zeppelin



CDF 30

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 46/30t **Brakes:** TRP Spyre-C Mechanical Disc **Rims:** Jalco XCD21, 32h, Tubeless Compatible
Hubs: Formula Front - CL-712 / Rear - RXC-142S, CL, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 11.28kg **Colour:** Plums & Roses **Sizes:** XS - S - M - L - XL







CDF 20 FLATBAR

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 46/30t **Brakes:** Shimano BR-MT200 **Rims:** Jalco XCD23, 32h
Hubs: KT-K68, 6 Bolt, 32h **Tyres:** WTB Nano 700x40c
Weight: 12.25kg **Colour:** Steely Naan **Sizes:** XS - S - M - L - XL



Colourway 1: Rolling Bones



The baby brother to our proven Croix de Fer, the CDA shares the same geometry and legendary handling as its steel counterpart, but swaps out steel for aluminium and in turn passes a nice cost saving on to you.

The CDA is the perfect entry into the world of adventure bikes. The fact that it's compatible with a pannier rack and mudguards also makes it ideal as an everyday commuting workhorse.



CDA 30

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 **Brakes:** Promax DSK-717 Road **Rims:** Shining DB-31, 32h
Hubs: KT-K68, 6 bolt, 32h **Tyres:** WTB Riddler Comp 700x37c
Weight: 11.6kg **Colour:** Iron Greydon **Sizes:** XS - S - M - L - XL



Colourway 2: Burt Bachblack



CDF 10

Frame: Genesis Mjolnir Seamless Double-Butted Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Genesis TAF37 46/30t **Brakes:** TRP Spyre-C Mechanical Disc **Rims:** Jalco XCD21, 32h, Tubeless Compatible
Hubs: KT-K68, 6 Bolt, 32h **Tyres:** Kenda Booster 700x40c Tubeless Ready or WTB Riddler 700x40c Tubeless Ready
Weight: 11.87kg **Colour:** Rolling Bones or Burt Bachblack **Sizes:** XS - S - M - L - XL



CDF 10 FLATBAR

Frame: Genesis Mjolnir Seamless Double-Butted Chromoly **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Genesis TAF37 46/30t **Brakes:** Shimano BR-MT200 **Rims:** Jalco XCD23, 32h
Hubs: KT-K68, 6 Bolt, 32h **Tyres:** WTB Nano 700x40c
Weight: 12.28kg **Colour:** Bluish Gambino **Sizes:** XS - S - M - L - XL



CDA 20

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 **Brakes:** Promax DSK-717 Road **Rims:** Shining DB-31, 32h
Hubs: KT-K68, 6 bolt, 32h **Tyres:** WTB Riddler Comp 700x37c
Weight: 11.7kg **Colour:** Florence & The Green Sheen **Sizes:** XS - S - M - L - XL



CDF 853 FRAME

Frame: Reynolds 853 Seamless Air-Hardened Heat Treated steel
Fork: Chromoly Disc Fork With Anything Cage Mounts With 12mm Thru Axle
Weight: 3.99kg
Colour: Fleetwood Black
Sizes: XS - S - M - L - XL



CDF 725 THRU-AXLE FRAME

Frame: Reynolds 725 Heat-Treated Chromoly 12mm Thru Rear Axle
Fork: Chromoly Disc Fork With Anything Cage Mounts With 12mm Thru Axle
Weight: 3.98kg
Colour: Depeche Mauve
Sizes: XS - S - M - L - XL



CDF 725 FRAME

Frame: Reynolds 725 Heat-Treated Chromoly
Fork: Chromoly Disc Fork With Anything Cage Mounts
Weight: 3.88kg
Colour: Mango Jerry
Sizes: XS - S - M - L - XL



CDA 10

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Chromoly Disc Fork With Anything Cage Mounts
Drivetrain: Shimano GRX FC-RX600 **Brakes:** Promax DSK-717 Road **Rims:** Shining DB-31, 32h
Hubs: KT-K68, 6 bolt, 32h **Tyres:** WTB Riddler Comp 700x37c
Weight: 11.83kg **Colour:** Kanye Zest **Sizes:** XS - S - M - L - XL

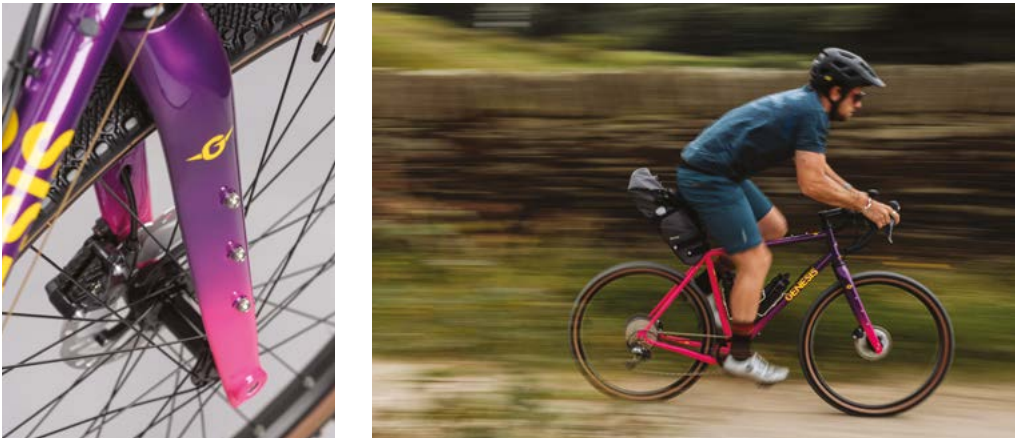


Our all-out gravel bike comes alive when things get interesting.

That might mean turning a bump into an opportunity to get off the ground, or simply flicking the back wheel through some turns.

Wherever you're heading, go the long way round. The Fugio makes it more fun.

“My favourite bike is the Fugio. Why? It can do everything. It's perfect for the family. I can get the kids on the back, I can tow them in the trailer. Basically, I can go mountain biking and I can also ride on the road. It is mega. Love it, the perfect every day bike.”
- Adam Blythe, Genesis Ambassador



FUGIO 30
Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Full Carbon Gravel Disc Fork W/ Anything Cage Mounts
Drivetrain: Shimano GRX ST-RX810 11spd **Brakes:** SRAM Apex Hydraulic Disc **Rims:** WTB ST i25 TCS 2.0, 32h
Hubs: Formula Front - RX812 / Rear - RX300, 6 bolt, 32h **Tyres:** WTB Venture 650x47c Tubeless Compatible System
Weight: 10.92kg **Colour:** Pink 182 **Sizes:** XS - S - M - L - XL



FUGIO 20
Frame: Genesis Mjolnir Seamless Double-Butted Chromoly **Fork:** Genesis Full Carbon Gravel Disc Fork W/ Anything Cage Mounts
Drivetrain: SRAM Apex 1 42t **Brakes:** SRAM Apex Hydraulic Disc **Rims:** WTB ST i25 TCS 2.0, 32h
Hubs: Formula Front - RX812 / Rear - RX300, 6 bolt, 32h **Tyres:** WTB Venture 650x47c Tubeless Compatible System
Weight: 11.64kg **Colour:** Stone Temple Violets **Sizes:** XS - S - M - L - XL



FUGIO 725 Frame
Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Full Carbon Gravel Disc Fork W/ Anything Cage Mounts
Weight: 3.24kg
Colour: LL Cool Jade
Sizes: XS - S - M - L - XL



FUGIO 10
Frame: 6061 Aluminium **Fork:** Genesis Full Carbon Gravel Disc Fork W/ Anything Cage Mounts
Drivetrain: SRAM Apex 1 42t **Brakes:** TRP Spyre-C FM **Rims:** WTB ST i25 TCS 2.0, 32h
Hubs: KT Front - QL-SL2F / Rear QL-X2DR, 6 bolt, 32h **Tyres:** WTB Venture 650x47c Tubeless Compatible System
Weight: 10.5kg **Colour:** The Black Peas **Sizes:** XS - S - M - L - XL



The bike that was built for exploring the world - or maybe just your little corner of it. Our Tour de Fer has been fully loaded since 2015 and keeps going strong.

Built to carry expedition-ready loads, this is the bike that lets you go all-in on adventure and never look back. Don't forget your toothbrush.

“What I like most about Genesis bikes is the hardness and reliability of their frames. The indispensable requirements of a good adventure partner. And I'm not saying it, it's the reputation they have among all travellers I know. If I had to keep only one, it would be difficult: I think I would choose the Croix de Fer or the Tour de Fer for a round the world trip”
- Pablo & Hippie, Genesis Ambassador



TOUR DE FER 30
Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Full Chromoly
Drivetrain: Shimano FC-4703 50/39/30t **Brakes:** TRP Sphyre-C
Rims: Sun Ringle Rhyno Lite, 36h **Hubs:** Shimano Front - DH-UR700-3D / Rear FH-M6000, 6 Bolt, 36h
Tyres: Schwalbe Marathon **Weight:** 14.73kg **Colour:** Eagle Eyed Berry **Sizes:** XS - S - M - L - XL



TOUR DE FER 20 FLATBAR
Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Full Chromoly
Drivetrain: Shimano FC-T611 44/32/24t **Brakes:** Promax DSK-717RA
Rims: Sun Ringle Rhyno Lite, 36h **Hubs:** Shimano Front - DH-3D37 Dynamo Hub / Rear - FH-M4050, 6 Bolt, 36h
Tyres: Schwalbe Marathon **Weight:** 14.80kg **Colour:** Greens Of The Stone Age **Sizes:** XS - S - M - L - XL



TOUR DE FER 10
Frame: Genesis Mjolnir Seamless Double-Butted Chromoly **Fork:** Genesis Full Chromoly
Drivetrain: Shimano FC-R3030 50/39/30t **Brakes:** Promax DSK-717RA
Rims: Jalco XCD22, 36h **Hubs:** KT-K08, 6 bolt, 36h
Tyres: Schwalbe Marathon **Weight:** 13.83kg **Colour:** Motley Blue **Sizes:** XS - S - M - L - XL



TOUR DE FER 10 FLATBAR
Frame: Genesis Mjolnir Seamless Double-Butted Chromoly **Fork:** Genesis Full Chromoly
Drivetrain: Shimano FC-T4010 48/36/26t **Brakes:** Promax DSK-717RS
Rims: Jalco XCD22, 36h **Hubs:** KT-K08, 6 bolt, 36h
Tyres: Schwalbe Marathon **Weight:** 13.89kg **Colour:** Red Kennedys **Sizes:** XS - S - M - L - XL



We think riding is more fun when you've got a bike that can go anywhere. The Vagabond is that bike.

Its beauty is in the eye of the beholder. Do you see it as 'cross bike that can push boundaries on the rough stuff, or a drop-bar all terrain monster that's more versatile than a copy-and-paste 29er hardtail?



When your imagination outweighs your common sense, you'll need to reach for the Longitude – our original go-anywhere, do-anything mountain bike. Designed to reach the summits other tourers simply can't reach – and then bomb back down – this is a bike built to be fully loaded and taken to the edges of nowhere.



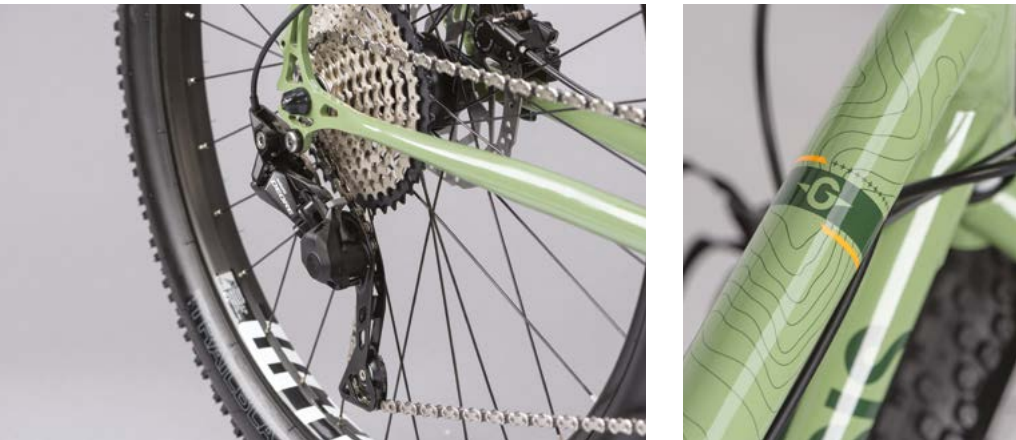
VAGABOND

Frame: Reynolds 725 Heat-Treated Chromoly 12mm Thru-Axle
Fork: Chromoly Disc Fork With Anything Cage Mounts 12mm Thru-Axle
Drivetrain: SRAM Stylo 36t **Brakes:** Tektro Spyre-C **Rims:** WTB ST i25 TCS 2.0, 32h
Hubs: Formula Front - CL-712 / Rear RXC-142A, 6 Bolt, 32h **Tyres:** Kenda Saber Pro 29x2.1 Tubeless Ready or WTB Nano 29x2.1 Tubeless Ready
Weight: 11.73kg **Colour:** Greenish House Mafia **Sizes:** S - M - L - XL



VAGABOND FRAME

Frame: Reynolds 725 Heat-Treated Chromoly 12mm Thru-Axle
Fork: Chromoly Disc Fork With Anything Cage Mounts 12mm Thru-Axle
Weight: 4.03kg
Colour: Plum 41
Sizes: S - M - L - XL



LONGITUDE

Frame: Genesis Mjolnir Seamless Double-Butted Chromoly
Fork: Genesis full Chromoly
Drivetrain: Shimano FC-MT500-B2 36/26t **Brakes:** Shimano BR-MT400
Rims: WTB ST i35 TCS 2.0 **Hubs:** Shimano Deore M252 **Tyres:** WTB Trail Blazer 27.5x2.8
Weight: 13.47kg **Colour:** Sage Against The Machine **Sizes:** S - M - L - XL



Spread the cost!

You can now enjoy 0% finance on all full priced bikes over £500 when spread over six, ten or twelve months when purchased online through Freewheel.*

[Freewheel.co.uk/finance](https://freewheel.co.uk/finance)



Freewheel.co.uk
YOUR LOCAL BIKE SHOP ONLINE



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LONGITUDE FRAME

Frame: Genesis Mjolnir Seamless Double-Butted Chromoly
Fork: Genesis Full Chromoly
Weight: 13.47kg
Colour: Lana Del Grey
Sizes: S - M - L - XL



UTILITY

We might talk a lot about the cross-country epics but cycling to work or getting yourself to the pub can be just as much of an adventure in its own right. Our range of urban bikes are every bit as reliable as our traditional adventure bikes and they always get the full Genesis treatment when it comes to style, too. The Brixton, Day One and Flyer are models that everyone knows but this year we have added the Broadway which you can read about here.

In everything we do we always put the rider first. These bikes are no different. We aim for simplicity and helping people get from point A to point B with minimal fuss. It's why we often opt for single-speed bikes built on dependable frames, taking inspiration from our other categories. We do our best to accessorise each bike with the essentials like mudguards and racks where possible so the bikes are good to get straight to work straight out of the box.

This is the trusty bike. The comfort blanket that you know will never let you down.



BRIXTON

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Chromoly Disc
Drivetrain: Samox AF13, 42t **Brakes:** Shimano BR-MT200
Rims: Shining DB-31, 32h **Hubs:** Front KT-K88F / Rear Shimano Nexus SG-C6001-8D 8spd **Tyres:** WTB All Terrain 700x37c
Weight: 14.9kg **Colour:** Elvis Costello **Sizes:** XS - S - M - L - XL



DAY ONE

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Chromoly Disc
Drivetrain: Samox AF13, 42t **Brakes:** Promax DSK-300 Road
Rims: Shining DB-31, 32h **Hubs:** Front KT-K88F / Rear Shimano Nexus SG-C6001-8D 8spd **Tyres:** WTB All Terrain 700x37c
Weight: 12.1kg **Colour:** Diana Moss **Sizes:** XS - S - M - L - XL



BROADWAY

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Chromoly Disc
Drivetrain: Shimano FC-MT210-2 46/36t **Brakes:** Shimano BR-MT200
Rims: Shining DB-31, 32h **Hubs:** KT KT-K68, 6 bolt, 32h **Tyres:** WTB All Terrain 700x37c
Weight: 11.9kg **Colour:** Primal Green **Sizes:** XS - S - M - L - XL



FLYER

Frame: ALX8 6066/6061-T6 Double-Butted Aluminium **Fork:** Genesis Chromoly Disc
Drivetrain: Samox AF13, 42t **Brakes:** Promax DSK-300 Road
Rims: Shining DB-31, 32h **Hubs:** KT Front KT-K88F / Rear KT-T58R **Tyres:** WTB All Terrain 700x37c
Weight: 10.6kg **Colour:** Billie Greyish **Sizes:** XS - S - M - L - XL

ROAD

For 2021 we've gone back to our roots on the road. Genesis started by making fast, competitive and beautiful steel-framed road bikes and that's what we've returned to. We firmly believe that steel is a perfect material for the road because not only do you create a bike that rides smoothly and handles as well as anything out there, it'll also stand the test of time and you'll want to ride it for years. And that's the point, we're not only making bikes that you want to ride, we're making bikes that you'll want to ride for years, and will look as good in a decade as they do now. That's what makes a classic.



EQUILIBRIUM DISC

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Carbon Road Disc
Drivetrain: Shimano 105 FC-RC7000 50/34t **Brakes:** Shimano 105 BR-R7070
Rims: Jalco SR500, 32h **Hubs:** Formula Front RX812 / Rear RX300, 6 bolt, 32h **Tyres:** WTB Exposure 700x32c
Weight: 10.31kg **Colour:** Red Sheeran **Sizes:** XS - S - M - L - XL



Back by popular demand is the ever-present Equilibrium, a real steel stalwart that's ready for 2021 in two full builds – one disc brake, one rim – two framesets following those same lines and four eye-catching colourways that have made the Equilibrium a favourite of road riders all over the land.



EQUILIBRIUM

Frame: Reynolds 725 Heat-Treated Chromoly **Fork:** Genesis Steel
Drivetrain: Shimano 105 FC-R7000 50/34t **Brakes:** Promax RC-477
Rims: Jalco MRS24, 32h **Hubs:** KT Front - KT-G15F / Rear - KT-GTER **Tyres:** WTB Exposure 700x32c
Weight: 10.04kg **Colour:** The Whitehouse Family **Sizes:** XS - S - M - L - XL



EQUILIBRIUM DISC FRAME

Frame: Reynolds 725 Heat-Treated Chromoly
Fork: Genesis Carbon Road Disc
Weight: 3.12kg
Colour: Blue Lipa
Sizes: XS - S - M - L - XL



EQUILIBRIUM FRAME

Frame: Reynolds 725 Heat-Treated Chromoly
Fork: Genesis Steel
Weight: 3.29kg
Colour: Don McGreen
Sizes: XS - S - M - L - XL



- Cycling Plus (Simon Withers)



Frame: Reynolds 931 Steel
Fork: Genesis Carbon Road Disc
Weight: 2.60kg
Colour: Raw Sauce
Sizes: XS - S - M - L - XL



Frame: Reynolds 853 Seamless Air-Hardened Heat Treated Steel
Fork: Genesis Carbon Road Disc
Weight: 2.82kg
Colour: Redder The Devil You Know
Sizes: XS - S - M - L - XL



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