

FUJI

2017 CATALOG | FUJIBIKES.COM



2017 CATALOG

Quality bicycles since 1899.

We're a century's-old-company - and when it comes to making bikes, that's a long time. For us, it's not about the number of years, it's about what we can say as a result of each of those years.

Every success, every failure, makes us better at what we do next. We learn, adapt, and innovate so that tomorrow's bikes are the best we've ever made. When we talk to riders of all types, we hear the same thing:

“My first bike was a Fuji.”

04

AURIC

Mountain: All Mountain

08

RAKAN

Mountain: Trail

12

BIGHORN

Mountain: Trail

•

16

TRAVERSE

City: Cross-terrain

•

20

FEATHER

City: Single-speed

•

24

ROOKIE

Kids: Your First Bike

•

28

ABSOLUTE

City: Fitness

•

32

JARI

Road: Endurance

•

36

GRAN FONDO / BREVET

Road: Endurance

•

42

NORCOM STRAIGHT

Road: Triathlon

•

46

SL

Road: Competition

Auric

MOUNTAIN
All-Mountain

Getting up to get down is what the Auric is all about. The unmatched climbing efficiency of MLink™ suspension gets you to the peak with power to spare so you can lay it all out and shred the descents.

“Auric is an all–mountain bike
in the truest sense of the word.”

— BIKE MAGAZINE



Auric | 27.5 | 3.1
Satin Black w/ Dark Grey and Cyan

Auric

The All-Mountain Masterpiece

MOUNTAIN
All-Mountain

The Auric is quite possibly the most well balanced all-mountain bike on the market today. The 67° headtube angle, moderate wheelbase and 160mm of MLink™ suspension combine to produce a mountain bike that climbs as well as it descends.

FEATURES

MLink™
The mid link pivot placement allows for a laterally stiff rear triangle and promotes long bearing life while creating an incredibly efficient pedaling platform.

27.5"/160mm
160mm of MLink™ suspension mated to 27.5" wheels gives Auric quick acceleration and predictable steering while climbing and a stable, plush ride while descending.

Boost 148/110
Boost hub spacing front and rear increases wheel stiffness because of wider spaced hub flanges, which improves your bikes handling precision. It also allows clearance for larger tires.

A6-SL Alloy Frame
Our top of the line aluminum is multi-buttressed with increased wall thickness in high stress areas and less material in lower stress areas. This process increases strength and minimizes weight.

Internal Cable Routing
Rear brake, dropper post and all derailleur cables are run through the front triangle of the frame for clean aesthetics and smooth operation of components. The frame also accommodates external dropper post cable routing with the addition of cable guides on the seat tube.

ISCG 05 Mounting Tabs
International Standard Chain Guide tabs allows for use of most aftermarket chain guide.



MLink™ Suspension



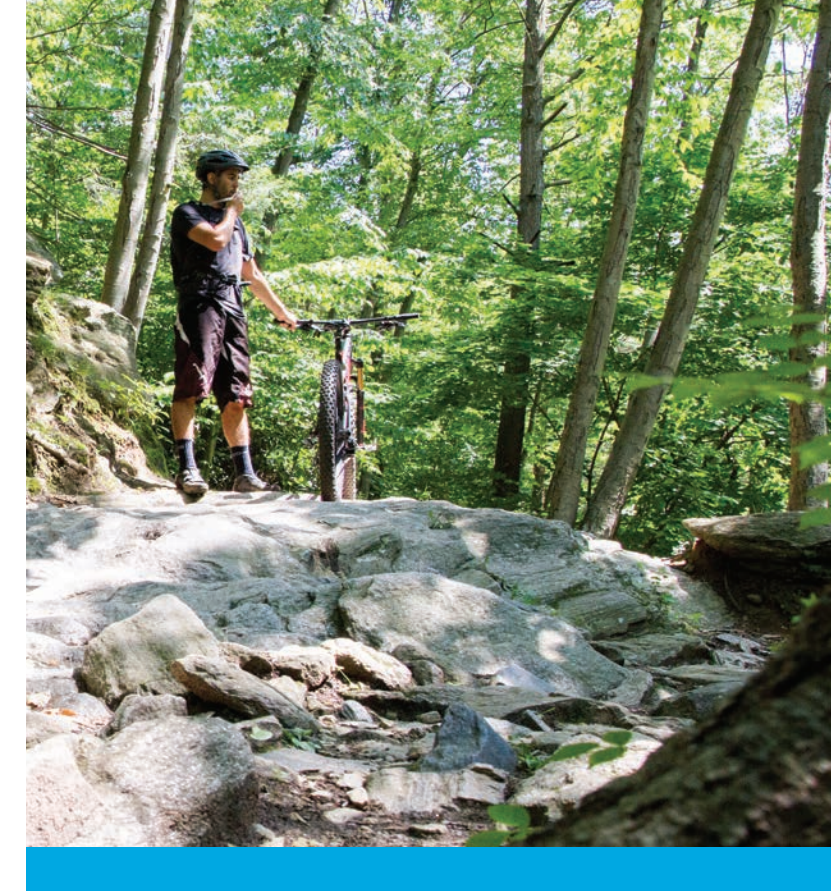
27.5" / 160mm



Internal Cable Routing

“The Rakan
exceeds any
expectations
you have.”

— PINKBIKE.COM



Rakan

MOUNTAIN
Trail

If big days on the trails are what you are all about the Rakan is your weapon of choice. Pedaling efficiency is maximized thanks to the MLink™ suspension, which makes the Rakan the perfect bike to propel you over miles of singletrack.



Rakan | 29" | 3.1
Satin Black w/ Red and Cyan

Rakan

MOUNTAIN
Trail

Master the connection between you and the trail.

The Rakan defines versatility in a mountain bike. 29" or 27.5+ wheel and tire combos give you a choice between the all out speed and rollover capability of a 29er or the sure footed plush traction 27.5+ offers. 120mm of MLink™ suspension guarantees pedaling efficiency with either wheelsize.

FEATURES

MLink™
The mid link pivot placement allows for a laterally stiff rear triangle and promotes long bearing life while creating an incredibly efficient pedaling platform.

29" or 27.5+/120mm
Choose the all out speed and roll over capability of 29" wheel or the confidence boosting traction and stability of a 27.5+ set up. Either way pedaling efficiency is maximized thanks to 120mm of MLink™.

Boost 148/110
Boost hub spacing front and rear increases wheel stiffness because of wider spaced hub flanges, which improves your bikes handling precision. It also allows clearance for larger tires.

A6-SL Alloy Frame
Our top of the line aluminum is multi-buttet with increased wall thickness in high stress areas and less material in lower stress areas. This process increases strength and minimizes weight.

Internal Cable Routing:
Rear brake, dropper post and all derailleur cables are run through the front triangle of the frame for clean aesthetics and smooth operation of components. The frame also accommodates external dropper post cable routing with the addition of cable guides on the seat tube.



MLink™ Suspension



29" or 27.5+ / 120mm



Internal Cable Routing

Bighorn

MOUNTAIN Trail

The Bighorn is a modern hardtail with contemporary spec that is up to the challenge of just about any trail. The 27.5+ tires on the Bighorn provide gobs of traction, which increases your stability and confidence on the trail. The + tires are not too skinny and not too fat and could be just right for you.

Not too skinny,
not too fat, just right.



Bighorn | 27.5+ | 1.1
Satin Dark Grey w/ Cyan

Bighorn

MOUNTAIN
Trail

Increase your traction, Increase your confidence

The Bighorn is here to make you a better rider. 27.5 x 3.0 tires have a larger contact patch than standard mountain bike tires, which increases your stability and confidence on the trail. The Bighorns plus size tires lets you grip the dirt like never before so you can rip like you never have before.

FEATURES

27.5+ Tires
27.5 x 3.0 tire sizes provides a larger contact patch than traditional sized mountain bike tires and allows the rider to use lower air pressure in the tire. This equates to improved traction and stability for the rider.

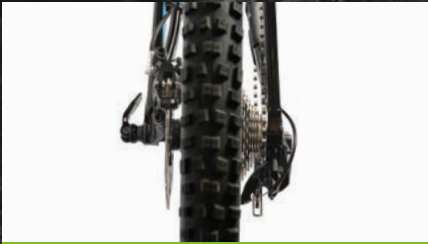
Boost 148/110
Boost hub spacing front and rear increases wheel stiffness because of wider spaced hub flanges, which improves your bikes handling precision. It also allows clearance for larger tires.

A2-SL Alloy Frame
Our mid level aluminum is double butted with increased wall thickness in high stress areas and less material in lower stress areas. This process increases strength and minimizes weight.

Smooth Welds
All welds on the frame are ground down and smoothed to help reduce weight and give a refined aesthetic.

Internal Cable Routing
Rear brake, dropper post and all derailleur cables are run through the front triangle of the frame for clean aesthetics and smooth operation of components.

Tapered Head Tube
Stiffens the front end of bike and improves steering precision.



Boost 148 / 110



27.5+ Tires



Internal Cable Routing



Traverse

CITY
Cross Terrain

With the Traverse there's no need to pick pavement or trails. The dual-sport frame geometry is designed to be aggressive and adventurous on trails, but also agile enough to conquer city streets with speed. From weekday trips to the office to weekend rides on the trail, the Traverse is ready to take you there.



A city
trekking
bike that
can take you
anywhere.



Traverse | 1.1
Black / Blue

Traverse

CITY
Cross Terrain

Want only one bike to do it all?
Make it a Traverse.

A dual-sport bike that can go from urban pavement to rail trails while maintaining speed and agility. Equipped with a suspension fork and disc brakes, the Traverse blends the stable handling and durability of a mountain bike with the speed and precision of an urban road bike.

FEATURES

A2-SL Aluminum
Our mid level aluminum is double butted with increased wall thickness in high stress areas and less material in lower stress areas. This process increases strength and minimizes weight.

Chainring Guard
Chainring guard to protect pant leg from grease marks.

Chainstays
S-bend chainstays are shaped for power transfer and plenty of tire clearance.

Disc Brakes
Disc brakes across most models provide superior stopping power in all weather conditions.

Rack and fender mounts
Rack and fender mounts add carrying capacity and increase all-weather utility.

700 x 38c tires
Tires roll with speed on pavement but are durable and aggressive enough for light trail riding.



Step-through frame available



Suntour suspension fork



700x38c Tires durable enough for trails



“Lots of fun to ride,
really pretty to look at,
the genuine article.”

— URBAN CYCLIST MAGAZINE

Feather

CITY
Urban

Ultra popular among city dwellers, this classic track-inspired fixie is a long-time Fuji favorite and the center of our #FeatherFridays. Offered in a sophisticated array of color options and with impeccable attention to detail, the Feather is an understated work of art.



Feather
White

Feather

CITY
Single-speed

Style and authenticity, all packaged into one iconic machine.

“Most Wanted On Test” by Urban Cyclist when compared to three other urban single-speeds, the Feather doesn’t lack popularity. Authenticity and execution being paramount, the beauty of the Feather lies within the details. From the flat-crown lugged fork to the old-school quill stem, this bike embodies machines of bygone eras rich with classic track bikes and cycling legends.

FEATURES

Elios 2 Chromoly Steel
Constructed of double-buttressed Elios 2 chromoly steel that is both lightweight and durable, for a solid yet forgiving ride quality.

Geometry
Track racing-inspired geometry puts the rider in a low, aggressive position for fast sprints and quick turns.

Flip-flop Hub
Feather comes with a flip-flop hub, ride fixed on one side or flip the wheel around and cruise with a freewheel.

Lugged Flat Crown Chromoly Fork
A classic track bike feature that gives an authentic aesthetic and dampens road vibration.

Handlebars
Includes a drop-bar and a flat-bar, both come with grip set, allowing the rider to switch to a less aggressive and more upright riding position for comfort and visibility.

Sealed Cartridge-Bearing Hubs
New feature for 2017 that allows for easier maintenance.



Red



Black



Celedon

A skill that will last a lifetime.

Rookie

KIDS
Your First Bike

There's no forgetting the freedom felt on that first solo bike ride. The feeling of rolling downhill with your feet off the ground for the first time sparks bliss. With the all-new Rookie Series for kids, fun and safety are essential. The fun part is easy, so we designed these bikes to ride safer, last longer and keep parents feeling at ease while the fun is happening.





Rookie | Girls | 20"
Pink

Rookie

KIDS
Pavement

Remember the euphoria of riding your first bike?

The all-new Rookie Series features 16-inch and 20-inch-wheeled bicycles designed to provide kids with the correct size and fit to get a head start in the world of cycling. The aluminum frame is lightweight yet durable, so these beginner two-wheeler bikes can be passed down through the family for years to come. Detailed with unicorn and dinosaur graphics, kids won't want to get off of these bikes.

FEATURES

Aluminum Frame
All-new aluminum frames for boys and girls are lightweight and durable, designed to withstand heavy use and be passed down through the family's generations.

Aluminum Wheels
Aluminum wheels with stainless steel spokes are durable and do not rust.

Training Wheels
16-inch models come equipped with training wheels that can be removed for youngsters still learning to ride on two wheels.

Coaster & V-Brakes
Easy-to-use coaster brake with an additional v-brake to help little ones begin to adjust to hand braking.

Chaingaurd
Equipped with chaingaurd to protect clothing and hands from grease.



Boys 20" / Black



Girls 16" / Light Purple



Boys 16" / Blue

Absolute

CITY
Fitness

Highlighted as a city-hybrid category example in the Bicycling Magazine Field Guide to Bicycles, the Absolute can be ridden for fitness or utility – and pretty much everything in between. A forerunner to today's popular fully dedicated gravel bikes, the hybrid-style Absolute can also conquer light trail riding should an adventure call while out on the local bike path.

Go anywhere in style and with speed.



Absolute | 1.1
Satin Dark Silver

Absolute

CITY
Fitness

Perfect for city streets and weekend adventures.

Our specially formulated A2-SL aluminum frame is both strong and lightweight, with geometry that strikes a perfect balance between speed and comfort. The Absolute is perfect for city dwellers on a trip to the grocery store, commuters riding to and from work and long or short fitness rides. With step-over and step-through frame offerings the Absolute provides optimum fit and comfort for all riders, without sacrificing speed or style.

FEATURES

A2-SL Aluminum
Our mid level aluminum is double butted with increased wall thickness in high stress areas and less material in lower stress areas. This process increases strength and minimizes weight.

Wide Gearing Range
Enables riders to tackle climbs and flats with ease and speed, ideal for longer commutes to the office or even dedicated road riding.

Disc Brakes
Disc brakes across most models provide superior stopping power in all weather conditions to increase confidence and control while riding.

Rack & Fender Mounts
Rack and fender mounts add carrying capacity and increase all-weather utility.

Frame Sizes & Options
A plethora of frame sizes and style options including both step-over and step-through frames ensure an optimum fit and comfort for all.



Step-through frame available



Internal cable routing across 1 series



Anti-puncture layer across 1-series

Bikepacking or Gravel Grinding

Jari

ROAD
Endurance

Performance, utility and versatility define the Jari. Grinding endless miles on mixed surface? Loading up to hit some singletrack en route to your camping spot? The Jari will get you there quickly and comfortably thanks to a refined frame and smart spec. Whatever your adventure there is a Jari for you.



Jari | 1.1
Aluminum / Gray Green

Jari

ROAD
Endurance

Performance, Utility and Versatility

The Jari is the first performance-based gravel race and adventure bike from Fuji. Designed around a slacker, longer geometry, seatstays that offer vertical compliance and clearance to run 45mm tires. The Jari offers a smooth and stable ride at speed but does not sacrifice on performance, utility or versatility.

FEATURES

A6-SL Alloy Frame

Lightweight aluminum is butted at multiple points increasing wall thickness in high stress areas and shaving material in lower stress areas. This process increases strength and minimizes weight.

Convertible Rear Axle System

Allows the change between a 12mm thru-axle rear drop out for more traditional 135mm QR drop out.

Full Carbon Fork

Tapered steerer tube, 12mm thru-axle, flatmount disc brake mount, internal cable routing and hidden eyelets for attaching fenders.

Direct Mount Bento Box

Braze ons on the top tube allow direct mounting of a compatible bento box.

Internal Cable Routing

Internal routing keeps all of your cables neat and tidy going into the front triangle. Compatible with 1x and 2x drivetrains.

Top Tube Shouldering Pad

Provides a comfortable carrying solution when portaging.



Internal Cable Routing



Full Carbon Fork



Convertible Rear Axle System



Gran Fondo & Brevet

ROAD
Endurance

Road vibration is a cyclist's nemesis – causing fatigue, compromising comfort, and diminishing performance. Introducing the Fuji Gran Fondo and Brevet. Road vibration is reduced by 24.6% with the breakthrough technology of VRTech so the road no longer rules your ride. You do.



Gran Fondo Disc | 1.1
Satin Carbon / Bright Blue

Gran Fondo

ROAD
Endurance

Reducing Road Vibration

We knew that the Gran Fondo had to be comfortable. Vibration, meet VRTech. What we got to work on next was ensuring we met the high-performance standards and incorporated the innovations of top-level carbon race bikes. This is a bike built for speed and comfort. To those who say it couldn't be done, we say Gran Fondo.

FEATURES

VRTech
Vibration Reduction Technology (VRTech) is a Polyurethane treated natural fiber strategically placed within the Gran Fondo's high-modulus carbon layup that dissipates high-frequency vibrations.

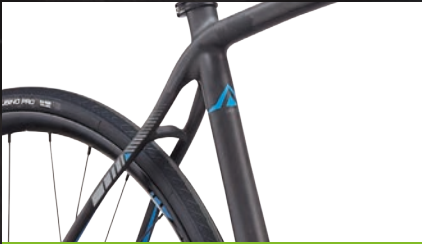
Wave Seatstays
The Gran Fondo's seatstays feature a new wave design to disrupt and diffuse larger vibrations, further enhancing compliance.

Endurance Geometry
A taller head tube puts the rider in a more upright position, easing lower back fatigue during long days in the saddle. The bike also features longer chainstays and a longer wheelbase for increased compliance & stability.

Thru-Axles
12mm front and rear thru-axles increase rigidity and steering precision, as well as eliminate power-robbing rotor drag during climbing and sprinting.

Optimal Range of Trail
We invested in two different fork offsets to ensure optimal range of trail throughout the size range for stable steering and confidence inspiring, responsive handling.

Unique Layups and Tube Diameters
Each frame size uses unique carbon layups and tube diameters, as a 46cm rider does not require the same stiffness a 61cm rider needs.



Wave Seatstays



Disc Brakes



VRTech



Brevet Disc | 1.1
Carbon / Coral

Brevet

ROAD
Endurance

The Century Slayer

We took everything from the Gran Fondo that makes it a century slaying machine; VRTech, Wave seatstays and endurance geometry and made some improvements to better fit women riders. A slightly shorter top tube, narrower handlebar and shorter stem improve female riders ergonomics on the bike making the 100th mile feels just like the 1st.

FEATURES

VRTech
Vibration Reduction Technology (VRTech) is a Polyurethane treated natural fiber strategically placed within the Gran Fondo's high-modulus carbon layup that dissipates high-frequency vibrations.

Wave Seatstays
The Gran Fondo's seatstays feature a new wave design to disrupt and diffuse larger vibrations, further enhancing compliance.

Endurance Geometry
A taller head tube puts the rider in a more upright position, easing lower back fatigue during long days in the saddle. The bike also features longer chainstays and a longer wheelbase for increased compliance & stability.

Thru-Axles
12mm front and rear thru-axles increase rigidity and steering precision, as well as eliminate power-robbing rotor drag during climbing and sprinting.

Optimal Range of Trail
We invested in two different fork offsets to ensure optimal range of trail throughout the size range for stable steering and confidence inspiring, responsive handling.

Unique Layups and Tube Diameters
Each frame size uses unique carbon layups and tube diameters, as a 46cm rider does not require the same stiffness a 61cm rider needs.



Wave Seatstays



Disc Brakes



VRTech



Norcom Straight

ROAD
Triathlon

The pinnacle of Fuji innovation, design, and engineering, the Norcom Straight is one of the fastest bikes in the world. But most important, it offers more positioning options than any other superbike. If speed is the goal, fit comes first.



When Seconds Matter, Fit Comes First.

43

FOR MORE INFO | FUJIBIKES.COM/NORCOMSTRAIGHT



Norcom Straight | 1.1
Satin Carbon / Red

Norcom Straight

ROAD
Triathlon

Better Fit = More Speed

The more positioning options available, the more easily a rider is able to dial-in their most aerodynamic position, find their optimal level of comfort, and increase their efficiency and speed. In the Norcom Straight, we have developed a bike that is more adjustable than any of the superbikes out there: a bike that fits to you, rather than forcing you to fit to the bike.

FEATURES

Integrated Stem
Oval Concepts stem is integrated into a stem pocket on the Norcom Straight frame. Available in 6 lengths and two rise options it allows for a total of 24 possible stem positions.

Aero Seatpost
The airfoil shaped seatpost follows the form of the Norcoms airfoil shaped seat tube. The 400mm seat post has an adjustment range of 180mm in height and can accomplish seat tube angles from 74° thru 81° via 70mm of fore/aft seat clamp adjustability.

Internal Cable routing
All of the shift and brake cables are routed internally through the frame for improved aerodynamics and clean aesthetics.

Optimized Geometry:
The Norcom Straight is available in 5 sizes and can fit riders from 5'1" to 6'5".

Adjustable Vertical Dropouts
Vertical dropouts provide the aerodynamic advantages of horizontal dropouts in a more user friendly package, allowing you to quickly and easily change wheels, especially convenient in a race situation. Our vertical dropouts are also adjustable (horizontally) which gives you the flexibility of fitting a wheel close to the frame making it that much more aerodynamic.



Aero Seatpost



Integrated Stem



Adjustable Vertical Dropouts

SL

ROAD Competition

The SL was born out of the quest to create one of the lightest bikes in the world with class leading stiffness. At a staggering frame weight of just 695 grams, the SL is 19% lighter than any bike we've ever produced and is one of the lightest bikes in the world.

**“This feathery bike is designed
to help you nab your next KOM.”**

— BICYCLING MAGAZINE



SL Elite | 1.1
Satin Carbon / Gold

SL

ROAD
Competition

Worth The Weight

The latest evolution of our road lineup uses some of our most advanced technologies – High Compaction Molding and RIB Technology – in new, unique ways, while utilizing brand-new innovations such as an octagonal downtube constructed of ultra high-strength carbon, injection-molded cable stops, and a frame with only four bonded joints. The SL is one of the most advanced machines in the world and Worth The Weight.

FEATURES

High Compaction Molding

This progressive manufacturing technique featured on our 1 series SL's, utilizes a series of internal molds to eliminate wrinkles and excess resin buildup in high-stress, complex radius bend areas

RIB Technology

The fork has a Reinforced I-Beam or RIB that runs the length of the fork blades, amplifying stiffness for razor-sharp steering precision.

Unique Layups & Tube Diameters

Each frame size uses unique carbon layups and tube diameters, as a 46cm rider does not require the same stiffness a 61cm rider needs.

Four Bonded Joints

While most carbon bikes feature eight bonded joints, the SL uses only four; the more bonding joints you eliminate, the stronger and lighter the frame becomes.

Optimal Range of Trail

We invested in two different fork offsets to ensure optimal range of trail throughout the size range for stable steering and confidence-inspiring, responsive handling.

Super Thin Seatstays

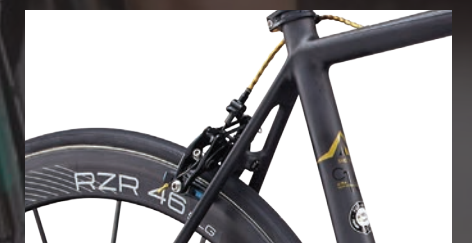
Oval-shaped seatstays increase ride comfort through controlled flex over rougher terrain, absorbing the maximum amount of road vibration and supplying greater compliance.



Optimal Range of Trail



Four Bonded Joints



Super Thin Seatstays

#ConquerYourMountain

It's on the mountains where we thrive.

Mt. Fuji may be 12,000 miles away from our current headquarters, but its spirit inspires the way we think and how we operate.

At Fuji, we're always on the lookout for our "mountains," those seemingly difficult obstacles and challenges that stand in the way of becoming the best bicycle company in the world.

For us, these are opportunities. These are our moments to shine and to come out on top: stronger, wiser, faster and more efficient. It's on the mountains where we thrive.



2017 Catalog | FujiBikes.com

All rights reserved © 2017 Fuji Bikes



@FujiBikes