



PRINCIPIA





THEY SAY THE SOUL OF A BIKE IS IN THE FRAME. NO MATTER WHICH COMPONENTS AND WHEELS YOU FIT ON YOUR BIKE, YOU CAN NEVER MAKE IT BETTER THAN ITS STARTING POINT: THE FRAME.

AT THE HEART OF PRINCIPIA'S FRAME DESIGN IS OUR NEVER ENDING QUEST TO CREATE THE PERFECT BICYCLE FRAME, COMBINING MAXIMUM POWER TRANSFER, PERFECT HANDLING AND COMFORT. OUR 2015 RANGE BRINGS US CLOSER TO OUR GOAL THAN EVER BEFORE.





WE CREATE ROAD
BIKES WITH SUPERIOR
TECHNOLOGY. WE STRIVE
TO ACHIEVE PERFECTION
SO RIDERS AROUND
THE WORLD CAN ENJOY
THE ULTIMATE BIKING
EXPERIENCE



REVOLUTION

COLOUR: White/Black/Red

SIZES: 48, 51, 54, 57, 60cm

TOPTUBE LENGTH: 525, 540, 550, 565, 590mm

STACK: 501, 522, 557, 588, 612mm

REACH: 386, 385, 384, 385, 402mm

BIKE WEIGHT: 6,8 kg



RULE TEAM

COLOUR: Matt Black/Yellow/Grey

SIZES: 49, 52, 55, 58, 60cm

TOPTUBE LENGTH: 535, 550, 565, 575, 590mm

STACK: 535, 552, 567, 581, 597mm

REACH: 381, 381, 391, 397, 401mm

BIKE WEIGHT: 7,2 kg



THE RULE HAS THE
STRENGTH OF A
COMPETITION BIKE
BUILT LIKE A TRUE
ENDURANCE SPEED
MACHINE





LIMITED 25TH

COLOUR: Customized Principia Math Alloy

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 526, 540, 551, 565, 571, 610mm

STACK: 520, 543, 560, 580, 600, 621mm

REACH: 388, 392, 397, 400, 407, 412mm

FRAME WEIGHT: 1050 gram



RULE TEAM 25TH

COLOUR: Graphite Black/Red/Black

SIZES: 49, 52, 55, 58, 60cm

TOPTUBE LENGTH: 535, 550, 565, 575, 590mm

STACK: 535, 552, 567, 581, 597mm

REACH: 381, 381, 391, 397, 401mm

BIKE WEIGHT: 7,2 kg



RULE

COLOUR: Graphite Black/Blue/Green

SIZES: 49, 52, 55, 58, 60cm

TOPTUBE LENGTH: 535, 550, 565, 575, 590mm

STACK: 535, 552, 567, 581, 597mm

REACH: 381, 381, 391, 397, 401mm

BIKE WEIGHT: 8,2 kg



EVOLUTION TEAM DI2

COLOUR: Graphite Black/Yellow/Grey

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 521, 540, 546, 565, 577, 595mm

STACK: 511, 532, 551, 569, 588, 612mm

REACH: 386, 394, 395, 402, 409, 414mm

BIKE WEIGHT: 7,9 kg



EVOLUTION TEAM

COLOUR: Graphite Black/Blue/Green

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 521, 540, 546, 565, 577, 595mm

STACK: 511, 532, 551, 569, 588, 612mm

REACH: 386, 394, 395, 402, 409, 414mm

BIKE WEIGHT: 7,9 kg



EVOLUTION

COLOUR: Graphite Black/Red/White

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 521, 540, 546, 565, 577, 595mm

STACK: 511, 532, 551, 569, 588, 612mm

REACH: 386, 394, 395, 402, 409, 414mm

BIKE WEIGHT: 8,4 kg



LEVITATE

COLOUR: Matt Black/Red/White

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 526, 540, 551, 565, 571, 610mm

STACK: 520, 543, 560, 580, 600, 621mm

REACH: 388, 392, 397, 400, 407, 412mm

BIKE WEIGHT: 9,0 kg



LEVITATE

COLOUR: Black/Yellow/Grey

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 526, 540, 551, 565, 571, 610mm

STACK: 520, 543, 560, 580, 600, 621mm

REACH: 388, 392, 397, 400, 407, 412mm

BIKE WEIGHT: 9,0 kg



RSL TEAM

COLOUR: Black/White/Green

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 526, 540, 551, 565, 571, 610mm

STACK: 520, 543, 560, 580, 600, 621mm

REACH: 388, 392, 397, 400, 407, 412mm

BIKE WEIGHT: 9,7 kg



RSL

COLOUR: Matt Black/Grey/White

SIZES: 51, 53, 55, 57, 59, 61cm

TOPTUBE LENGTH: 526, 540, 551, 565, 571, 610mm

STACK: 520, 543, 560, 580, 600, 621mm

REACH: 388, 392, 397, 400, 407, 412mm

BIKE WEIGHT: 10,2 kg



AURA TEAM

COLOUR: Pearl White/Torquoise/Silver

SIZES: 48, 50, 52, 54cm

TOPTUBE LENGTH: 507, 519, 531, 543mm

STACK: 523, 540, 566, 589mm

REACH: 369, 371, 375, 375mm

BIKE WEIGHT: 9,0 kg



AURA

COLOUR: Black/Grey/Blue

SIZES: 48, 50, 52, 54cm

TOPTUBE LENGTH: 507, 519, 531, 543mm

STACK: 523, 540, 566, 589mm

REACH: 369, 371, 375, 375mm

BIKE WEIGHT: 10,2 kg



THE WIND WHIZZES BY
WITHOUT SLOWING YOU
DOWN. THE AERODYNAMIC
FRAME CUTS THROUGH THE
AIR AS EACH EXTRA WATT IS
TRANSLATED INTO
HIGHER SPEED. TIME
ALMOST STANDS STILL



TT ONE TEAM

COLOUR: UD Carbon Mat/Green

SIZES: 49, 51, 54cm

TOPTUBE LENGTH: 515, 530, 560mm

BIKE WEIGHT: 7,9 kg



TT ONE

COLOUR: UD Carbon Mat/Green

SIZES: 49, 51, 55cm

TOPTUBE LENGTH: 515, 530, 560mm

BIKE WEIGHT: 7,5 kg



PRINCIPIA MOUNTAINBIKES
ARE DEVELOPED ON
THE TIGHT AND FAST
DANISH SINGLE TRACKS,
FAMOUS FOR INSPIRING
RIDERS TO PUSH
HARDER AND DEMAND
MORE OF THEIR BIKES



EVOKE TEAM SL 29

COLOUR: Black/Red/White
SIZES: 17", 19", 21"
TOPTUBE LENGHT: 550, 565, 575, 590mm
STACK: 606, 609, 609mm
REACH: 417, 436, 451mm
BIKE WEIGHT: 9,5 kg



EVOKE TEAM 29

COLOUR: Graphite Black/Blue/Green
SIZES: 17", 19", 21"
TOPTUBE LENGTH: 590, 610, 625mm
STACK: 610, 613, 617mm
REACH: 415, 429, 442mm
BIKE WEIGHT: 10,7 kg



PRINCIPIA EVOKE
 IS BUILT TO INSPIRE
 AND TO GIVE YOU A
 SHORTCUT TO THE
 FEELING OF ACHIEVING
 SOMETHING GREAT



EVOKE 29

COLOUR: Graphite Black/Red/White
SIZES: 17", 19", 21"
TOPTUBE LENGTH: 590, 610, 625mm
STACK: 610, 613, 617mm
REACH: 415, 429, 442mm
BIKE WEIGHT: 11,4 kg



EVOKE 27.5

COLOUR: Graphite Black/Red/White
SIZES: 17", 19", 21"
TOPTUBE LENGTH: 550, 565, 575, 590mm
STACK: 587, 606, 625mm
REACH: 404, 417, 421mm
BIKE WEIGHT: 10,9 kg



MSL TEAM 29

COLOUR: Black/Red/White

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 575, 595, 615, 635mm

STACK: 612, 614, 614, 633mm

REACH: 400, 420, 440, 454mm

BIKE WEIGHT: 11,5 kg



THE GEOMETRY OF
THE FRAME WILL GIVE
RIDERS AT ANY LEVEL
FULL CONTROL WHILE
FEELING COMFORTABLE
AT ANY SPEED



MSL 29

COLOUR: Matt Black/Blue/Green

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 575, 595, 615, 635mm

STACK: 612, 614, 614, 633mm

REACH: 400, 420, 440, 454mm

BIKE WEIGHT: 12,9 kg



MSL 27.5

COLOUR: Matt Black/Blue/Green

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 565, 590, 610, 630mm

STACK: 575, 580, 594, 613mm

REACH: 396, 419, 435, 449mm

BIKE WEIGHT: 12,5 kg



MXC TEAM 29

COLOUR: Cool Grey/Red/Yellow

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 535, 550, 565, 575, 590mm

STACK: 625, 627, 627, 646mm

REACH: 396, 416, 436, 450mm

BIKE WEIGHT: 13,2 kg



MXC 29

COLOUR: Black/Red/White

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 535, 550, 565, 575, 590mm

STACK: 625, 627, 627, 646mm

REACH: 396, 416, 436, 450mm

BIKE WEIGHT: 13,6 kg



EVOKE MS9 27.5

COLOUR: Matt Black/Blue/Green

SIZES: 15", 17", 19", 21"

TOPTUBE LENGTH: 565, 590, 610, 630mm

STACK: 575, 580, 594, 613mm

REACH: 396, 419, 435, 449mm

BIKE WEIGHT: 13,3 kg



ENTRY LEVEL BIKES WITH
HIGH PERFORMANCE
GEOMETRY. THE EVOKE MS
BIKES GIVE RIDERS A GOOD
START ON THE
SINGLE TRACKS



EVOKE MS5 27.5

COLOUR: Black/Red/Yellow
SIZES: 15", 17", 19", 21"
TOPTUBE LENGTH: 565, 590, 610, 630mm
STACK: 575, 580, 594, 613mm
REACH: 396, 419, 435, 449mm
BIKE WEIGHT: 13,4 kg



EVOKE MS1 27.5

COLOUR: Matt Black/Red/White
SIZES: 15", 17", 19", 21"
TOPTUBE LENGTH: 565, 590, 610, 630mm
STACK: 575, 580, 594, 613mm
REACH: 396, 419, 435, 449mm
BIKE WEIGHT: 13,5 kg



Principia									
	Revolution	Rule Team	Limited 25th	Rule 25th	Rule	Evolution Team Di2	Evolution Team	Evolution	Levitate
Riding Style	Endurance	Endurance	Competition	Endurance	Endurance	Competition	Competition	Competition	Competition
Frame	Principia Revolution UHM Carbon Disc Brake	Principia WPC UHM Carbon	Principia Math Alloy Triple Butted	Principia WPC UHM Carbon	Principia WPC UHM Carbon	Principia WPC HM Carbon	Principia WPC HM Carbon	Principia WPC HM Carbon	Principia Math Alloy Triple Butted
Fork	Principia Control Disc Monocoque Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon	Principia Flow Monocoque Tapered Full Carbon
Front Derailleur	Shimano Dura Ace 9070 Di2	Shimano Dura Ace 9000	-	Shimano Ultegra 6800	Shimano 105 5800	Shimano Ultegra Di2 6870	Shimano Ultegra 6800	Shimano 105 5700	Shimano 105 5700
Rear Derailleur	Shimano Dura Ace 9070 Di2	Shimano Dura Ace 9000	-	Shimano Ultegra 6800	Shimano 105 5800	Shimano Ultegra Di2 6870	Shimano Ultegra 6800	Shimano 105 5700	Shimano 105 5700
Shifting Lever	Shimano R785	Shimano Dura Ace 9000	-	Shimano Ultegra 6800	Shimano 105 5800	Shimano Ultegra 6870	Shimano Ultegra 6800	Shimano 105 5700	Shimano 105 5700
Brakes	Shimano R785	Shimano Dura Ace 9000	-	Shimano Ultegra 6800	Shimano 105 5800	Principia	Principia R741 by Tektro	Principia	Principia
Crankset	FSA K-Force Light 386, 50/34T	Rotor 3D30 NoQ, 50/34T	-	Shimano Ultegra 6800, 50/34T	Shimano 105 5800, 50/34T	Shimano RS500, 50/34T	Shimano RS500, 50/34T	FSA Gossamer, 50/34T	FSA Gossamer, 50/34T
BB set	FSA BB-ES120	Rotor PF4130	-	Shimano BB86	Shimano BB86	Shimano BB86	Shimano BB86	Shimano BB86	FSA BB86
Cassette	Shimano Ultegra 6800,11-28T	Shimano Ultegra 6800, 11-28T	-	Shimano Ultegra 6800, 11-28T	Shimano 105 5800, 11-28T	Shimano 105 5800, 11-28T	Shimano 105 5800, 11-28T	Shimano 4600, 12-28T	Shimano 4600, 12-28T
Chain	Shimano HG700	Shimano HG700	-	Shimano HG600	Shimano HG600	Shimano HG600	Shimano HG600	Shimano 4601	Shimano 4601
Wheelset	DT Swiss Revolution DB, 15/12mm	DT Swiss R20 Di-Cut	-	Shimano RS81 -C35	Shimano RS11	Shimano RS11	Shimano RS11	Elit R1.0	Elit R1.0
Tyre	Schwalbe Durano S Raceguard	Schwalbe ONE	-	Schwalbe ONE	Schwalbe Durano S RaceGuard	Schwalbe Durano S RaceGuard	Schwalbe Durano S RaceGuard	Schwalbe Lugano PP	Schwalbe Lugano PP
Headset	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse
Stem	FSA K-Force Light	Ritchey WCS 4-Axis	-	Ritchey WCS 4-Axis	Ritchey WCS 4-Axis	Ritchey Logic	Ritchey Logic	Ritchey Logic	Ritchey Logic
Handlebar	FSA K-Force Light	Ritchey WCS Carbon Curve	-	Ritchey Logic	Ritchey Logic	Ritchey Logic	Ritchey Logic	Ritchey Logic	Ritchey Logic
Saddle	Prologo Zero Nack	Prologo Scratch II	-	Prologo Scratch II CPC	Principia	Prologo Scratch II	Principia	Principia	Principia
Seatpost	FSA K-Force Light with built in battery	Ritchey WCS	-	Ritchey Logic	Ritchey Logic	Ritchey Logic Di2	Ritchey Logic	Ritchey Logic	Ritchey Logic
Size	48, 51, 54, 57, 60cm	49, 52, 55, 58, 60cm	51, 53, 55, 57, 59, 61cm	49, 52, 55, 58, 60cm	49, 52, 55, 58, 60cm	51, 53, 55, 57, 59, 61cm	51, 53, 55, 57, 59, 61cm	51, 53, 55, 57, 59, 61cm	51, 53, 55, 57, 59, 61cm
Frame Colour	Black/White/Red	Matt Black/Yellow/Grey	Matt Black	Graphite Black/Red/Black	Graphite Black/Blue/Green	Graphite Black/Yellow/Grey	Graphite Black/ Blue/Green	Graphite Black/Red/White	Black/Yellow/Grey & Matt Black/Red/White

	RSL TEAM	RSL	AURA TEAM	AURA	TT ONE TEAM	TT ONE	EVOKE TEAM SL 29	EVOKE TEAM 29	EVOKE 29
Riding Style	Endurance	Endurance	Endurance	Endurance	Aerodynamik	Aerodynamik	Cross Country Race	Cross Country Race	Cross Country Race
Frame	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Math Alloy Triple Butted	Principia Math Alloy Double Butted	Principia C TT Monocoque Carbon UD	Principia C TT Monocoque Carbon UD	Principia 29" WPC UHM Carbon	Principia 29" WPC HM Carbon	Principia 29" WPC HM Carbon
Fork	Principia Q4 Air-AL	Principia Q4 Air-AL	Principia Flow Monocoque Tapered Full Carbon	Principia Q4 Air-AL	Principia TT MonocoqueTapered Full Carbon	Principia TT MonocoqueTapered Full Carbon	Rock Shox SID XX Tapered QR15, 100mm, Remote Push Loc	Fox Float Performance 32 CTD FIT, 100mm, 15QR	Fox Float Evolution 32, CTD, E-S 100mm, 15QR
Front Derailleur	Shimano Sora	Shimano Claris	Shimano 105 5700	Shimano Claris	Shimano Ultegra DI2	Shimano Ultegra DI2	Shimano XTR	Shimano Deore	Shimano Deore
Rear Derailleur	Shimano Sora	Shimano Claris	Shimano 105 5700	Shimano Claris	Shimano Dura Ace 9060 DI2	Shimano Dura Ace 9060 DI2	Shimano XTR	Shimano XT	Shimano XT
Shifting Lever	Shimano Sora, 2x9 speed	Shimano Claris, 2x8speed	Shimano 105 5700, 2x10speed	Shimano Claris, 2x8speed	Shimano Di2 Extension	Shimano Di2 Extension	Shimano XTR	Shimano M610	Shimano Deore 610
Brakes	Shimano Sora	Shimano Claris	Principia	Shimano Claris	Shimano Dura Ace 9000	Shimano Dura Ace 9000	Shimano XTR	Shimano M615	Shimano M355
Crankset	Shimano Sora, 50/34T	Shimano Claris, 50/34T	Shimano Tiagra, 50/34T	Shimano Claris, 50/34T	FSA SL-K Mega Exo, 53/39T	FSA SL-K Mega Exo, 53/39T	Shimano XTR, 38/24T	Shimano M615 Deore, 38/24T	Suntour XCR, 38/24T
BB set	Shimano BSA Hollowtech II	Shimano BSA	Shimano BB86	Shimano BSA	BSA	BSA	Shimano XTR	Shimano BSA BB-51 Hollowtech II	Suntour BSA BB-BKA008
Cassette	Shimano HG-50, 12-32T	Shimano HG-50, 12-32T	Shimano 4600, 12-30T	Shimano HG-50, 12-32T	Shimano Ultegra, 11-25T	Shimano Ultegra,11-25T	Shimano XT, 11-34T	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T
Chain	Shimano HG-53	KMC X8	Shimano 4601	KMC X8	Shimano Ultegra 6800	Shimano Ultegra 6800	Shimano XTR	KMC X10	KMC X10
Wheelset	Elit R5.0	Elit R5.0	Elit R1.0	Elit R5.0	DT Swiss DiCut RRC LTD	DT Swiss SPLINE R 23	DT Swiss SPLINE ONE XR 1501	Elit X1.0	Elit X1.0 29"
Tyre	Schwalbe Lugano PP	Schwalbe Lugano PP	Schwalbe Lugano PP	Schwalbe Lugano PP	Schwalbe Durano S RaceGuard	Schwalbe Durano S RaceGuard	Schwalbe Thunder Burt Evolution	Schwalbe Rocket Ron/Thunder Burt	Schwalbe Rocket Ron/Thunder Burt
Headset	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse by FSA	Principia Ellipse by FSA	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse 1,5"
Stem	Elit	Elit	Ritchey Logic	Elit	FSA SL-K	FSA SL-K	Elit PRO	Ritchey MTN 4-Axis	Ritchey MTN 4-Axis
Handlebar	Elit	Elit	Ritchey Logic	Elit	Vision Tri-max Basebar + Vision Carbon Clip on	Vision Tri-max Basebar + Vision Carbon Clip on	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm
Saddle	Principia	Principia	Principia Lady, 151mm	Principia Lady, 151mm	Prologo Zero II TT	Prologo Zero II TT	Elit PRO	Ritchey 2B 400mm	Ritchey 2B 400mm
Seatpost	Elit	Elit	Ritchey Logic	Elit	Principia Aero TT Carbon 2-Way	Principia Aero TT Carbon 2-Way	Principia	Principia	Principia
Size	51, 53, 55, 57, 59, 61cm	51, 53, 55, 57, 59, 61cm	48, 50, 52, 54cm	48, 50, 52, 54cm	49, 51, 54cm	49, 51, 54cm	17", 19" 21"	17", 19" 21"	17", 19" 21"
Frame Colour	Black/Green/White	Black/Grey/White	Pearl White/ Turquoise/Silver	Black/Blue/Silver	UD Carbon Mat/Green	UD Carbon Mat/Green	Black/Red/White	Graphite Black/Blue/Green	Graphite Black/ Red/White

EVOKE 27.5		MSL TEAM 29		MSL 29		MSL 27.5		MXC TEAM 29		MXC 29		EVOKE MS9 27.5		EVOKE MS5 27.5		EVOKE MS1 27.5	
Riding Style	Cross Country Race	Cross Country Race	Cross Country Race	Cross Country Race	Cross Country Race	Cross Country Race	Cross Country Race	Recreational	Recreational	Recreational	Recreational	Recreational	Recreational	Recreational	Recreational	Recreational	Recreational
Frame	Principia 27.5" WPC HM Carbon	Principia Math Alloy Triple Butted 29	Principia Math Alloy Triple Butted 29	Principia Math Alloy Triple Butted 27,5	Principia Math Alloy Triple Butted 27,5	Principia Math Alloy Triple Butted 27,5	Principia Math Alloy Triple Butted 27,5	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy	Principia Air-Al Alloy
Fork	Fox Float Evolution 32, CTD, E-S 100mm, 15QR	Fox Float Evolution 32, CTD, E-S 100mm, 15QR	Suntour Raidon XC RL-R 100mm, 15QR, Remote lockout	Suntour Raidon XC RL-R 100mm , 15QR, Remote lockout	Suntour Raidon XC RL-R 100mm , 15QR, Remote lockout	Suntour XCR 32RL 100mm, Remote lockout	Suntour XCM 32RL 100mm, Remote lockout	Suntour XCR 32RL 100mm, Remote lockout	Suntour XCM 32RL 100mm, Remote lockout	Suntour XCM 100mm, Remote lockout	Suntour XCM 100mm, Remote lockout	Suntour XCM 100mm, Remote lockout	Suntour XCM 100mm, Remote lockout	Suntour XCT, 100mm	Suntour XCT, 100mm	Suntour XCT, 100mm	Suntour XCT, 100mm
Front Derailleur	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano Deore	Shimano M313	Shimano M313	Shimano M20	Shimano M20	Shimano TY10	Shimano TY10	Shimano TY10	Shimano TY10
Rear Derailleur	Shimano XT	Shimano XT	Shimano XT	Shimano XT	Shimano XT	Shimano XT	Shimano XT	Shimano Deore	Shimano Deore	Shimano Acera	Shimano Acera	Shimano Altus	Shimano Altus	Shimano TX35	Shimano TX35	Shimano TX35	Shimano TX35
Shifting Lever	Shimano Deore 610	Shimano Deore 610	Shimano Deore 610 2x10sp	Shimano Deore 610 2x10sp	Shimano Deore 610 2x10sp	Shimano Deore 610 2x10sp	Shimano Deore 610 2x10sp	Shimano Deore 610	Shimano Deore 610	Shimano Acera	Shimano Acera	Shimano RS45	Shimano RS45	Shimano RS35	Shimano RS35	Shimano RS35	Shimano RS35
Brakes	Shimano M355	Shimano M396	Shimano M395	Shimano M395	Shimano M395	Shimano M355	Shimano M355	Shimano M355	Shimano M355	Shimano M355	Shimano M355	Tektro HD-M290	Tektro HD-M290	Tektro HD-M290	Tektro HD-M290	Promax Mechanical	Promax Mechanical
Crankset	Suntour XCR, 38/24T	Shimano M615 Deore, 38/24T	Suntour XCR, 38/24T	Suntour XCR, 38/24T	Suntour XCR, 38/24T	Suntour XCM 38X24T	Suntour XCM 38X24T	Suntour XCM 38X24T	Suntour XCM 38X24T	Shimano FC-M361	Shimano FC-M361	Shimano FC-M131	Shimano FC-M131	Suntour XCC	Suntour XCC	Suntour XCC	Suntour XCC
BB set	Suntour BSA BB-BKA008	Shimano BSA BB-51 Hollowtech II	Suntour BSA BB-BKA008	Suntour BSA BB-BKA008	Suntour BSA BB-BKA008	Shimano BB-ES25	Shimano BB-ES25	Shimano BB-ES25	Shimano BB-ES25	TH 7420	TH 7420	TH 7420	TH 7420	TH 7420	TH 7420	TH 7420	TH 7420
Cassette	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T	Shimano HG-50, 11-36T 10speed	Shimano HG-50, 11-36T 10speed	Shimano HG-50, 11-36T 10speed	Shimano HG-50, 11-36T 10speed	Shimano HG-31, 11-32T 8speed	Shimano HG-31, 11-32T 8speed	Shimano HG-200, 12-32T 8speed	Shimano HG-200, 12-32T 8speed	Shimano HG-20, 12-28T 7speed	Shimano HG-20, 12-28T 7speed	Shimano HG-20, 12-28T 7speed	Shimano HG-20, 12-28T 7speed
Chain	KMC X10	KMC X10	KMC X10	KMC X10	KMC X10	KMC X10	KMC X10	KMC X10	KMC X10	KMC Z-51 8sp	KMC Z-51 8sp	KMC Z-72 8sp	KMC Z-72 8sp	KMC Z-50	KMC Z-50	KMC Z-50	KMC Z-50
Wheelset	Elit X1.0 27,5"	Elit X1.0 29"	Elit X1.0 29"	Elit X1.0 27,5"	Elit X1.0 27,5"	Elit X 5.0 29"	Elit X 5.0 29"	Elit X 5.0 29"	Elit X 5.0 29"	Elit X 5.0 29"	Elit X 5.0 29"	Elit X 5.0 27,5"	Elit X 5.0 27,5"	Elit X 5.0 27,5"	Elit X 5.0 27,5"	Elit X 5.0 27,5"	Elit X 5.0 27,5"
Tyre	Schwalbe Rocket Ron/Thunder Burt	Schwalbe Rocket Ron/Thunder Burt	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Rapid Rob	Schwalbe Smart Sam	Schwalbe Smart Sam	Schwalbe Smart Sam	Schwalbe Smart Sam	Schwalbe Smart Sam	Schwalbe Smart Sam
Headset	Principia Ellipse 1,5"	Principia Ellipse 1,5"	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia Ellipse	Principia	Principia	Principia	Principia	Principia	Principia
Stem	Ritchey MTN 4-Axis	Ritchey MTN 4-Axis	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit
Handlebar	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit XC 700mm	Elit 680mm	Elit 680mm	Elit 680mm	Elit 680mm	Elit 680mm	Elit 680mm
Saddle	Ritchey 2B 400mm	Ritchey 2B 400mm	Elit 400mm	Elit 400mm	Elit 400mm	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit	Elit
Seatpost	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia	Principia
Size	17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"	15", 17", 19" 21"
Frame Colour	Graphite Black/Red/White	Black/Red/White	Matt Black/ Blue/Green	Matt Black/ Blue/Green	Matt Black/ Blue/Green	Cool Gray/Red/Yellow	Cool Gray/Red/Yellow	Cool Gray/Red/Yellow	Cool Gray/Red/Yellow	Black/Red/White	Black/Red/White	Matt Black/Red/White	Matt Black/Red/White	Black/Red/Yellow	Black/Red/Yellow	Black/Red/Yellow	Black/Red/Yellow



BOLT-THRU AXLE SYSTEM

The Principia bolt thru-axle system is setting a new standard for disc brake bikes. You will experience a new level of control, strength and stiffness when cornering at high speed and riding through tough terrain. At the same time the wheels will always be perfectly aligned to the disc brakes. The 15 mm front axle and 12mm rear axle have been developed with DT Swiss and are easy to operate whenever you need to take off the wheels quickly.



PRINCIPIA MONOCOQUE TRIANGLE

With the newly developed mountainbikespecific carbon technology, Principia Monocoque Triangle, the rear triangle of the frame is a true monocoque construction made of 100% carbon fibre. Based on the proprietary Weaved Principia Carbon technology PMT sets new standards for weight, stiffness and strength.



ELLIPSE

The latest generation of Principia's trademark elliptical bottom bracket and head tube design. The increased diameter of the intersection of the tubes adds rigidity and strength without increasing weight. The ELLIPSE PROJECT gives you more efficient power transfer and more control when it counts.



CARBON FRIENDLY SEAT TUBE

Carbon seat posts are generally light and strong but can be fragile when fitted incorrectly. The pressure that the seat post is subjected to when tightening the seat clamp can be critical and even structurally fatal. Principia's unique CARBON FRIENDLY SEAT TUBE gently distributes the pressure load over a larger area of the seat post. This clever design feature is safer for both you and your seat post.



DESIGN 2 SIZE

Traditional frame design uses tubing with identical diameters and wall thicknesses for all frame sizes. Either this makes the smaller frame sizes too heavy or the larger frame sizes insufficiently strong and stiff. Principia's DESIGN 2 SIZE technology optimizes the tubing specifications for the individual frame sizes ensuring optimum riding characteristics for riders of all sizes.



WPC PRINCIPIA CARBON

Principia's proprietary carbon technology combines first class carbon filaments with a newly developed layup technique. WPC uni-directional technology allows maximum control of the direction of the fibres enabling us to carefully finetune key properties such as stiffness, strength and comfort. WEAVED PRINCIPIA CARBON exclusively uses Mitsubishi filaments with tensile strengths ranging from 12 [C12T] to 60 [C60T] tonnes per square centimetre.



29"ER OR 27,5"

More speed, smoother ride, increased traction, better stability and less rolling resistance. There are huge benefits of choosing 29-inch or 27,5-inch wheels over 26-inch wheels. Whatever size fits you the best with Principia's 29'er and 27,5'er technology you will get the best possible riding experience on any trail.



ROAD DISC POST MOUNT

Bringing disc brakes to the world of road bikes will give riders more control and braking power when it is most important. Principia's road disc post mount is designed specifically to match Shimano's 140mm rotors.



FLOW CONTROL

Based on advanced computer calculated stress simulations Principia succeeded in developing a brand new carbon lay up for the FLOW control fork. The new fork is designed to unite the three most important requirements: low weight, lateral stiffness, and comfort. Narrower fork blades and an ovalised stem offer increased vertical compliance and improved shock absorption while maintaining lateral stiffness. At 320 grams it is the lightest fork ever developed by Principia.



INTERNAL CABLE ROUTING

Principia's INTERNAL CABLE ROUTING allows the gear cables to disappear discretely into the head tube giving the frame a unique, streamlined appearance while ensuring that the cables are protected from dirt and grime at the same time. Principia ICR has a completely sealed liner from entry to exit for easy maintenance and wire replacement.



SX GEOMETRY

Principia's SX GEOMETRY adapts the slope of the top tube to the individual frame sizes adding more slope to the smaller frame sizes and less slope to the larger frame sizes. This means that tall riders do not have to use long seat posts that are structurally weak and unaesthetical.



INTEGRATED SHIFTING PRECISION

Imagine a replaceable rear derailleur hanger that allows you to shift gears with the precision and reliability of a fixed non-replaceable rear derailleur hanger. The INTEGRATED SHIFTING PRECISION derailleur hanger is a unique Principia feature which combines the precision and rigidity of a fixed derailleur mount dropout with replaceability. INTEGRATED SHIFTING PRECISION is featured on all Principia models.



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