



FUJI

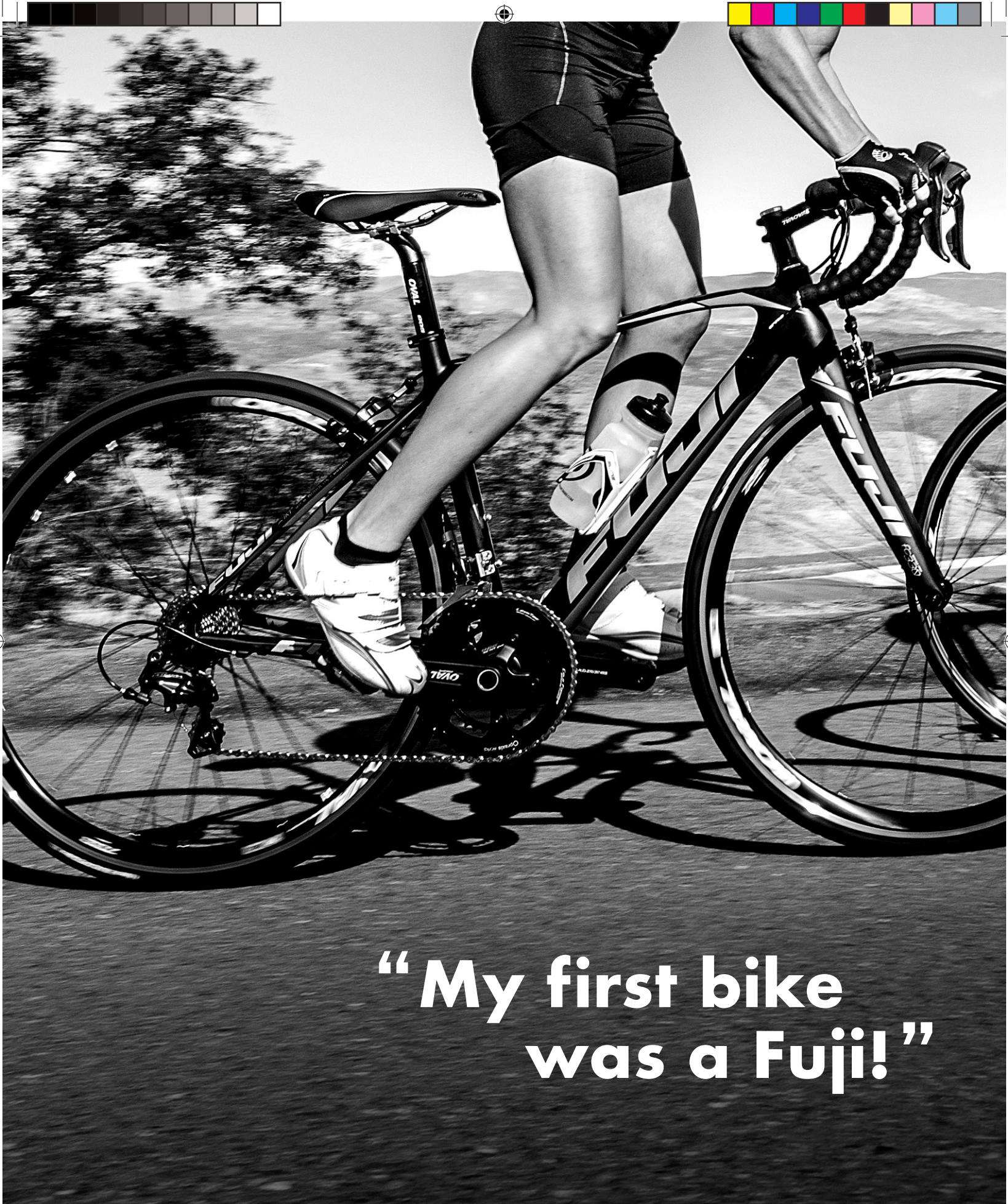
2014 TOUR DE FRANCE PARTICIPANT



2015

PREMIUM BIKE COLLECTION





**“My first bike
was a Fuji!”**



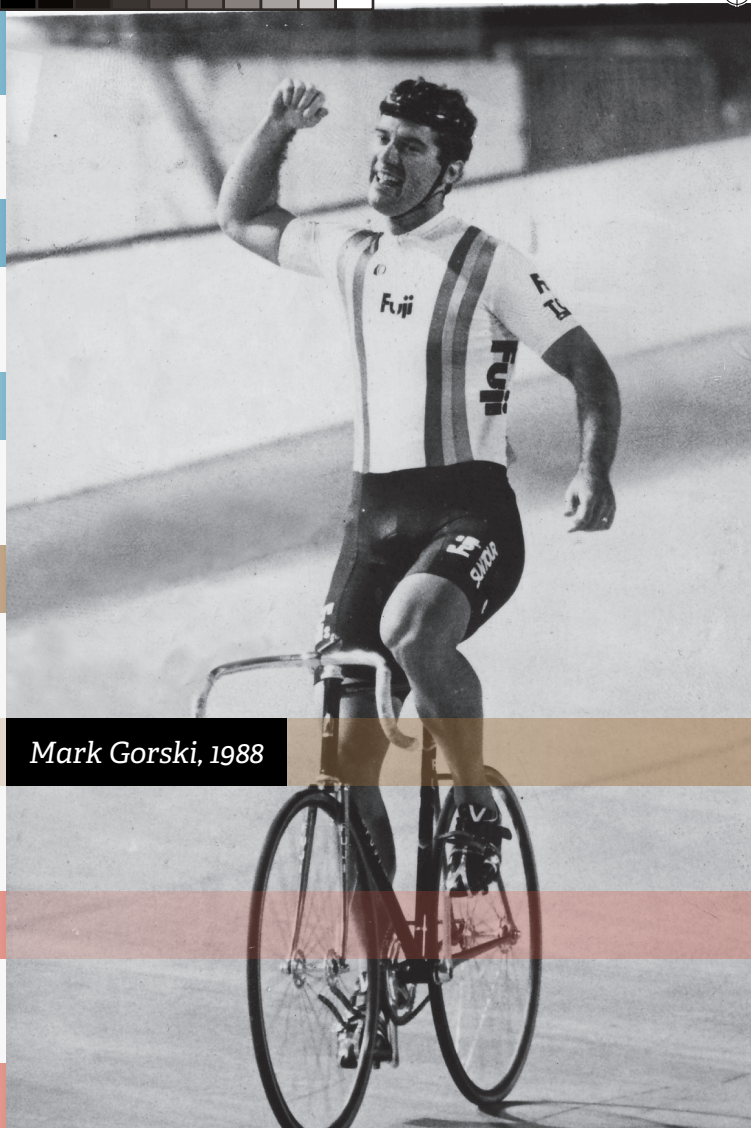
As one of the oldest brands in the industry, we take pride in hearing this phrase almost every day. Whether on Facebook, in fan mail, or in meetings, “My First Bike Was A Fuji” reminds us of the heritage and longevity of our brand. But an even stronger source of pride – a testament to the quality of our products – is that many fans still ride that first

Fuji today. Since 1899, Fuji has built its reputation on the production of high-quality bicycles at an affordable value. Today, we continue to innovate, offering best-in-class product to keep our riders safe, happy, and riding. *To view the entire 2015 Fuji line, visit www.fujibikes.com.*



OVER
115 YEARS
OF HERITAGE,
CRAFTSMANSHIP,
& STRENGTH.

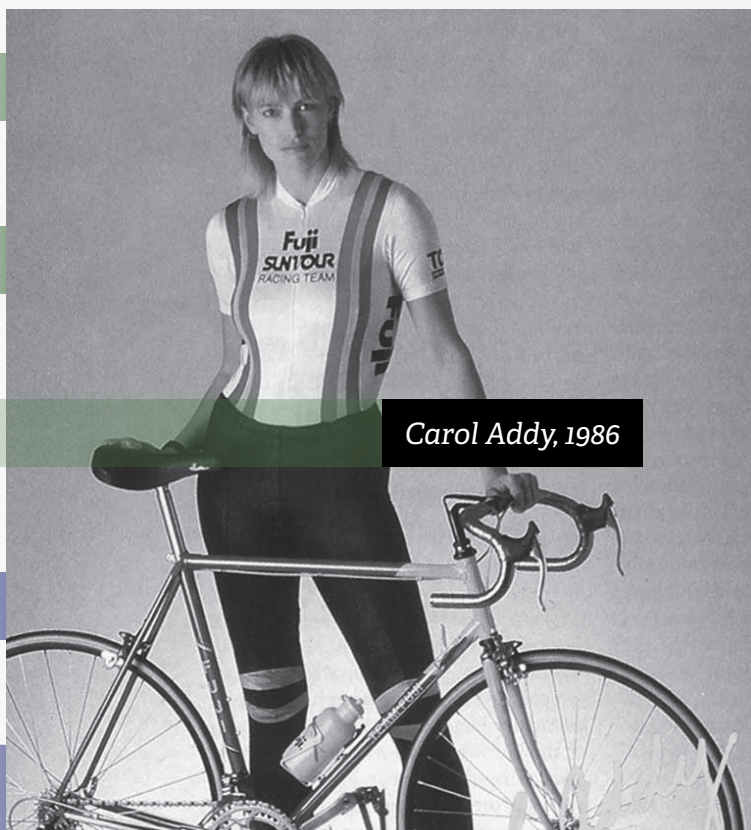




Mark Gorski, 1988



Sarah Haskins, 2012



Carol Addy, 1986



Team NetApp-Endura, 2014

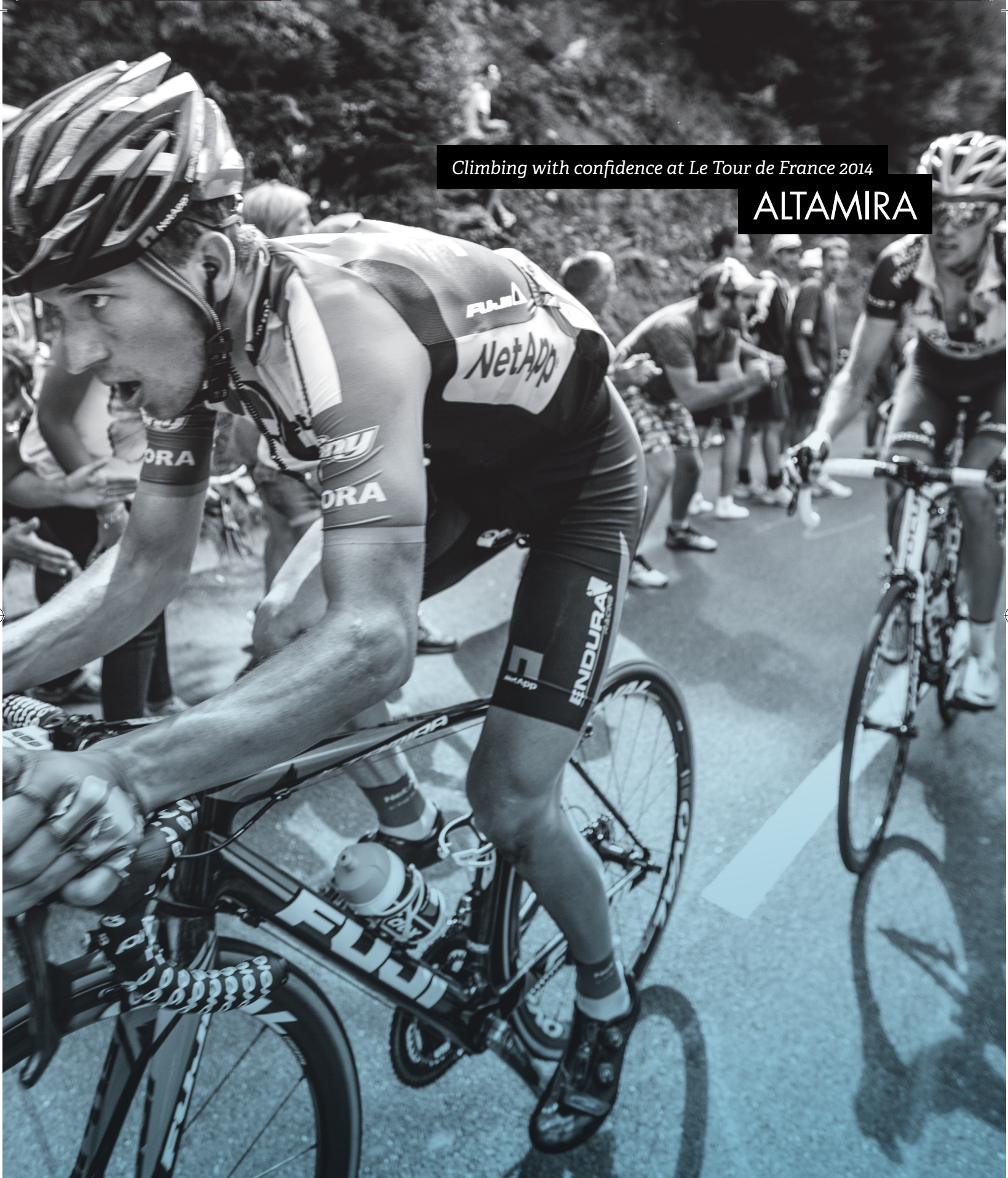




EROAD

In 2014, Fuji bikes stormed the Tour de France with Team NetApp-Endura. After launching our new aero bike – Transonic – at the start, Jan Barta took it on a 148 km breakaway in Stage 3, earning the day's *Most Aggressive Rider* and proving Fuji had launched one of the fastest bikes in the peloton. The Norcom Straight reaped top honors in the Time Trial, placing 3rd, 5th, and winning the *Team Classification*. And superstar Leo Koenig finished the race 7th overall, climbing onto the podium in Stage 13 and conquering the Vosges, Alps, and Pyrenees aboard his Altamira.





Climbing with confidence at Le Tour de France 2014

ALTAMIRA

Full collection of bikes available at FUJIBIKES.COM





New
for
2015

ROAD TRANSONIC SL

Official bike of Team NetApp-Endura



ROAD ALTAMIRA

Official bike of Team NetApp-Endura





ROAD GRAN FONDO



ROAD ROUBAIX

Full collection of bikes available at FUJIBIKES.COM





Earn your stars and stripes aboard the

ALTAMIRA CX





ECIALTY

**Fuji's roots in professional racing
extend beyond the road into
triathlon, cyclocross, and track.**

Our engineers and designers work
hand-in-hand with our professional
racers and their mechanics to
integrate field-tested feedback
into the design of Fuji's products,
creating high-performance bicycles
that are some of the fastest, stiffest,
and best-handling models on the
market today.

Full collection of bikes available at **FUJIBIKES.COM**





SPECIALTY

NORCOM STRAIGHT

*Official bike of Team NetApp-Endura,
Team Tibco, Sara McClarty, Matt Reed,
Cameron Dye, and Sarah Haskins*



SPECIALTY

ALTAMIRA CX

Official bike of Jonathan Page





SPECIALTY TRACK ELITE

Official bike of Team Maloja Pushbikers

Full collection of bikes available at FUJIBIKES.COM





WOMEN

As the first-ever sponsor of women's road and track racing in the 1970's, Fuji has always been a devoted fan of women's cycling. Led by head of marketing and former-racer Karen Bliss, Fuji continues to sponsor professional women riders today, advocating for increased opportunity and equal prize money in an effort to grow and strengthen the sport.

N'S

It's not over until you reign

SUPREME

Full collection of bikes available at FUJIBIKES.COM





WOMEN'S SUPREME

Official bike of Team Tibco



WOMEN'S FINEST





New
for
2015

WOMEN'S SILHOUETTE

Full collection of bikes available at FUJIBIKES.COM





Blast through decents on the
SLM 29





MTB

In 2014 we introduced the fully-redesigned SLM 29 – Fuji's premium XC carbon hardtail – to rave reviews. *Dirt Rag* magazine called it "a thoroughbred in every sense of the word, from its sub-1,000-gram race-geometry carbon-fiber frame to the crème de la crème components attached thereto." New for 2015, the SLM 27-5 joins the line-up.

Full collection of bikes available at FUJIBIKES.COM





27-5
*new for
2015*

MTB

SLM 29 / SLM 27-5

SLM 29 displayed



MTB

TAHOE 27-5





New
for
2015

MTB WENDIGO

Full collection of bikes available at FUJIBIKES.COM

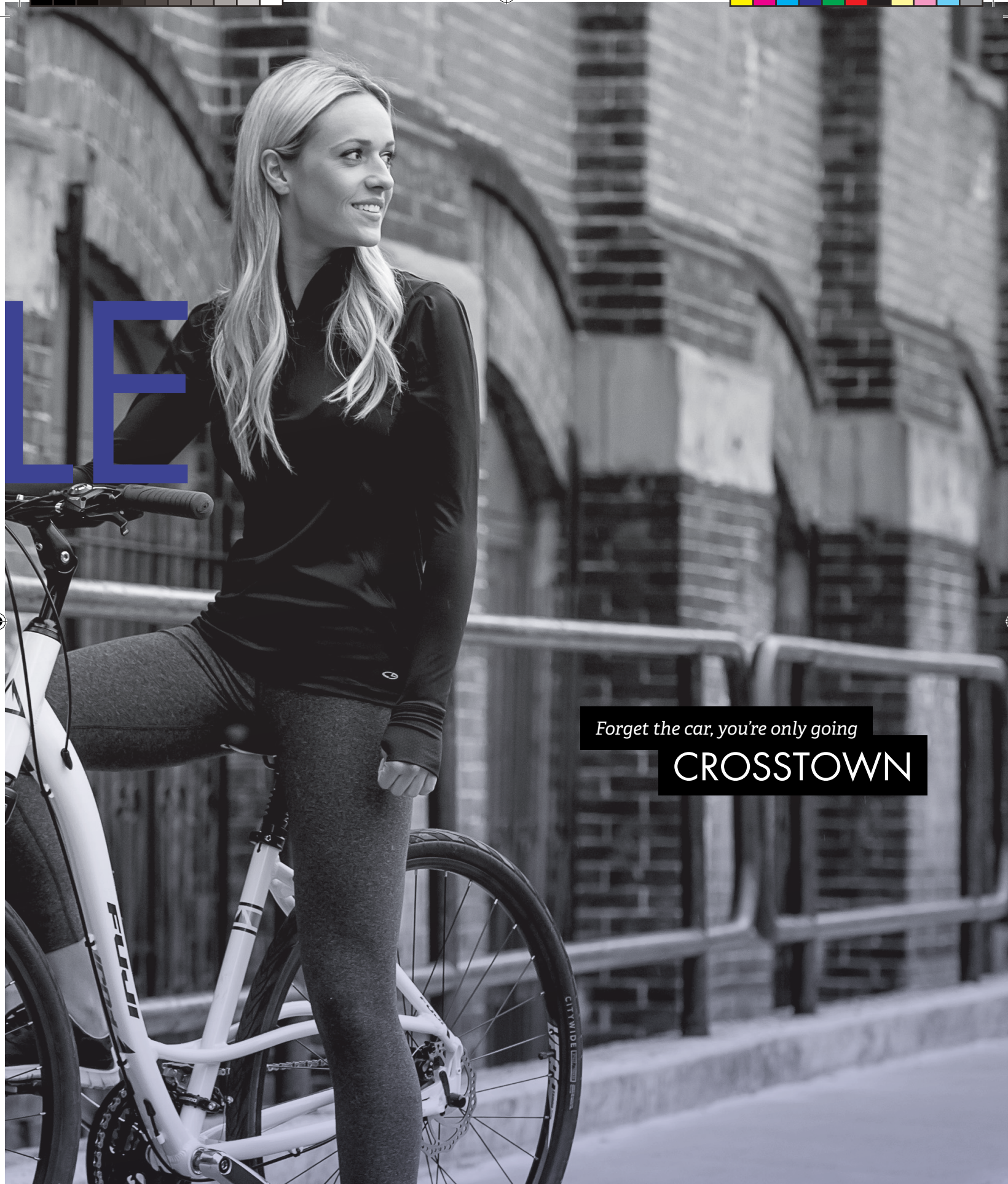




LIFESTYLE

Since 1899, Fuji has offered affordable quality products across the lifestyle category. Whether you're commuting in the city, taking your kids to school, enjoying a cruise at the beach, or trying to get in shape, Fuji has a bike to suit your riding needs.





LE

Forget the car, you're only going

CROSSTOWN

Full collection available at FUJIBIKES.COM





LIFESTYLE

ABSOLUTE



LIFESTYLE

CROSSTOWN





LIFESTYLE/CRUISER

CAPTIVA



LIFESTYLE/CRUISER

BARNEBEY

Full collection of bikes available at FUJIBIKES.COM





LIFESTYLE/URBAN

FEATHER



*New
for
2015*

LIFESTYLE/URBAN

TREAD





Full collection of bikes available at FUJIBIKES.COM





/FUJIBIKES



@FUJIBIKES



/USER/FUJIBICYCLES



FULL COLLECTION OF BIKES AVAILABLE AT

FUJIBIKES.COM

