



CIVIA

CIVIA  
catalog 2009





## CIVIA: CITIZENS FOR A BETTER WAY

*CIVIA: (NOUN) FROM THE LATIN "CIVIS" FOR CITIZEN AND "VIA" FOR THE WAY.*

We delved deep into our roots when we created Civia. Looking beyond everything we knew about bicycles, we uncovered the passion, joy and sense of wonder that cycling inspires. We imagined a new way to ride and build community among riders. We envisioned a bold new era for bicycles. Exploring different aspects of transportation, we developed bikes that are optimized for their specific niches. Whether we're building a longer distance commuter like the Hyland or a short-distance grocery getter like the new Loring, our bikes are designed and engineered to do their task extraordinarily well. That's the Civia way. We invite you to join us as we strive to lead cycling into its greatest era.

## RIDING THE CIVIA WAY

Civia is dedicated to making bicycles a major form of transportation in the 21st century. We believe that together—as a community of cyclists—we can make the landscape greener, the air more breathable and improve the quality of life for all. We're working to promote and expand that community with [civiacycles.com](http://civiacycles.com) and [Greenlightride.com](http://Greenlightride.com). Using these open forums, riders can plan their routes, meet other cyclists, build teams, compete and spread awareness by expanding the presence of bikes on the road. Learn more about these efforts on the closing page of this catalog.

## DEDICATED TO TRANSPORTATION

Designing a bicycle for transportation might seem redundant—akin to designing an airplane that flies. After all, isn't going from point A to point B something all bikes do? But you wouldn't do the Tour de France on your beach cruiser. You'd get a bike specially designed for the job. So if you rely on a bike for getting everywhere you go, you need a ride that's up to the task.

## PASSION: FOR BICYCLES AND THE QUALITY OF LIFE THEY PROVIDE

Our passion for cycling inspires us to speak up and advocate for trails, paths and bike-friendly infrastructure. By creating a new breed of bicycles, we are spreading our joy and enthusiasm for cycling with an ever-expanding circle of riders.

## RESPECT: FOR OUR COMMUNITY AND OUR ENVIRONMENT

Bicycles intimately link us to our neighborhoods, towns, cities and the environment. Building on these connections, we develop deep respect for our community and the planet we live on.

## SUSTAINABILITY: OF OUR BUSINESS AND OUR RELATIONSHIPS

We are committed to sustainable business practices and put the environment at the forefront of every decision we make. By forging strong partnerships with like-minded people we cultivate mutually beneficial, long-lasting relationships.

CIVIA

passion

respect

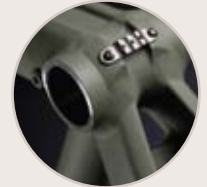
sustainability

## CIVIA HYLAND

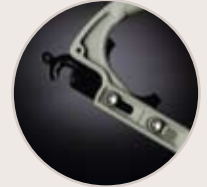
Our critically acclaimed first model returns with new features and colors for 2009. Hyland delivers speed, performance and stunning good looks. Whether you're commuting to work or trekking beyond the horizon, Hyland takes you there in comfort and style. This year, we round out our drive train offerings with the SRAM i-Motion 3, a high-efficiency, low-maintenance, 3-speed hub packing enough muscle to shift smoothly under the heaviest loads. The Hyland is now available in red clay and matte olive.



# HYLAND ROHLOFF 14-SPEED & ALFINE 8-SPEED BUILDS



Cable channel



Sliding dropout



Hyland available in slate blue, sage green, matte olive and red clay

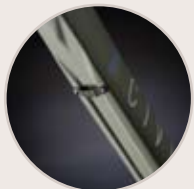
## HYLAND ROHLOFF BUILD

<b>Fork</b>	Hyland Carbon	<b>Handlebar</b>	Hyland 17" bend (31.8)
<b>Headset</b>	Cane Creek S-8	<b>Tires</b>	Panaracer T-serv 700 x 28, with reflective sidewall
<b>Crank</b>	Shimano Alfine	<b>Fenders</b>	Hyland Aluminum
<b>Brakeset</b>	Shimano Alfine Hydraulic Disc	<b>Rear Rack</b>	Hyland Aluminum
<b>Seatpost</b>	Thomson Elite	<b>Headlight</b>	Shimano LP R600 Generator Powered
<b>Saddle</b>	Fi'zi:k Aliante Delta	<b>Wheel (Rear)</b>	Rohloff Speedhub 14-speed, DT Swiss X470 disc specific rim
<b>Stem</b>	Thomson X2 (31.8)	<b>Wheel (Front)</b>	Shimano Alfine Dynamo, DT Swiss X470 disc specific rim

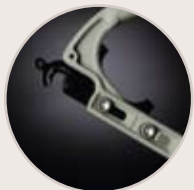
## HYLAND ALFINE BUILD

<b>Fork</b>	Hyland Carbon	<b>Handlebar</b>	Hyland 17" bend (31.8)
<b>Headset</b>	Cane Creek S-8	<b>Tires</b>	Panaracer T-serv 700 x 28, with reflective sidewall
<b>Crank</b>	Shimano Alfine	<b>Fenders</b>	Hyland Aluminum
<b>Brakeset</b>	Shimano Alfine Hydraulic Disc	<b>Rear Rack</b>	Hyland Aluminum
<b>Seatpost</b>	Thomson Elite	<b>Headlight</b>	Shimano LP R600 Generator Powered
<b>Saddle</b>	Fi'zi:k Aliante Delta	<b>Wheel (Rear)</b>	Shimano Alfine Internal 8-speed, DT Swiss X470 disc specific rim
<b>Stem</b>	Thomson X2 (31.8)	<b>Wheel (Front)</b>	Shimano Alfine Dynamo, DT Swiss X470 disc specific rim

# HYLAND I-MOTION 3-SPEED BUILD



Hydroformed downtube



Sliding dropout



Hyland available in slate blue, sage green, matte olive and red clay



## HYLAND SRAM BUILD

<b>Fork</b>	Civia Carbon	<b>Handlebar</b>	Hyland 17° bend (31.8)
<b>Headset</b>	Cane Creek S-1	<b>Tires</b>	Panaracer T-serv 700 x 28, with reflective sidewall
<b>Crank</b>	Truvativ 5D 3-piece	<b>Fenders</b>	Hyland Aluminum Fenders
<b>Brakeset</b>	Avid BB5 mechanical disc	<b>Rear Rack</b>	Hyland Aluminum Rack
<b>Seatpost</b>	Truvativ XR	<b>Headlight</b>	Shimano LP R600 Generator Powered
<b>Saddle</b>	Fi'zi:k Aliante Delta	<b>Wheel (Rear)</b>	SRAM i-Motion 3-speed, Alex TD17 rim
<b>Stem</b>	Truvativ XR 12° rise	<b>Wheel (Front)</b>	Shimano Alfine Dynamo, Alex TD17 rim

## GEAR RANGES

We get a lot of questions about how an internally geared hub's gear range measures up to a conventional cassette. A drive train's gear range compares the largest possible gear to the smallest in order to show the breadth of the range. For example, a traditional 11-28t cassette has a gear range of 255%. This means that the highest gear is 2.55 times greater than the lowest gear.

Hub	Gears	Range
Rohloff Speedhub (Hyland)	14	526%
SRAM i-Motion 9 (Loring)	9	340%
9-spd cassette (11-28t)	9	255%
Shimano Alfine (Hyland)	8	307%
SRAM i-Motion 3 (Hyland/Loring)	3	186%

Bringing a new bike to market is no easy task. Endless hours of work and tireless rounds of trial and error finally result in the intended product. Civia design, however, starts long before pen ever hits paper. We consult Burton Avery for Civia's design philosophy.

#### DESIGN PHILOSOPHY

We build our bikes, parts and accessories from the ground up, but there's much more to it than that: our users define our product. When we design, we don't think about what kind of bike we'd like to build, instead we ask about who it's for, how they'd use it, what accessories they'd like and what experiences they'd like to have. We look to cycling's history for inspiration but never replication, we solicit feedback from our dealers and we probe riders. Some might call this a holistic approach; we just think it makes sense.

#### ALL-INCLUSIVE DESIGN

Most cyclists feel the frustration in searching out accessories that perform well and fit their particular bike. Our solution: don't treat accessories as add-ons. Both the Hyland and Loring are designed and come stocked with fenders and racks because we understand that bikes deserve to be treated as a complete package, designed intentionally with no feature overlooked.

#### MATERIALS

Civia chooses materials based on user experience. The bamboo we've incorporated into the Loring racks and fenders offers us an added bonus—a renewable resource. Treated with nautical-grade waterproof sealant, the bamboo performs well and catches eyes with its natural good looks, but bamboo also symbolizes one of our core values: sustainability.



Burton Avery, Civia Product Design

## CIVIA LORING

Whether tooling around town, cruising campus or pedaling to the grocer, the Civia Loring offers supreme comfort, safety and utility. From its gently sloping top tube to its bamboo fenders and matching trim, the Loring is a study in elegance, simplicity and fun. Designed for short runs of five miles or less, the Loring carries up to 50 pounds of cargo while delivering an exceptionally balanced ride. The Loring features disc brakes and a three or nine-speed internally geared hub.



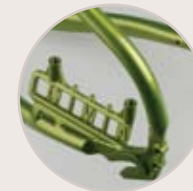
# LORING I-MOTION 9-SPEED & I-MOTION 3-SPEED BUILDS



\*Comes with chainguard



Superstay reinforcement



Disc brake post-mount



Loring available in black pearl and green apple

## LORING I-MOTION 9 BUILD

<b>Fork</b>	Loring Steel	<b>Brake Levers</b>	SRAM FR5
<b>Fenders</b>	Loring Bamboo	<b>Headset</b>	Cane Creek SC-1
<b>Rear Rack</b>	Loring Aluminum/Bamboo	<b>Stem</b>	Truvativ XR 12° rise
<b>Handlebar</b>	Loring Swept 80°	<b>Seatpost</b>	Truvativ XR 350mm
<b>Rims</b>	Alex SX44 disc specific	<b>Kickstand</b>	Single-leg kickstand
<b>Crank</b>	Truvativ 5D 3-piece	<b>Saddle</b>	Brooks B-67
<b>Brake Calipers</b>	Avid BB5 mechanical disc	<b>Tires</b>	Panaracer Pasela 26 x 1.75 with Tour-guard flat protection
<b>Wheel (Front)</b>	Civia disc hub, 36-hole, Alex SX44 rim	<b>Wheel (Rear)</b>	SRAM i-Motion 9, 36-hole, Alex SX44 rim

## LORING I-MOTION 3 BUILD

<b>Fork</b>	Loring Steel	<b>Brake Levers</b>	SRAM FR5
<b>Fenders</b>	Loring Bamboo	<b>Headset</b>	Cane Creek SC-1
<b>Rear Rack</b>	Loring Aluminum/Bamboo	<b>Stem</b>	Truvativ XR 12° rise
<b>Handlebar</b>	Loring Swept 80°	<b>Seatpost</b>	Truvativ XR 350mm
<b>Rims</b>	Alex SX44 disc specific	<b>Kickstand</b>	Single-leg kickstand
<b>Crank</b>	Truvativ 5D 3-piece	<b>Saddle</b>	Brooks B-67
<b>Brake Calipers</b>	Avid BB5 mechanical disc	<b>Tires</b>	Panaracer Pasela 26 x 1.75 with Tour-guard flat protection
<b>Wheel (Front)</b>	Civia disc hub, 36-hole, Alex SX44 rim	<b>Wheel (Rear)</b>	SRAM i-Motion 3, 36-hole, Alex SX44 rim

## CIVIA COMPONENTS & ACCESSORIES

Civia's components and accessories are designed in-house; we start from scratch and create unique parts specially tailored to our bikes. They've served their purpose on our bikes so well that we offer them separately. New for 2009, we're offering the Loring's fork, bamboo fenders, front and rear rack aftermarket, along with the Hyland's proven components and accessories.





## HYLAND STEEL FORK

Our cromoly steel Hyland fork accommodates 700c wheels and features an integrated dynamo wire channel. Eyelets allow for easy fender mounting. Post-mount disc brake only, available in matte black.



## HYLAND CARBON FORK

Featuring a carbon steerer, crown and legs with aluminum dropouts, the lightweight 700c Hyland fork includes an integrated press-fit dynamo wire channel and fender eyelets. Post-mount disc brake only, available in matte carbon.



## LORING FORK

The cromoly Loring fork allows for 26" wheels. Post-mount disc brake only, available in gloss black.



# COMPONENTS & ACCESSORIES



## HYLAND FENDERS

Made from high-quality, lightweight aluminum, the Hyland's fenders provide the maximum amount of wheel coverage, wrapping more than 180° of the rear wheel and accommodating tires up to 700c x 35mm. Available in Hyland colors slate blue, sage green, red clay and matte olive



## LORING BAMBOO FENDERS

Designed around 26" wheels, the Loring's bamboo fenders have minimal wrap to allow for easy storage, whether the bike is upright in the garage or on a bus rack. Lightweight and durable, the fenders are treated with nautical-grade waterproofing. Fenders are also available in 700c.





## HYLAND REAR RACK

Lightweight aluminum tubing, stainless steel hardware and fully adjustable upper stays make the Hyland rack a durable addition to any bike. Smart design features like a taillight bracket and easy-release lower tubing make it a necessary commuting accessory.

## LORING REAR RACK

Aluminum tubing supports a bamboo slat and accommodates a broad range of panniers. Compatible with 26" wheels

## LORING FRONT RACK

Bamboo slats accentuate a lightweight aluminum frame capable of supporting up to 20 pounds of cargo. Features include an integrated U-lock holder, light mount and removable side rails. Designed to attach to mid-blade fork mount.

# COMPONENTS & ACCESSORIES



## CIVIA/ORTLIEB BACK-ROLLER CLASSIC PANNIERS

With the Hyland riding experience in mind, we've partnered with industry leader Ortlieb to offer Civia's first panniers. Made from tear resistant polyester fabric, the Back-Roller Classic features a roll closure, integrated inner pocket, reflectors and a shoulder carrying strap. A perfect fit for the Hyland rear rack, available in gray or tan with custom Civia graphics.



## LORING SWEPT HANDLEBAR

Made from high-quality, lightweight aluminum, the Loring handlebar provides an optimal blend of comfort and function. An 80° sweep and well-placed bends offer an upright, relaxed riding position, while the flattened center section clears the way for front basket cargo.





#### GREENLIGHT ONLINE BICYCLE LEAGUE

Greenlight is a new online bicycle-commuting league sponsored by Civia Cycles. Registration for the site is free of charge and allows users to access a personal trip tracking system to log commuting miles and set goals. Looking for competition? Create or join a league where teams compete to see who rides the most. Users can easily form teams and join a league, or create their own league. The site also

has a community forum where riders can share commuting stories, discuss apparel, learn about equipment options and smack-talk other teams.

To register and get in on the fun, log on to [greenlightride.com](http://greenlightride.com).