



PRINCIPIA

2001

*Principia
Product Range*

TAKES YOUR BREATH AWAY



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PRINCIPIA

Performance

Acceleration

Precision

Comfort

Harmony



PHILOSOPHY

Real-world acceleration. The true measure of performance. This is where the endless engineering and testing hours pay off. This is where you first feel the difference.

It's feeling my bike leap forward with every stroke of the pedals. It's coming out of a sharp right-hander, hitting just the right gear, and flying up to speed again. It's grasping the handlebars, just to hold on. This is the feeling only a true performance frame can deliver.

ACCELERATION



OUR ATTENTION TO DETAIL brings out the best in each frame. From the hand-mitered Principia tubing to the final quality control, we're always focusing on the final percentage, expecting every frame to see racing use. We like to call it performance to expectations. It's the driving force behind everything we do at Principia - building every single frame to satisfy the needs of world-class racers.







UNRIVALED STEERING PRECISION comes from the oversized REX headtube and fork combination. The Principia REX fork is specially made to our specifications, exclusively for the REX series. This oversized setup is found on REX Pro, REX and RS6 Pro models, and the RSL, RS6 and TT2 comes with a scaled-down 1 1/8" version.





Is knowing my frame weighs only 1100 grams*, yet still performs under pressure. Is getting out of the saddle towards the end of a long ride and feeling every ounce of pressure I put into the pedals, is transformed into pure forward motion. Is experiencing agility and stability all at once.

COMFORT



*Approximate weight for 55 cm. frame.

A PRINCIPIA FRAME possesses the stiffness needed to drive you forwards effectively. And no matter if you're a professional racer or a weekend warrior, you'll appreciate it cresting that last hill or during the final sprint for the line. If you're looking for the ultimate in perfect-fit comfort ask your dealer about Principia's Custom-Built program. Our look to page 46 of this brochure.





Serenity. This is the reason I ride. The calm peaceful feeling spreading through as I relax and unwind, thinking about the ride, already planning the next. I wouldn't give this up for anything. I'm addicted.

HARMONY



AFTER PERFORMANCE, harmony is a word that often comes to mind when attempting to describe a Principia frame. Just look at it. From the scratch resistant anodised finish to the timeless styling, it's Scandinavian functionalism at its best. No frills, no fads - everything has a purpose. And that purpose is to provide the best ride in the world.





PRINCIPIA

Research and Development

Passion

Aluminium

Testing

Racing



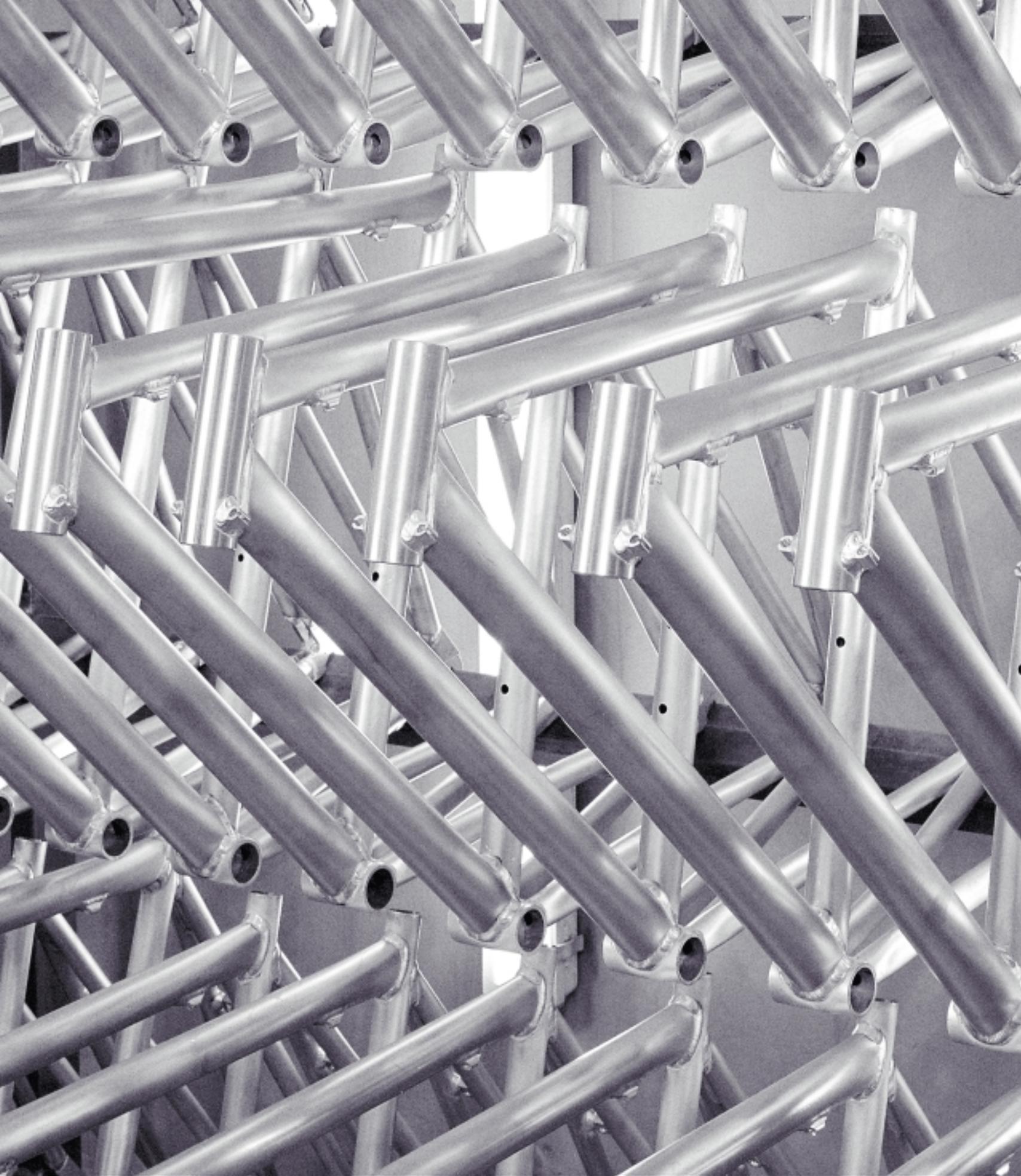


We've always stated that the people involved create the soul of the frame. From product development to actual production, every hand involved is dedicated to bringing out the best in each frame. Nowhere is that more evident than during our research and development meetings. Discussion is a great Scandinavian tradition. We sit down and talk things out. Talking things out is a great way to reconcile differences and agree how things should be.

Well guess what. We don't talk; we don't discuss things in a civilised fashion. We argue, we bicker, we scream and yell at each other. That's passion. But passion alone gets you nowhere, so amidst all the emotion and stubbornness, we practice that other great Scandinavian tradition. We listen to each other, knowing that everyone involved has a point to make.

Building exceptional frames is a communal thing at Principia. We believe people with ideas should have influence. And every Principia frame sent out into the world proves that theory right.

You only need to ride a Principia frame once to feel the passion lurking under the surface.





The REX Pro introduced in 2000 has been refined. The result is the new 2001 REX Pro, which is even stronger and even more durable, while maintaining the ultra-low weight.

The REX Pro goes through a very special proprietary Principia process. The exact specifications are a closely guarded trade secret, but what we can tell you is that it's a process whereby the overall wall thickness of the tubing is reduced, while actually increasing the overall weld strength. It's this unique process combined with the new Principia tubing, engineered specifically for this purpose, that make the REX Pro such a technologically advanced piece of machinery. In fact, we don't hesitate to say that the REX Pro is the most refined aluminium bicycle frame yet.

At Principia we've taken aluminium tubing to the next level. And not just with the REX Pro. Gone are the days when a light and stiff aluminium frame equaled a harsh and dead ride. Thanks to our attention to detail and endless pursuit of performance, the latest generation of Principia frames shame that theory.

Lightweight yet durable, stiff yet comfortable, efficient yet lively. What it all adds up to is the best performing range of frames today.

The proprietary REX Pro process is also used on the new RS6 Pro and MSL Pro.

Check out 12 additional reasons why aluminium is the best material for bicycle frames from page 20 to 32.





The official Principia test-machine. Because no matter how thorough we are at our facilities, no matter how well we've studied Newton's principles* and no matter how ridiculously detailed our knowledge about aluminium is, this is the only test that really counts.

Of course we don't just race our road bikes at Principia. From Danish national team riders riding the REX Track to Thomas Hellriegel in triathlon and "Den Blå Kurer" mountainbike team Principia frames are tested under the most severe and punishing conditions.

Every model is tested and approved - in the lab and in the field. It's the best guarantee we can give our customers.

* Our name, Principia, originally comes from Isaac Newton's "Philosophiæ Naturalis Principia Mathematica". Volume 1 of Newton's decisive work contains the theories of the motion of bodies. Essential to understanding the forces applied to a bicycle frame.





Which means they're built to the individual measurements of the riders. It's the only way to go for riders logging this kind of extreme mileage.

Are you interested in the ultimate level of comfort and performance as well? Your local authorised Principia dealer can help set you up with the exact information and details about our Custom-Built program. The Principia Custom-Built program* offers the opportunity to have certain Principia frames built to your specifications. Read more on page 46.

Everything else on the pro bikes is exactly the same as an off the peg frame. Tubing, welding, forks, heat-treatment - it's all the same. Why? There's no need for special equipment for them, because every Principia frame is built to perform to professional standards. Maybe this is one of the reasons pro riders come to us, asking to ride a Principia.

Surprised? Don't be. Principia have always been about making the fastest, best-performing frames available. It only makes sense for us to offer the best to everyone.

*At extra cost