



**LAPIERRE**

**MY21**

# BRAND

# REASON TO BELEIVE

**We're outperforming ourselves for generations.**

After almost 75 years in the bike business, we are constantly moving forward, innovating, and developing our products to offer you a better ride.

With over three generations of experience and innovation Lapierre is more committed than ever to keep pushing itself and others beyond their limits.

Both physically and mentally.

# BRAND POSITIONNING

## VISION

We exist to make your performance outstanding.

## MISSION

Whether you're a **rookie** or **pro**,  
we'll empower you to get into that peak state so you can ride beyond yourself when the moment calls  
for it.

Unlock the power of your mind and let the bike do the rest.

# WHO WE ARE



We're a wise brand, with the will to rule.  
A will to win and help others win.

Yet we don't do this in an authoritarian and stereotypical way.

We lead through intelligence, knowledge and wisdom.  
Character traits that are the driving force behind our continuous innovation and growth.

This wise and savoir-faire approach to leadership, combined with a deep expertise, is exactly what sets us apart from the rest.

**LAPIERRE**

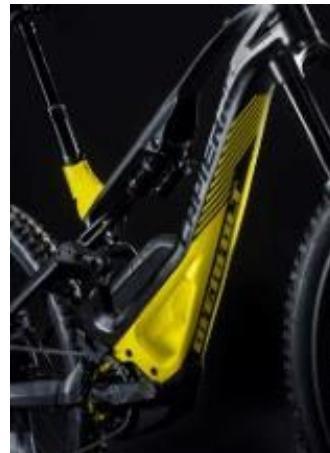
**WE ARE A SPORT PERFORMANCE BRAND**



# BRAND VALUES

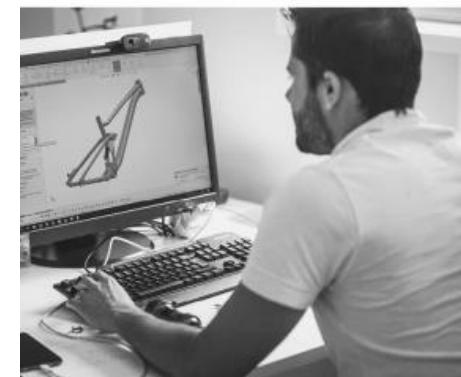
## Innovation

We never settle and are constantly pushing ourselves beyond our limits to outride our latest invention.



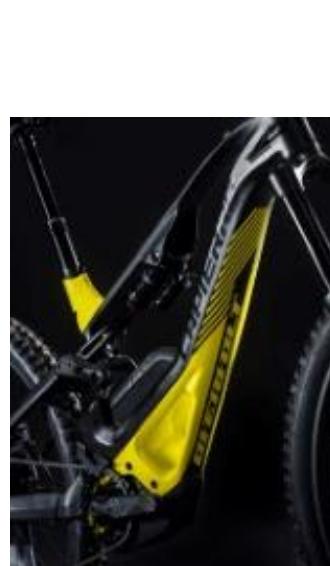
## Passion

We're born out of passion for bikes and craft. For more than 70 years we've been doing what we love with a team of dedicated people.



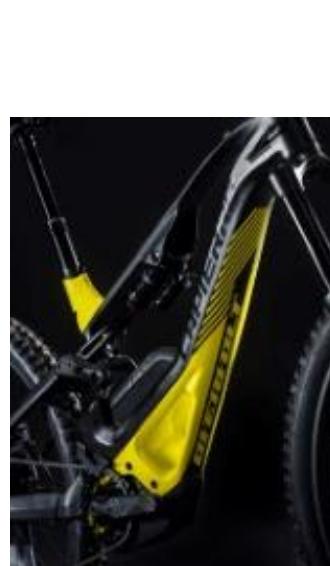
## Performance

We're the 'hidden motor' behind your performance. 100% committed to making your performance outstanding every time you ride.



## Entrepreneurial

We challenge the status quo. Not afraid to fail and always ready to explore new horizons.



## French Flair

We design beautiful things with a French touch. Sophisticated, premium, always well-balanced.

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# OUR TARGET AUDIENCE



**Sporty Biker**



**Active Leisure Bikers**

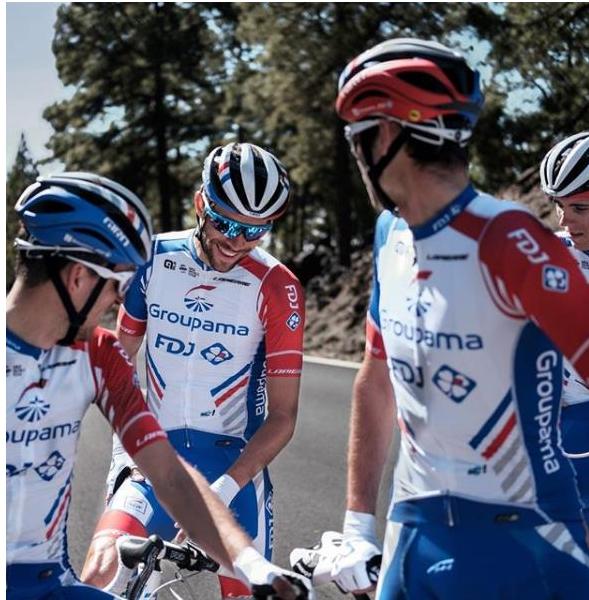
One Real Kick = Mental Challenge  
If you want to go from good to great, you have to master your mind

\*See a deep dive on these audiences (InSite Consultancy consumer study 2018) and how we're tracking against these audiences  
in the region (InSite Brand Tracker Feb 2019)

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# BRAND IDENTITY

# OUR BRAND IDENTITY



## CREATIVE DIRECTION

The look & feel of our marketing communications throughout the entire consumer journey.

## TONE OF VOICE

The way we speak to our consumer about our activities, our stories and our product.

## PRODUCT DESIGN

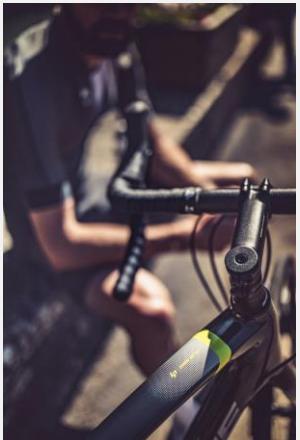
The products we develop, the stories we tell through our product design and the hero models we advertise.

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# CREATIVE DIRECTION

A wide-angle photograph of a person riding a mountain bike up a large, light-colored sand dune. The rider is positioned in the center of the frame, facing away from the viewer. The sand dunes are illuminated by the warm, orange glow of a setting sun, which is visible on the horizon. The background features dark, silhouetted mountains under a clear sky.

# CREATIVE DIRECTION



## Suspense

Tension, Signature, Not revealing,  
Dark, Light, Elegance

## Balance

Minimalism, Symmetry, Color  
Match, Measured Sense, Premium

## Susbtely

Thoughtfulness, Shadow, Natural  
Light, Symmetry, Composition

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# TONE OF VOICE



# TONE OF VOICE

As a French brand, Lapierre needs to pay attention at how the brand expresses itself in copy. Our brands voice has to embody its positioning and its heritage.

## Words with soul

We write for passionate people and tasteful people. Our copy should reflect that. When writing we select words that shine emotions and end benefits rather than lists of features and snobbish jargon.  
We touch people.

## Words of knowledge

The craft of Lapierre is excellent and sophisticated. Our copy should convey all the expertise and intelligence of the people  
of Lapierre. We are smart, sharp and sleek in our writing. We impress people.

## Words of delight

We write like we dream. Our copy should make our audience in awe and awake whimsical desires.  
We pick words that radiates hope, ambition and pleasure. We inspire people.

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A close-up photograph of a mountain bike's front suspension fork and wheel assembly. The fork is black with gold-colored shock absorbers. The wheel has a black rim with orange and white graphics, including 'SC FACTORY 46' and 'FOX'. The tire is a Maxxis model. The background is dark.

# PRODUCT DESIGN

# FUNCTIONNAL BENEFITS



## Quality

The very best products for you to maximize your performance in a thoughtful way.

## Innovation

The latest and greatest technology for you to enjoy.

## Design

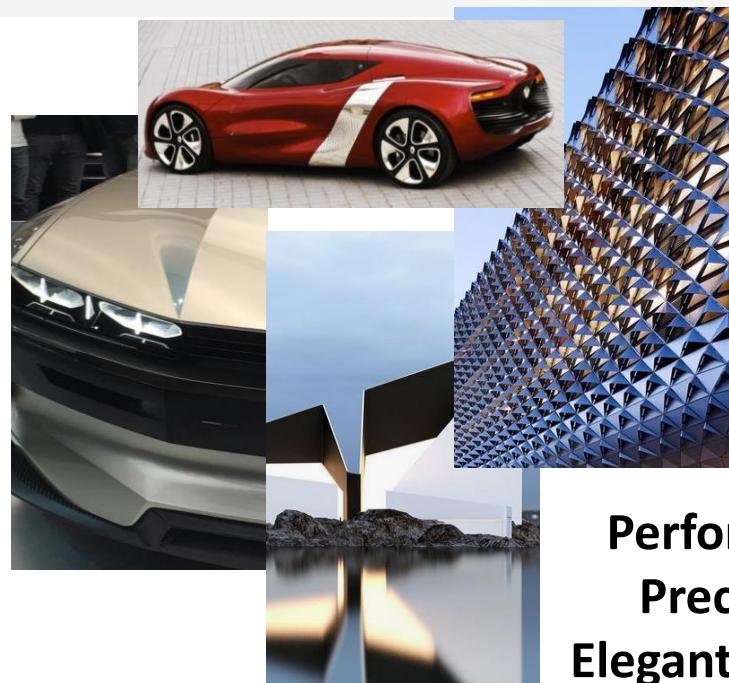
Crafted with French passion and designed to get your performance noticed.

**LAPIERRE**

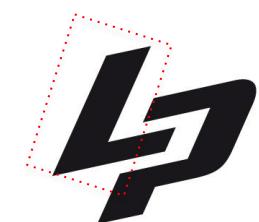
# A SIGNATURE: THE OBLIQUE LINE



The oblique line



Perfomance,  
Precision,  
Elegant, incisive



An extract  
from the logo



Recognizable : Sport Signature



Road inspiration

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# PRODUCT DESIGN

## PREMIUM COLOR

*Radiant IVORY*

## STRONG BUT MINIMALIST

*Saddle tube in black*

## PATTERN & DETAILS

*Small words and pattern inside fork*



## The oblique LINE

Performance, Precision, Incisive,  
Elegance



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# Brand & Product Marketing Calendar



# 2020 – 2023 GLOBAL BRAND OBJECTIVES



Increase Brand Awareness  
and Brand Desirability



Improve premium and sports  
performance brand  
sentiment



Strengthen European &  
Digital Footprint

# TACTICAL TIMELINE

## 2020

- Global Launch Product to market with new design and language and communication
- Consistently activate consumer with impactful high quality marketing content new creative direction
- Activate our athletes to authenticate our sports performance brand positioning
- Relaunch the Lapierre website, prepare website for DTC operational readiness

## 2021

- Further develop product design language with winning franchises.
- **Celebrate 75 year anniversary through a brand campaign and 75 years special edition product.**
- Launch a tagline that will help the brand solidify its positioning and differentiate itself from the competition throughout all communication.
- CRM development / Consumer data
- Improve product premium.

## 2022

- Preparation starts for 2024 Olympics Paris.

# Brand & Product Marketing Calendar 2020

VISION: WE EXIST TO MAKE YOUR PERFORMANCE OUTSTANDING

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

Seasonal Theme: Notable Performance

€€€

BRAND

Enduro Activation  
V2

PRODUCT LARGE

eZesty  
Fazua Update

Aircode DRS

PRODUCT MEDIUM

Xelius

€

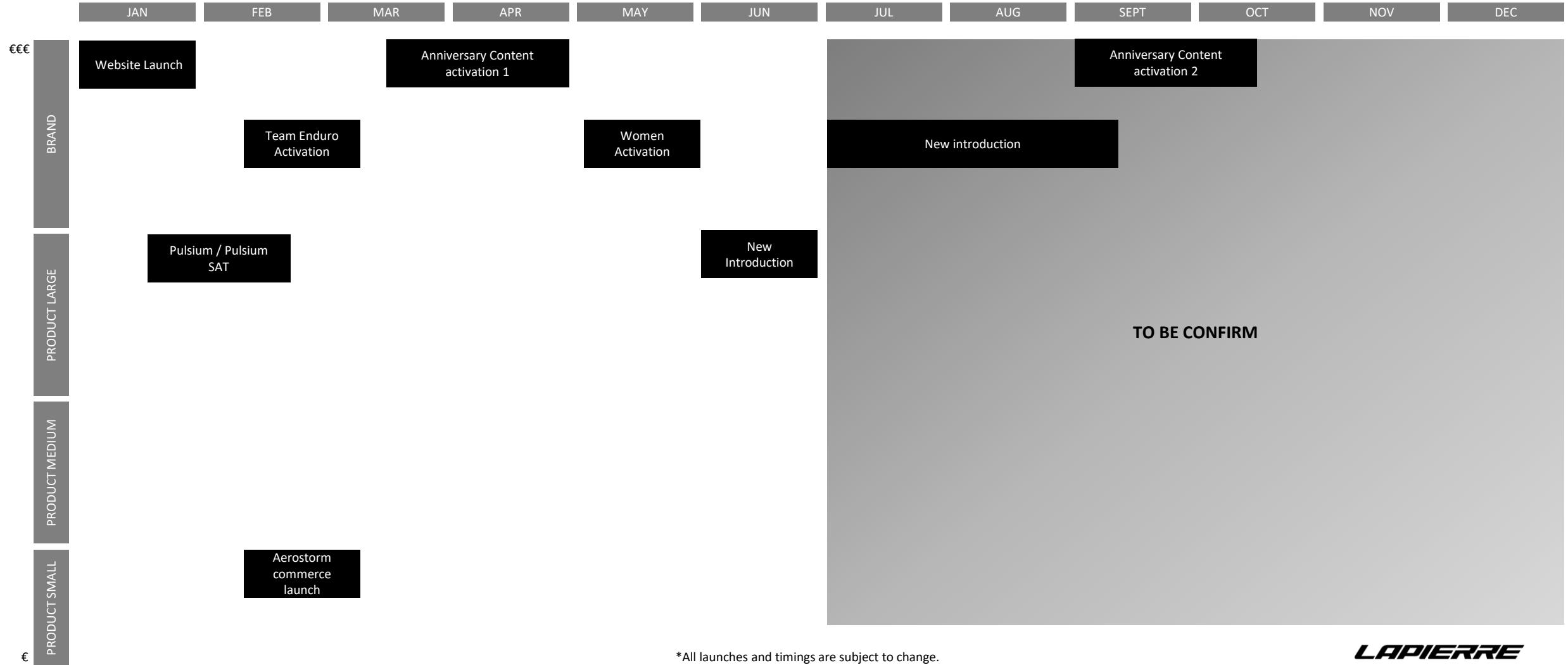
Aerostorm  
activation

\*All launches and timings are subject to change.

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# Brand & Product Marketing Calendar 2021

VISION: WE EXIST TO MAKE YOUR PERFORMANCE OUTSTANDING



\*All launches and timings are subject to change.

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# MY21 COLLECTION

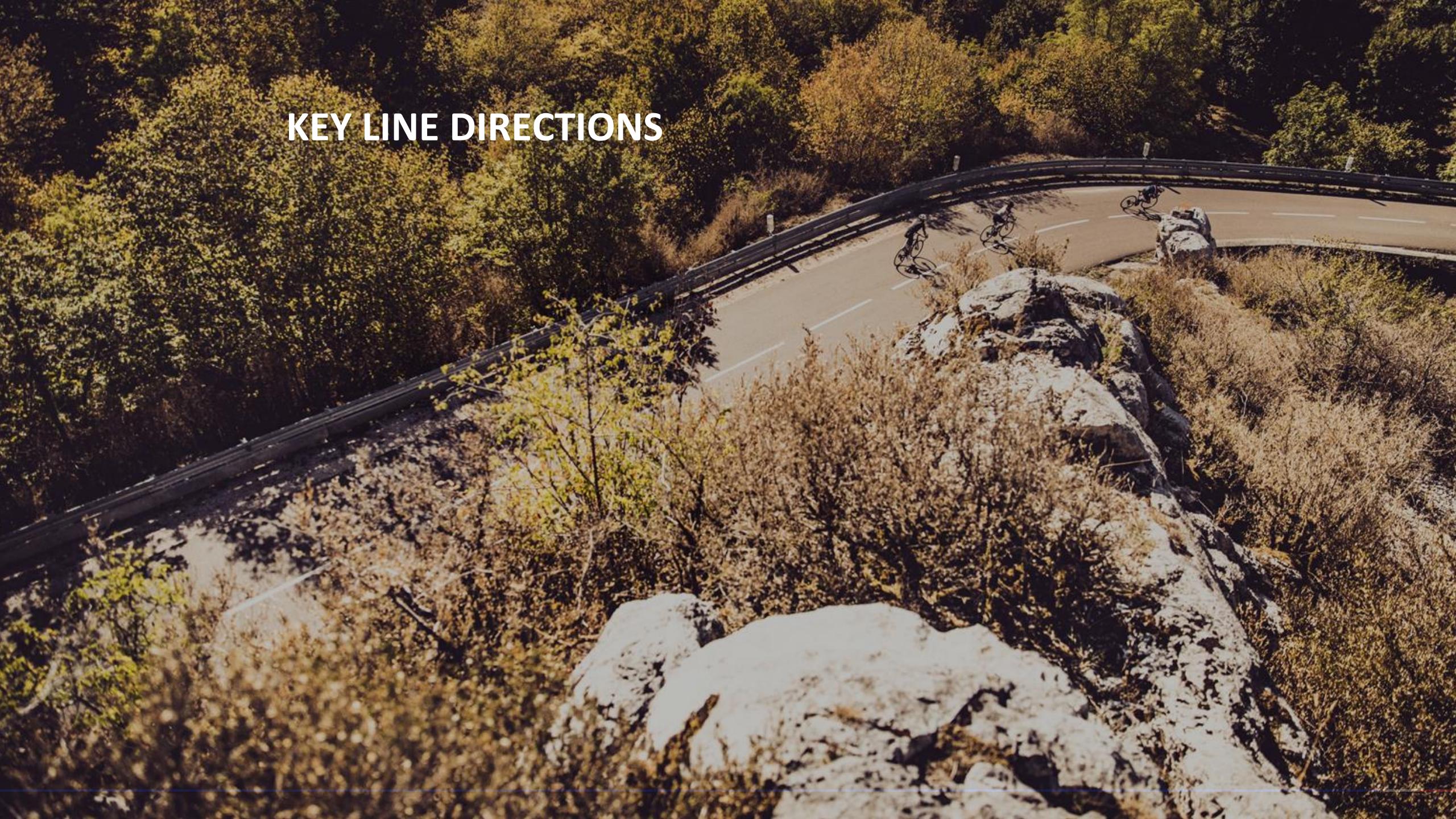


# Important Information

All rendering in this presentation are for information only:

- the specs are most of the time not the right ones (only text indication are the right ones)
- the colour can be slightly different between digital and real version

# KEY LINE DIRECTIONS

An aerial photograph of a winding asphalt road through a dense forest. Three cyclists are visible on the road, which curves from the bottom left towards the top right. In the foreground, several large, light-colored rocks are scattered across the rocky terrain. The surrounding vegetation consists of tall, thin trees and bushes with green and yellowish leaves, suggesting a transition between seasons. The lighting is bright, casting long shadows of the trees onto the road.

# M21 DIRECTION



- **A clearer and simpler range**  
**New naming** : get global coherence and better understanding of the collection  
**Optimize global collection** : less but better
- **Evolution**  
**Carbon road segment** totally reworked  
**New Gravel** segment
- **New look + feel**  
**New Colours, trims and graphic direction** on 88% of the collection  
**More premium**  
**Sleeker French design**

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# MODEL NAME CONSTRUCTION



Edge 3.7 W

Model Name

+

Ranking

+

Wheels size

+

Extension

7 = 27,5"  
9 = 29"  
0 = 700

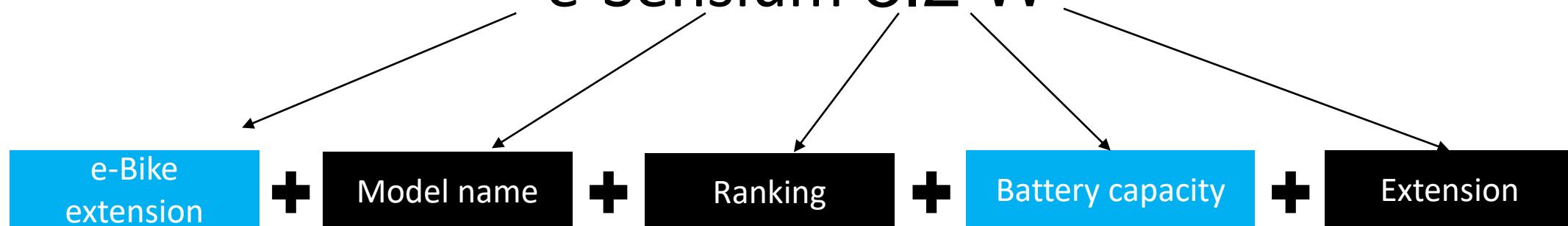
W = Woman  
Mix = Mixed  
LS = Low Step

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# MODEL NAME CONSTRUCTION e-Bike



e-Sensium 3.2 W



Overvolt = E-MTB > 250 wh  
E = for other E-bikes

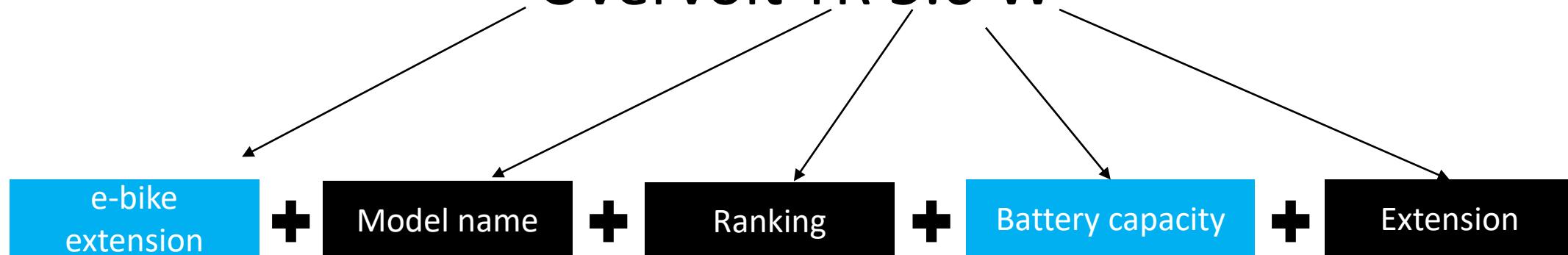
.2 = 250 Wh  
.3 = 350/380 Wh  
.4 = 400wh  
.5 = 500 wh  
.6 = 625 Wh

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# MODEL NAME CONSTRUCTION e-Bike



Overvolt TR 5.6 W



Overvolt = E-MTB > 250wh  
e = for other E-bikes

.2 = 250 Wh  
.4 = 400wh  
.5 = 500 wh  
.6 = 625 Wh

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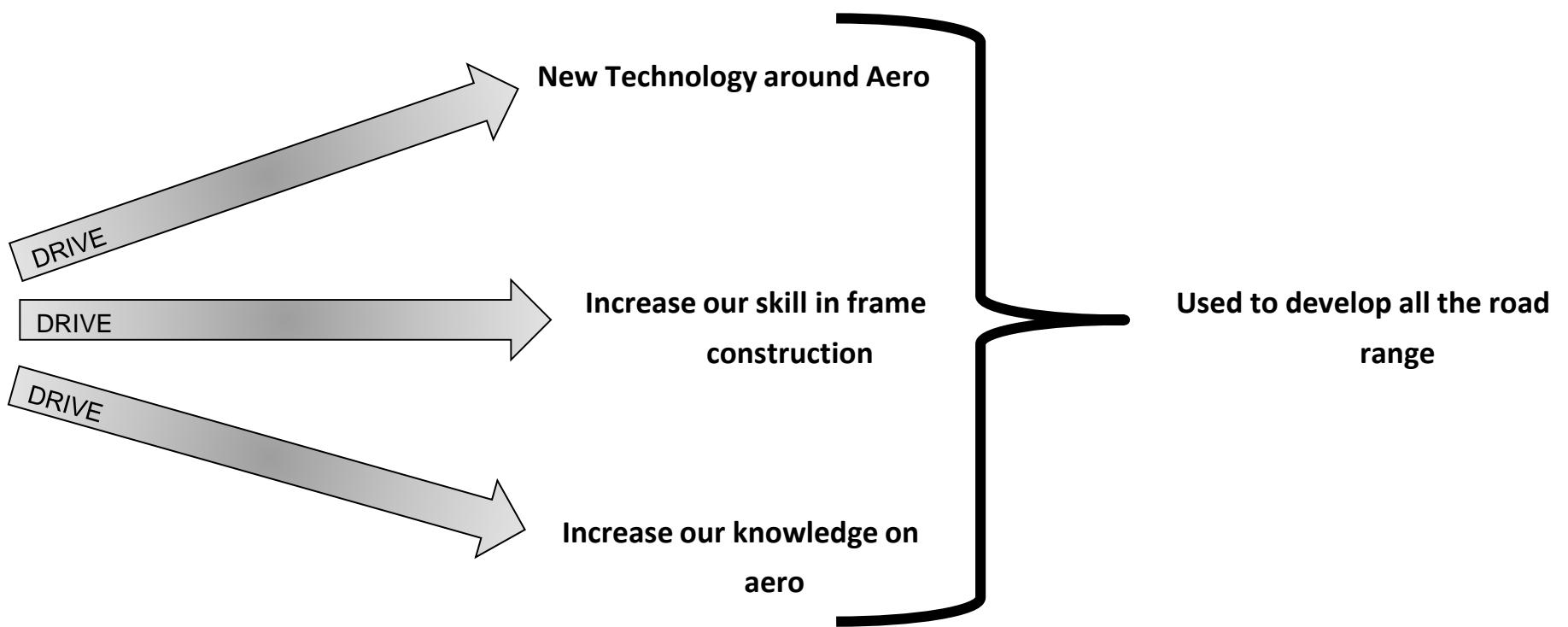


ROAD RANGE

# ROAD BIKE DEVELOPMENT PROCESS



Aerostorm -> Formula 1  
Lapierre



# FAMILY GRID MY21 | Road

FAMILY	UPDATE TO MY21	DETAILS
AEROSTORM DRS	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>• <b>Entire new frame</b></li> <li>• Bike and Frame kit</li> </ul>
AIRCODE DRS	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>• <b>Entire new frame</b></li> <li>• Disc only</li> </ul>
XELIUS	• MAINTENANCE	<ul style="list-style-type: none"> <li>• New CTG</li> <li>• Disc only</li> </ul>
E-XELIUS	• DELISTED	
PULSIUM / PULSIUM SAT	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>• <b>New Pulsium frame with and without SAT</b></li> <li>• Disc only for SAT version</li> </ul>
SENSIUM CARBON	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>• <b>Replace by PULSIUM w/o SAT version</b></li> </ul>
SENSIUM ALLOY	• MAINTENANCE	<ul style="list-style-type: none"> <li>• CTG update</li> </ul>
E-SENSIUM	• MAINTENANCE	<ul style="list-style-type: none"> <li>• CTG Update</li> </ul>
CROSSHILL	• NEW LINE EXTENSION	<ul style="list-style-type: none"> <li>• <b>New frame Gravel oriented adventure randonneuse</b></li> <li>• Disc only</li> </ul>
E-CROSSHILL	• NEW LINE EXTENSION	<ul style="list-style-type: none"> <li>• <b>Based on E-Sensium / Crosshill</b></li> <li>• E-Gravel bike</li> </ul>

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# AEROSTORM DRS



## Idea

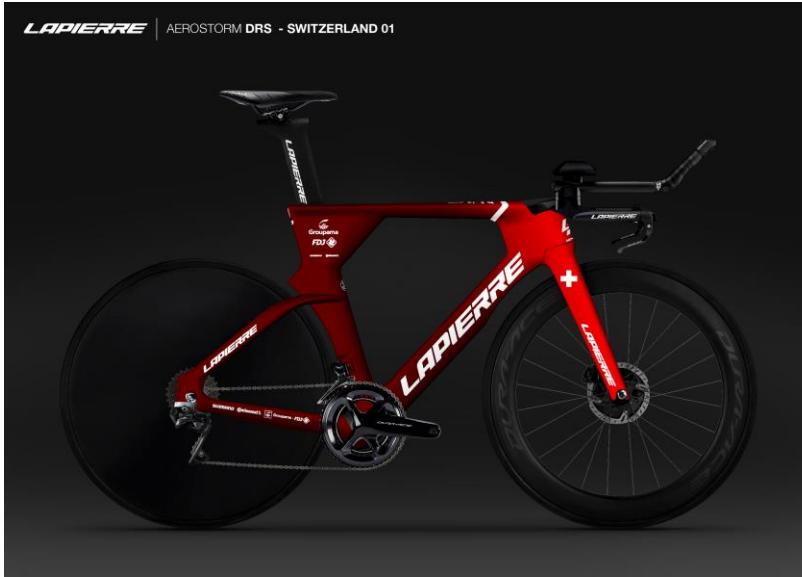
Designed for racing, aerodynamic, rigid and light, the AEROSTORM DRS is the flagship of the Groupama FDJ team. Aerostorm profiled cockpit, aero seatpost, lowered center of gravity, aggressive riding position, nothing will slow you down when you set off for the final time trial.

Inaugurated in 2016 we have updated it with all Lapierre's technologies to be more fast, more aero, more light with the integration of disc brakes.

## Target rider

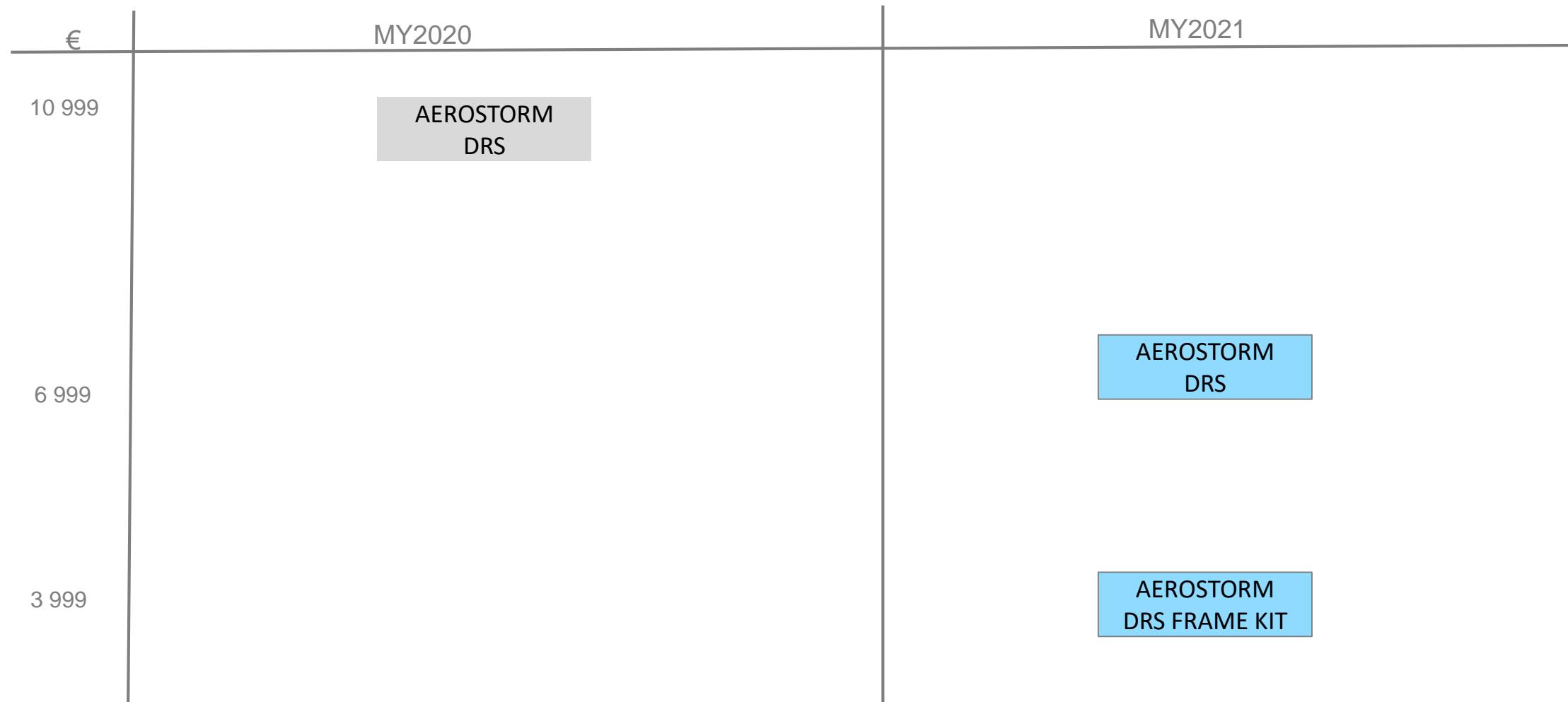
This AEROSTORM DRS is destined to our UCI World Tour Groupama FDJ team but also to time trial racer and long distance triathlete who is researching no compromise for the best performance.

# AEROSTORM DRS SPECIFIC DESIGN FOR THE TEAM



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# AEROSTORM DRS Line build



LAPIERRE

# AEROSTORM DRS LINE UP

€

Availability: February 21

6 999€



AEROSTORM DRS

3 999€

AEROSTORM  
DRS FRAME KIT

LAPIERRE

# AEROSTORM DRS

6 999€



## Main Specifications

**Frame :** NEW Aerostorm DRS disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra Di2 11s

**Brakes:** Shimano SMRT900 centerlock  
FT:160mm / RR:140mm / Shimano DURA ACE Di2 TT ST-R9180 + shift switch SW-R9160 for extensions

**Wheels set:** DT SWISS ARC 1100 DICUT carbon centerlock FT:62mm RR: 80mm, tires Continental GP5000 TL 700x25

**4 sizes available**

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# XELIUS SL



## Idea

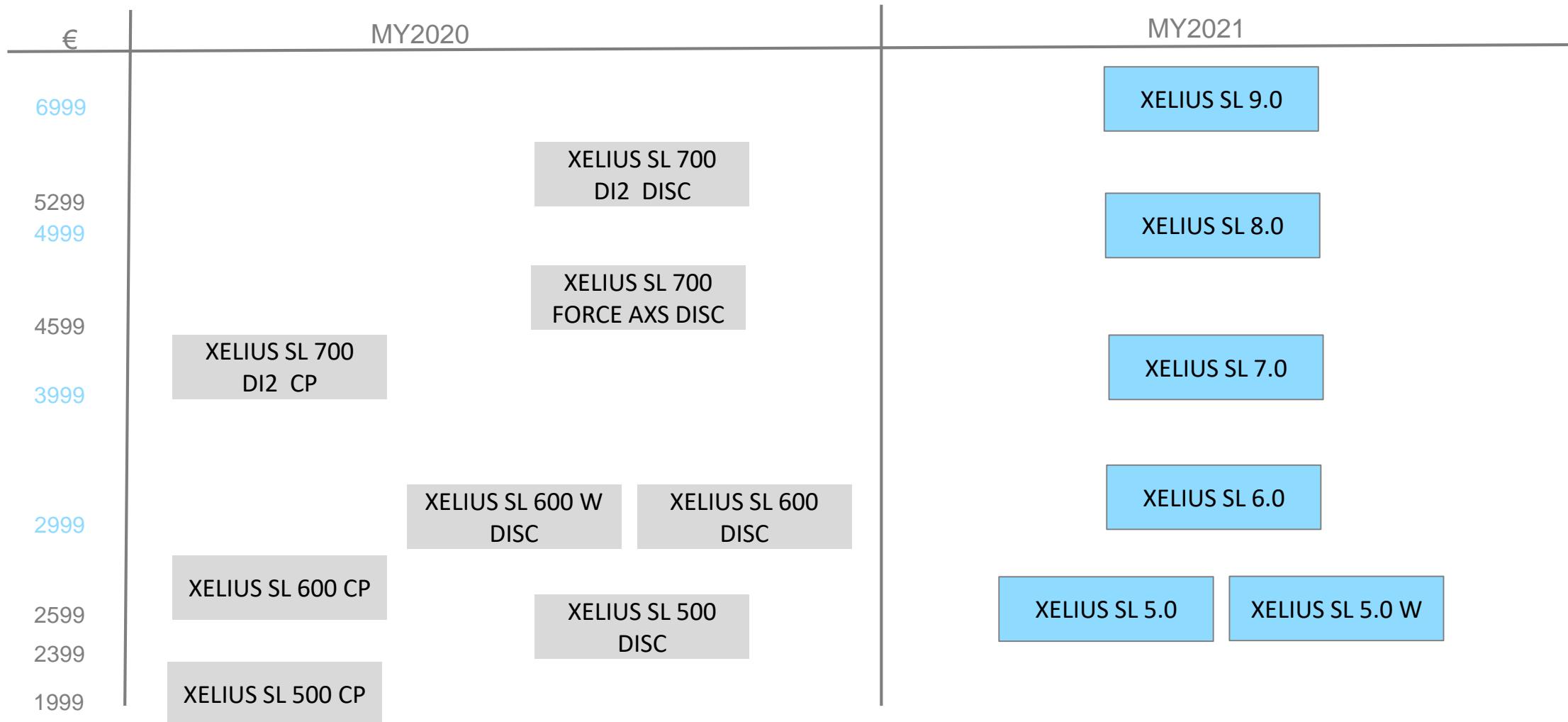
Xelius SL is our Iconic road bike with his unique 3D tubular design frame in the peloton. This is the most versatile road bike of the range. Light bike for mountain stage and hilly races with the best ratio weight/stiffness for more efficiency. The racing geometry combined with 3D tubular concept offer comfort without compromise on the performance. This is the bike most used by Groupama FDJ team riders on the biggest UCI world tour races. For MY 21, it will be available with disc brake only!

## Target rider

Performance riders looking for an all-round super lightweight race bike with a great balance in stiffness yet comfort with last technical innovations and trends.

UCI world cup Rider who is researching the best weapon to win great mountain stages on le Tour de France / Giro / Vuelta but not only. Bike have to be wrought for UCI races with a high level of performance and comfort.

# XELIUS SL Line build



# XELIUS SL LINE UP

€

6 999€



XELIUS SL 9.0

Availability: September 20

4 999€



XELIUS SL 8.0

3 999€



XELIUS SL 7.0

2 999€



XELIUS SL 6.0

2 499€



XELIUS SL 5.0



XELIUS SL 5.0 W

2 199€

XELIUS SL PINOT  
Frame kit

LAPIERRE

# XELIUS SL XELIUS SL 9.0

6 999€



## Main Specifications

**Frame :** Xelius sl disc thru axle UD superlight carbon

**Drivetrain:** Shimano Dura Ace Di2

**Brakes:** Shimano Dura Ace Di2 + Shimano SMRT900 centerlock 160mm / 140mm

**Wheels set:** LP Road Disc 38 Carbon centerlock, tires Continental GP5000 TL 700x25

LAPIERRE

# XELIUS SL XELIUS SL 8.0

4 999€



## Main Specifications

**Frame :** Xelius SL disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra Di2

**Brakes:** Shimano Ultegra Di2 + Shimano SMRT900 centerlock 160mm / 140mm

**Wheels set:** LP Road Disc 38 Carbon centerlock, tires Continental GP5000 TL 700x25

LAPIERRE

# XELIUS SL XELIUS SL 7.0

3 999€



## Main Specifications

**Frame :** Xelius SL disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra Di2

**Brakes:** Shimano Ultegra Di2 + Shimano SMRT800 centerlock 160mm / 140mm

**Wheels set:** DT Swiss E1800 spline DB23 centerlock 12x100/ 12x142, tires Schwalbe One Raceguard tubeless easy 700x25

LAPIERRE

# XELIUS SL XELIUS SL 6.0

2 999€



## Main Specifications

**Frame + fork:** Xelius SL disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra

**Brakes:** Shimano Ultegra + Shimano SMRT800 centerlock 160mm / 140mm

**Wheels set:** DT Swiss E1800 spline DB23 centerlock 12x100/ 12x142, tires Schwalbe One Raceguard tubeless easy 700x25

LAPIERRE

# XELIUS SL XELIUS SL 5.0 W

2 499€



## Main Specifications

**Frame :** Xelius SL disc thru axle UD superlight carbon

**Drivetrain:** Shimano 105 2x11s

**Brakes:** Shimano 105 + Shimano SMRT70 centerlock 160mm / 140mm

**Wheels set:** Mavic open disc centerlock, tires Continental Ultra Sport 3 SL 700X28

LAPIERRE

# XELIUS SL XELIUS SL 5.0

2 499€



## Main Specifications

**Frame :** Xelius SL disc thru axle UD superlight carbon

**Drivetrain:** Shimano 105 2x11s

**Brakes:** Shimano 105 + Shimano SMRT70 centerlock 160mm / 140mm

**Wheels set:** Mavic open disc centerlock, tires Continental Ultra Sport 3 SL 700X28

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# AIRCODE DRS NEW GENERATION



## Idea

*« Aero is not everything »*

A bike to get, for Pro riders, a super strong and reactive bike to win final sprints, but also a bike to ride long never-ending and cruel Milan-San Remo trophy's. Seems to be a conflict, right? **No.** We learned with FDJ over the last years that comfort and aero can be paired: **welcome to our new Aircode Disc.**

## Target rider

The Aircode is for riders who like to compete and expect the best performance from their equipment especially for fast flat to hilly roads and races. The combination of aerodynamic frame shapes with an endurance inspired geometry allows a broad group of riders to enjoy this new machine. This Bike has been thought as well for Triathlete racers.

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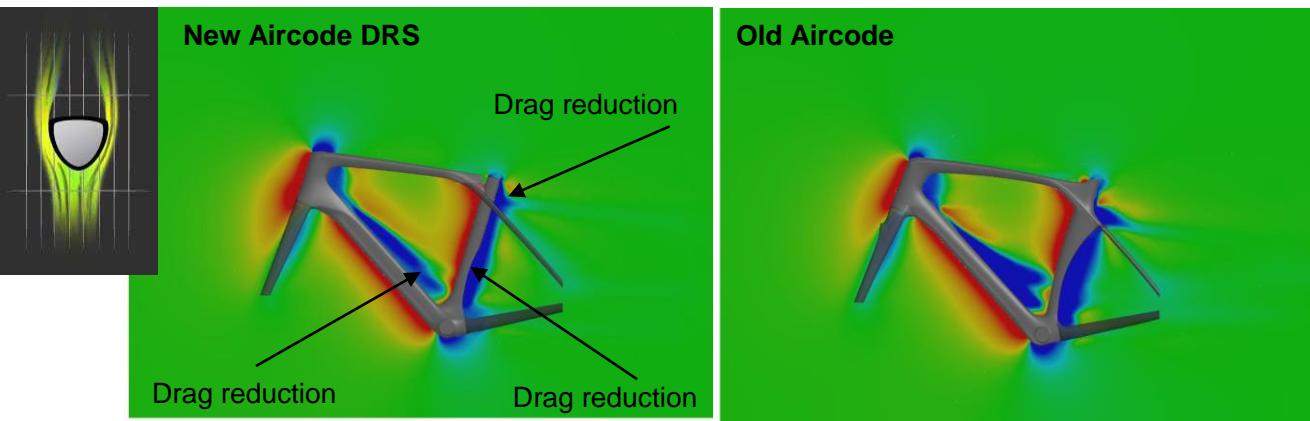
# AIRCODE DRS What's make it unique - Aero

## AERO CFD

(Computational fluid dynamics)

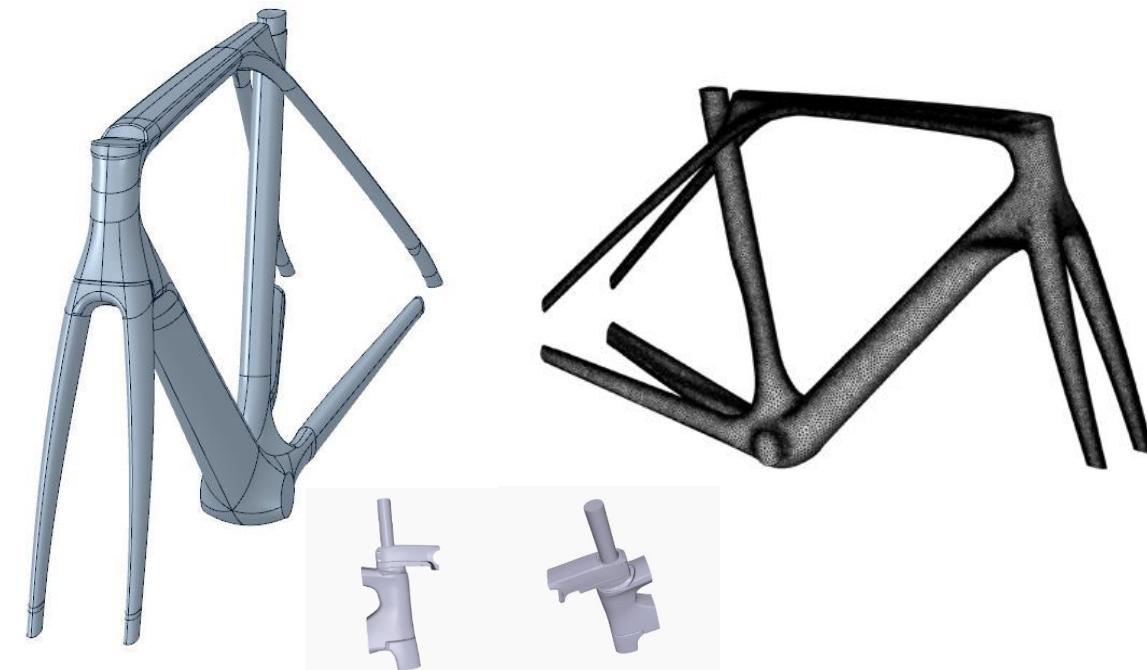
- Co-developement with **Groupama-FDJ**, R&D Fred Grappe and Julien Pinot
- Aero validation with **Bert Blocken**, PhD aerodynamics for TU Eindhoven
  - NACA and KAMTAIL profile, inspired by DRS
  - Save 13% aero watt at 50 km/h, at 0° wind angle

Kamm tail Design



## AERO Frame

- New Frame Design - DRS: Drag Reduction System / From Aerostorm
- New cockpit design full integrated, carbone aero handlebar compatible TT
- Frame / Fork : designed with one piece



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**AIRCODE DRS**

## What's make it unique – **Full Integration**



- The new Aircode DRS is only made for full integrated cable routing for mechanical or Di2 groupset. An inner tube make the routing inside downtube very easy
- Specific hose and cable routing on headset and spacers, with 1.5" bearings
- Specific fork design crown with internal routing

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## Geometry

- **New Geometry :** Find the perfect one for sprinters but also for triathletes who want only 1 bike for road racing & triathlon
  - Keep the same feeling from smallest to biggest frame size.
  - Evolutive and progressive geometry : fit for all 5 sizes, from XS to XXL

## Weight

- GLP (Gravity Logic Project) concept : improved by our knowledge on MTB and e-MTB > put the mass at the center and lower position for :
  - **Lower holes** for bottle cage on seat tube
  - Trapdoor technology with Di2 battery
- **A better ratio weight and stiffness :** lighter frame, but as stiff => ligther feeling, better efficiency



# AIRCODE DRS What's make it unique – LP Wheels

**For the first time**, Lapierre supplies his own road aero carbon wheels based on two aero profiles : 38 & 50 mm.

**Rim** : Carbone UD, U shape, 26 mm max width, 19 mm internal width (Tubeless ready compatible)

**Hubs** : Aluminium, straightpull, centerlock disc system

21 holes front (14/7), 24 holes rear (16/8),

Shimano/Sram compatible cassette, SRAM XDR cassette body available

**Spokes** : Pillar Aero straight pull,

Section 2.2/2.0/2.1x1.3/2.0 with Alloy nipples

2:1 lacing front and rear

**Weight** : 38 mm : 1518g / 50 mm : 1584g

**New LP Thru axle skewer**

**New fast, light and aero remove thru axle skewers**

**Easy to use, no impact on aero**

**Size :**

100x12 mm

142x12 mm

Lightweight aluminium axle : 29 gr + 7 gr lever (1 per bike)

Available on all the new Aircode DRS range + all Lapierre road bikes with disc brake for 2021



38 mm

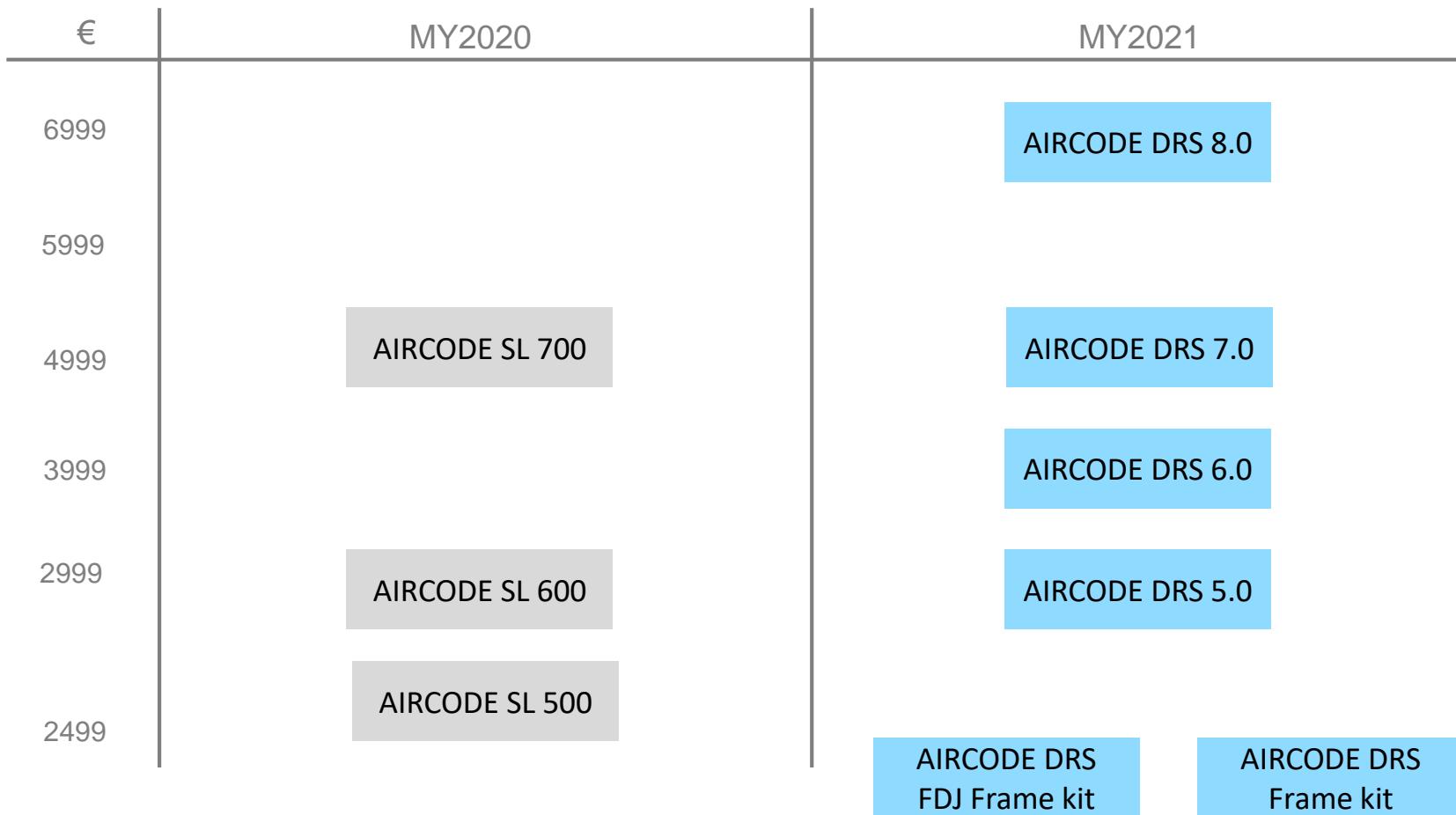


50 mm



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# AIRCODE DRS Line build



# AIRCODE DRS LINE UP

€

6 999€



AIRCODE DRS 8.0



INCLUDED

Availability: October 2020

4 999€



AIRCODE DRS 6.0



AIRCODE DRS 7.0



INCLUDED

3 999€

2 999€

2 499€



AIRCODE DRS  
FDJ Frame kit



AIRCODE DRS  
Frame kit



AIRCODE DRS 5.0

LAPIERRE

# AIRCODE DRS AIRCODE DRS 8.0

6 999€



## Main Specifications

**Frame :** New Aircode DRS disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra Di2

**Brakes :** Shimano Ultegra Di2 + Shimano SMRT900 centerlock 160mm / 140mm

**Wheels:** set DT Swiss arc 1100 dicut 50 carbon centerlock, tires Continental GP5000 TL 700x25

**Stem:** Fully integrated LP Cockpit with time trial extension bars

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# AIRCODE DRS AIRCODE DRS 7.0

4 999€



## Main Specifications

**Frame :** New Aircode DRS disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra Di2

**Brakes:** Shimano Ultegra Di2 + Shimano SMRT800 centerlock 160mm / 140mm

**Wheels set:** LP Aero road disc carbon 50 centerlock, tires Continental GP5000 TL 700x25

**Stem:** Fully integrated LP Cockpit with time trial extension bars

LAPIERRE

# AIRCODE DRS AIRCODE DRS 6.0

3 999€



## Main Specifications

**Frame :** New Aircode DRS disc thru axle UD superlight carbon

**Drivetrain:** Shimano Ultegra

**Brakes:** Shimano Ultegra + Shimano SMRT800 centerlock 160mm / 140m

**Wheels set:** LP Aero road disc carbon 38 centerlock, tires Schwalbe one raceguard tubeless easy 700x25

**Stem:** semi integrated LP Cockpit

LAPIERRE

# AIRCODE DRS AIRCODE DRS 5.0

2 999€



## Main Specifications

**Frame :** New Aircode DRS disc thru axle UD superlight carbon

**Drivetrain :** Shimano 105

**Brakes:** Shimano 105 + Shimano SMRT70 centerlock 160mm / 140mm

**Wheels set:** DT Swiss p1850 DB23 centerlock tubeless, tires Schwalbe one raceguard tubeless easy 700x25

**Stem:** semi integrated LP Cockpit

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# **SENSIUM**



## **Idea**

It's better to start or progress in a sport with the right accessory.

That's the purpose of our Sensium, take pleasure for a long or short ride, alone or with friends.

All the DNA of Lapierre in a entry level bike

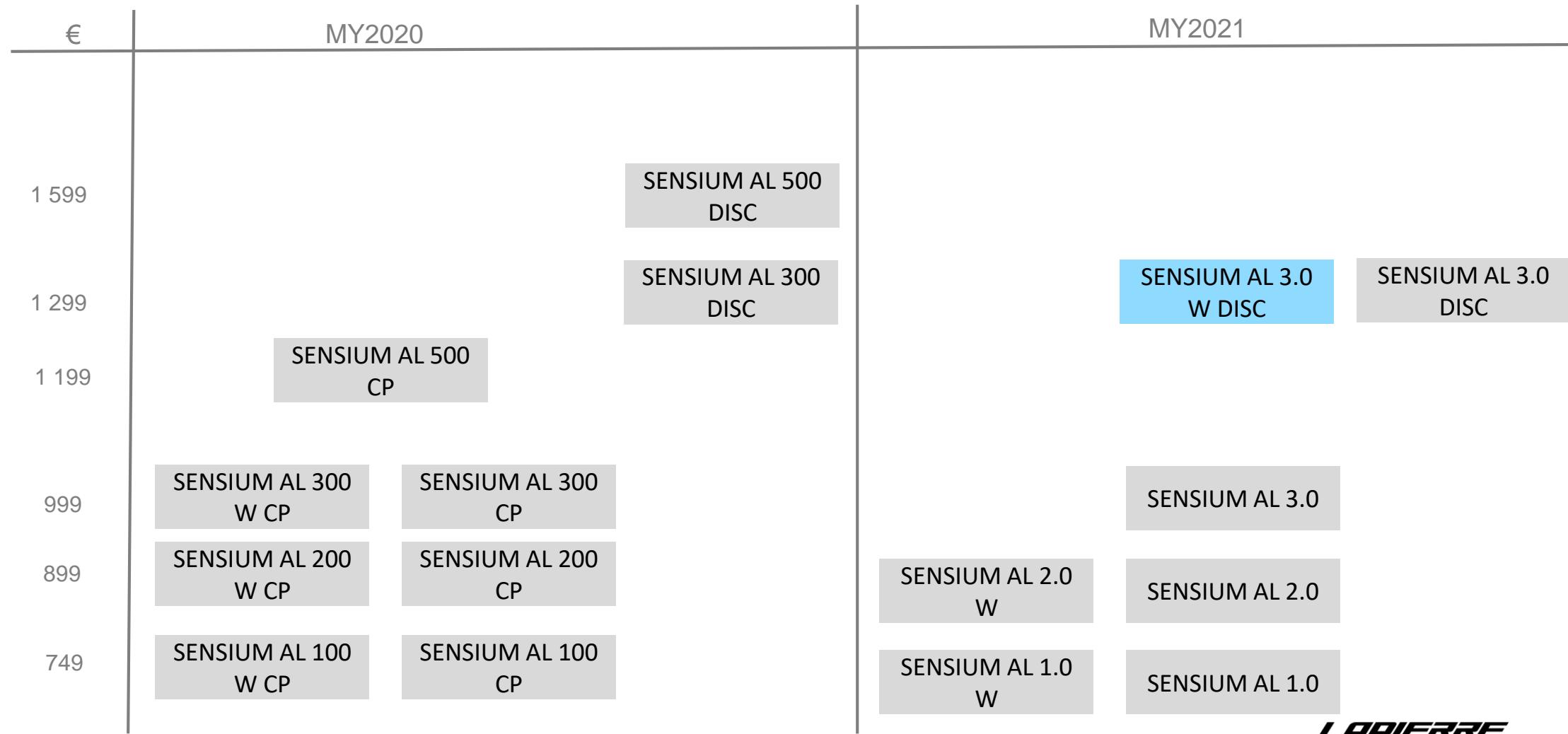
## **Target rider**

For rider who is not an expert and who is looking for a good product without to spend a lot of money.

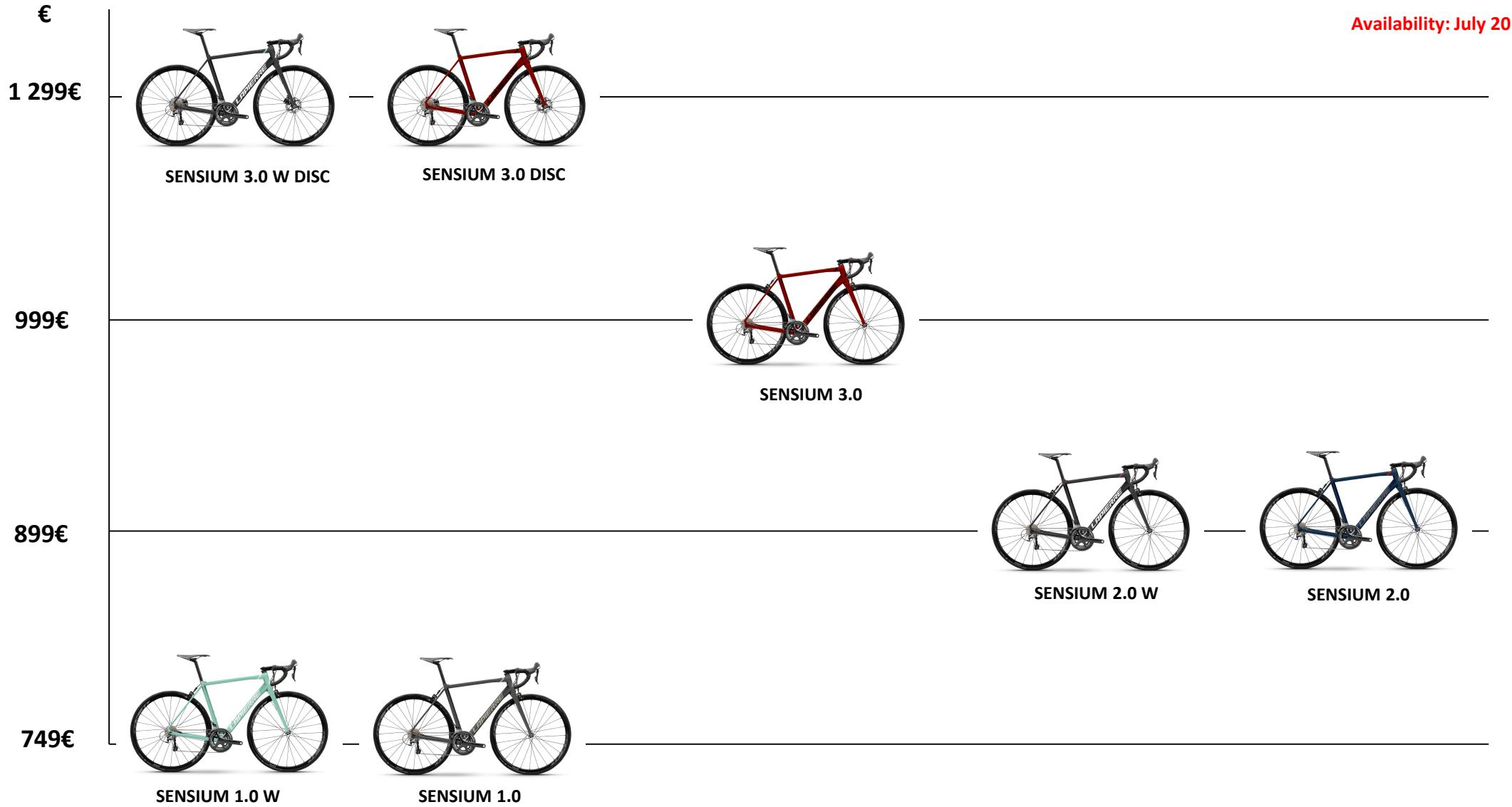
A rider who wants a good bike for a ride with friend or family, just to enjoy the moment without question about the machine's reliability.

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# SENSIUM Line build



# SENSIUM LINE UP



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# SENSIUM 3.0 W DISC

1 299€



## Main Specifications

**Frame + fork:** Sensium AL Women disc Supreme 5 Alloy - Sensium AL disc Carbon/Alloy Steerer

**Drivetrain:** Shimano Tiagra 2x10s

**Brakes:** Shimano Tiagra + Shimano RT70 160/140mm centerlock

**Wheels set:** Ryde DP19/ Shimano MT200 centerlock 32h, tires Continental Ultra Sport 3 SL 700x28

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# SENSIUM 3.0 DISC

1 299€



## Main Specifications

**Frame + fork:** Sensium AL Supreme 5 Alloy disc smooth weldings - Sensium AL disc Carbon/Alloy Steerer

**Drivetrain:** Shimano Tiagra 2x10s

**Brakes:** Shimano Tiagra + Shimano RT70 160/140mm centerlock

**Wheels set:** Ryde DP19/ Shimano MT200 centerlock 32h, tires Continental Ultra Sport 3 SL 700x28

LAPIERRE

# SENSIUM 3.0

999€



## Main Specifications

**Frame + fork:** Sensium AL Supreme 5 Alloy smooth weldings + Sensium AL Carbon/ Alloy Steerer

**Drivetrain:** Shimano Tiagra 2x10s

**Brakes:** Shimano Tiagra

**Wheels set:** Ryde chrina/ Shimano RS300 32h, tires Continental Ultra Sport 3 SL 700X25

LAPIERRE

# SENSIUM 2.0 W

899€



## Main Specifications

**Frame + fork:** Sensium AL Women Supreme 5 Alloy smooth weldings + Sensium AL Carbon/Alloy Steerer

**Drivetrain:** Shimano Sora 2x9s

**Brakes:** Promax

**Wheels set:** Ryde carbon/ Shimano RS300 32h, tires Continental Ultra Sport 3 SL 700x25

LAPIERRE

# SENSIUM 2.0

899€



## Main Specifications

**Frame + fork:** Sensium AL Supreme 5 Alloy smooth weldings + Sensium AL Carbon/ Alloy Steerer

**Drivetrain:** Shimano Sora 2x9s

**Brakes:** Promax

**Wheels set:** Ryde China/ Shimano RS300 32h, tires Continental Ultra Sport 3 SL 700x25

LAPIERRE

# SENSIUM 1.0 W

749€



## Main Specifications

**Frame + fork:** Sensium AL Women Supreme 5 Alloy smooth weldings + Sensium AL Carbon/Alloy Steerer

**Drivetrain:** Shimano Claris 2x8s

**Brakes:** Promax

**Wheels set:** Ryde China/ Shimano RS300 32h, tires Continental Ultra Sport 3 SL 700x25

LAPIERRE

# SENSIUM 1.0

749€



## Main Specifications

**Frame + fork:** Sensium AL Supreme 5 Alloy smooth weldings + Sensium AL Carbon/ Alloy Steerer

**Drivetrain:** Shimano Claris 2x8s

**Brakes:** Promax

**Wheels set:** Ryde China/ Shimano RS300 32h, tires Continental Ultra Sport 3 SL 700x25

LAPIERRE

# CROSSHILL NEW GENERATION



## Idea

The Gravel platform will be completing our road bike segment. Gravel is not just a trend anymore, it became an entire new road bike category, split up in sub-categories such as adventure/touring, and off road performance. He had to provide an answer for these practices.

## Target rider

We are targeting two rider profiles with this platform:

- a. die-hard Lapierre fans, performance oriented who already own a Lapierre road bike and/or Mountain bike, looking for another 'toy' to play in the dirt (the targeted MSRP allows an easy addition to their fleet)
- b. consumer who want a versatile bike that combines the characteristics of a road bike with off-road capabilities and that offers the possibility of being equipped for travel, adventure or commuting.

# **CROSSHILL** What's make it unique ?

A bike for the adventure. Our choice was to provide a versatile bike not a bike dedicated for the competition. The Crosshill has an adventure spirit with a sport geometry.

## Frame Construction

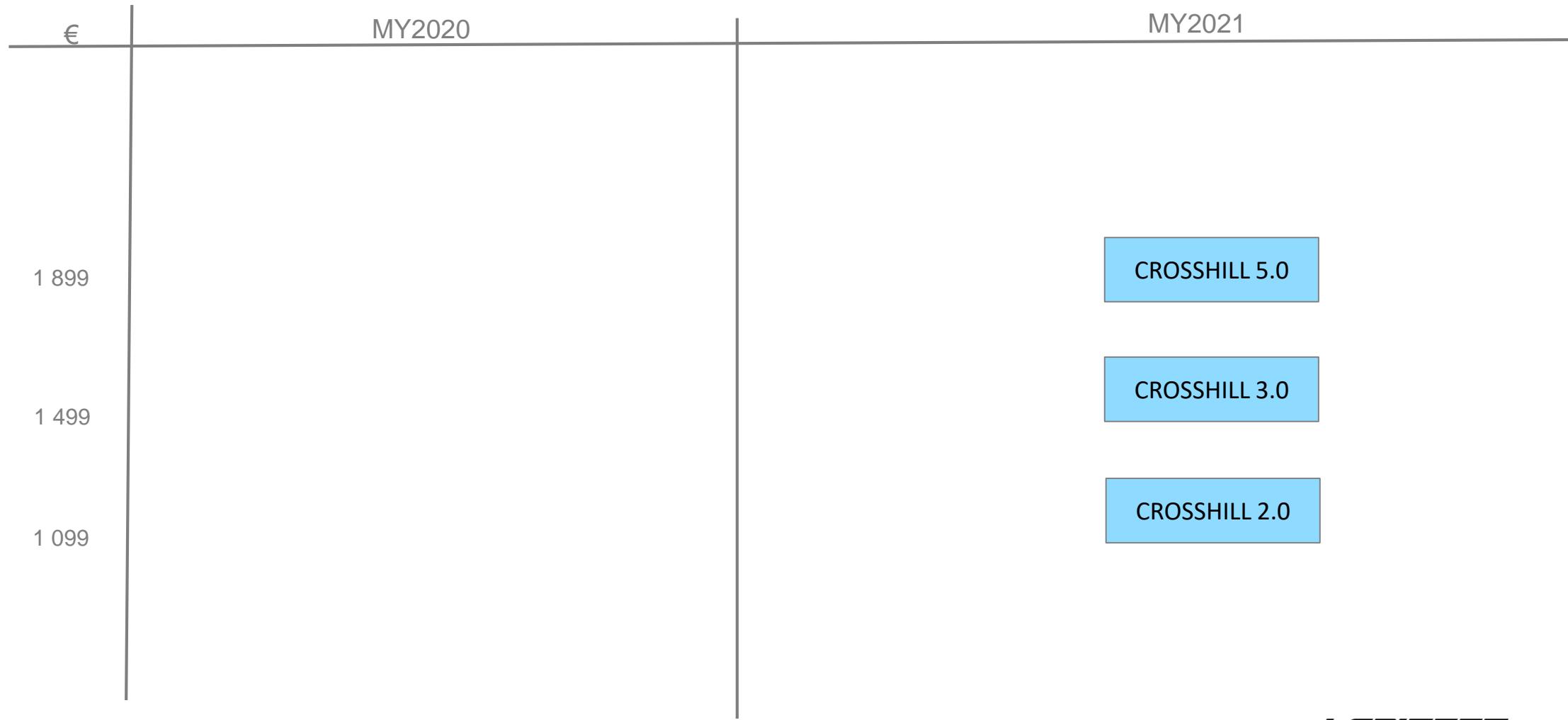
- Alloy Frame : **though material** perfect for the versatility (Gravel, Bike-packing) and better for internal routing
  - Weight: 1780g / **heavy but robust**
  - Design: Straighter lines (seat stay and top tube)
  - Chain stay shorter of 15mm: more responsive / compatible with tire 700x45 or 650x47/50
- Threaded Bottom bracket (BSA 68 mm standard) : **better reliability and universal compatibility**
  - Frame & fork follow ISO MTB standard : **strong load-carrying capacity**

## Key Specifications

- All Crosshill models are specified with **46/30 double chain sets** for wider using from road to off road to reach the top.
  - Mavic XC 621 rim tubless compatible : **Robust**
- **Accessory fixture points** : With adventure as its core, it has multiple accessory fixture points, allowing it to be equipped with over 3 water bottles, tope tube boxes, luggage carriers & mudguards.

**LAPIERRE**

# **CROSSHILL** Line build CROSSHILL



# CROSSHILL LINE UP

€

1 899€



CROSSHILL 5.0

Availability: November 20

1 499€



CROSSHILL 3.0

1 099€



CROSSHILL 2.0

LAPIERRE

# CROSSHILL CROSSHILL 5.0

1 899€



## Main Specifications

**Frame + fork:** Crosshill Gravel Supreme 5 Alloy internal routing / Carbon fork

**Drivetrain:** Shimano GRX 2x11speed

**Brakes:** Shimano GRX RX600 Hydraulic Disc 160/160

**Wheels set:** Mavic XC621, tires WTB Riddler 700x37

+ Dropper seat post (70 or 90mm travel).

LAPIERRE

# CROSSHILL CROSSHILL 3.0

1 499€



## Main Specifications

**Frame + fork:** Crosshill Gravel Supreme 5 Alloy internal routing / Carbon fork

**Drivetrain:** Shimano Tiagra 2x10speed

**Brakes:** Tiagra Hydraulic Disc 160/160

**Wheels set:** Mavic XC621, tires WTB Riddler 700x37

+ rear rack and mudguard.

LAPIERRE

# CROSSHILL CROSSHILL 2.0

1 099€



## Main Specifications

**Frame + fork:** Crosshill Gravel Supreme 5  
Alloy internal routing / Carbon fork

**Drivetrain:** Shimano Sora 2x9s

**Brakes:** Tektro MC Mechanical Disc 160/160

**Wheels set:** Mavic XC621, tires WTB Riddler 700x37

LAPIERRE



# E-ROAD RANGE

# E-SENSIUM



## Idea

t and leisure-orientated dimensions are designed for the pleasure of  
The eSensium is our multi-purpose electric assisted road bike and can  
anyone who wants to discover new horizons and new feeling, alone or  
with friends.

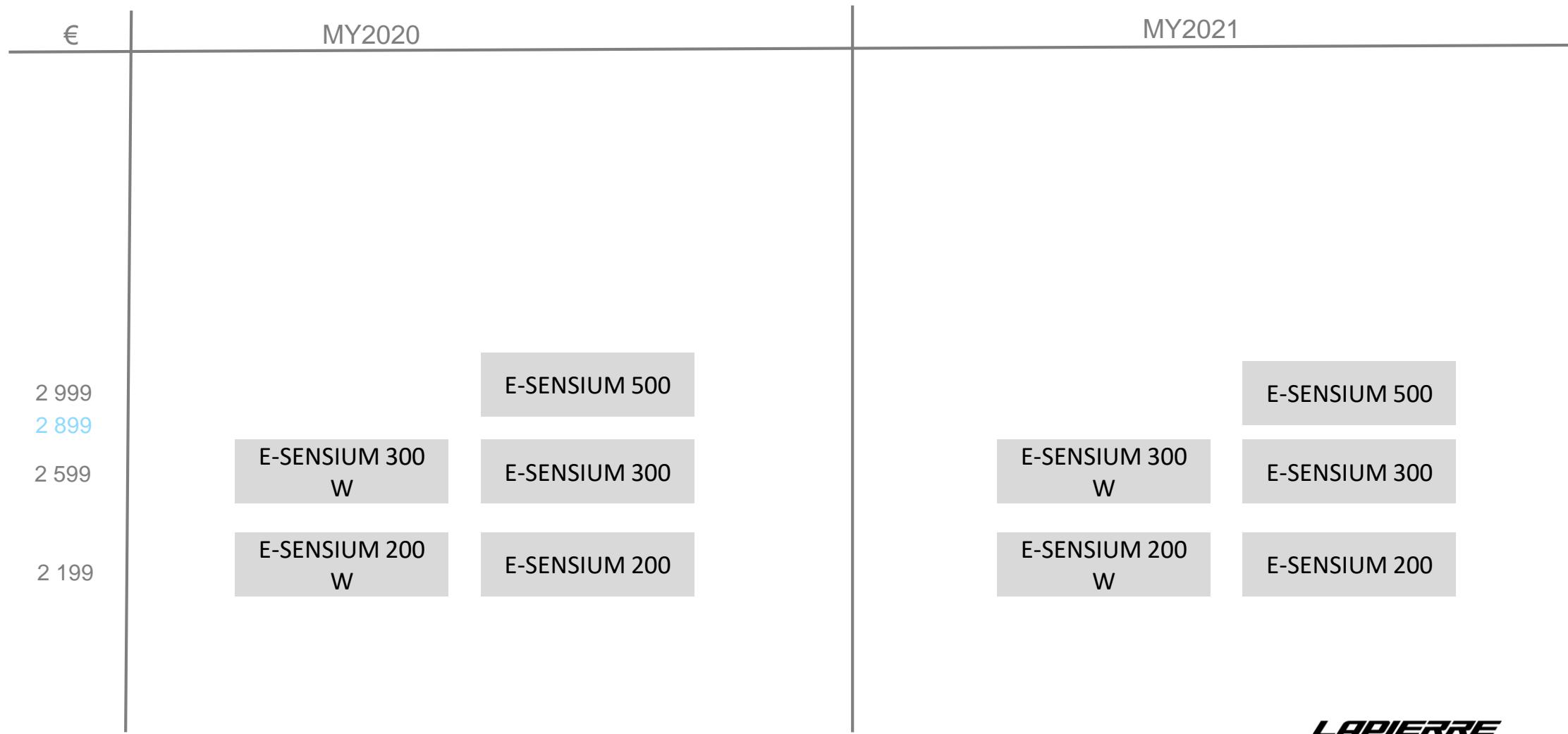
## Target rider

ho is not an expert and who is looking for a good product able to help  
him/her to follow friend or family in nice ride.

Just to enjoy the moment.

**LAPIERRE**

# **E-SENSIUM** Line build



# E-SENSIUM LINE UP

€

2 899€



E-SENSIUM 5.2

Availability: August 20

2 599€



E-SENSIUM 3.2



E-SENSIUM 3.2 W

2 199€



E-SENSIUM 2.2



E-SENSIUM 2.2 W

LAPIERRE

# E-SENSIUM 5.2

2 899€



## Main Specifications

**Frame + fork:** E-Sensium Supreme 5 Alloy with integrated routing + E-Sensium Carbon/ Alloy Steerer

**System:** Ebike Motion system x35+ 250 Wh battery pack

**Drivetrain:** Shimano 105 2x11s

**Brakes:** Shimano 105 - Shimano RT66SS 160mm 6 bolts

**Wheels set:** DT Swiss R470 / fast ace hub 28T, tires Continental Ultra Sport 3 700X28

LAPIERRE

# E-SENSIUM 3.2 W

2 599€



## Main Specifications

**Frame + fork:** E-Sensium Women Supreme 5 Alloy with integrated routing + E-Sensium Carbon/ Alloy Steerer

**System:** Ebike Motion system x35+ 250 Wh battery pack

**Drivetrain:** Shimano Tiagra 2x10s

**Brakes:** Shimano Tiagra - Shimano RT66SS 160mm 6 bolts

**Wheels set:** Ryde Rival 19 / fast ace hub 28t, tires Continental Ultra Sport 3 SL 700X28

LAPIERRE

# E-SENSIUM 3.2

2 599€



## Main Specifications

**Frame + fork:** E-Sensium Supreme 5 Alloy with integrated routing + E-Sensium Carbon/ Alloy Steerer

**System:** Ebike Motion System x35+ 250 Wh battery pack

**Drivetrain:** Shimano Tiagra 2x10s

**Brakes:** Shimano Tiagra - Shimano RT66SS 160mm 6 bolts

**Wheels set:** Ryde Rival 19 / fast ace hub 28t, tires Continental Ultra Sport 3 SL 700X28

**LAPIERRE**

# E-SENSIUM 2.2 W

2 199€



## Main Specifications

**Frame + fork:** E-Sensium Supreme 5 Alloy with integrated routing + E-Sensium Carbon/ Alloy Steerer

**System:** Ebike Motion System x35+ 250 Wh battery pack

**Drivetrain:** Shimano Sora 2x9s

**Brakes:** Shimano Sora - Tektro rotor 160mm F/R

**Wheels set:** Ryde Rival 19 / fast ace hub 28t, tires Continental Ultra Sport 3 SL 700x28

LAPIERRE

# E-SENSIUM 2.2

2 199€



## Main Specifications

**Frame + fork:** E-Sensium Supreme 5 Alloy with integrated routing + E-Sensium Carbon/ Alloy Steerer

**System:** Ebike Motion System x35+ 250 Wh battery pack

**Drivetrain:** Shimano Sora 2x9s

**Brakes:** Shimano Sora - Tektro rotor 160mm F/R

**Wheels set:** Ryde Rival 19 / fast ace hub 28t, tires Continental Ultra Sport 3 SL 700x28

LAPIERRE

# MTB RANGE



# FAMILY GRID MY21 | MTB

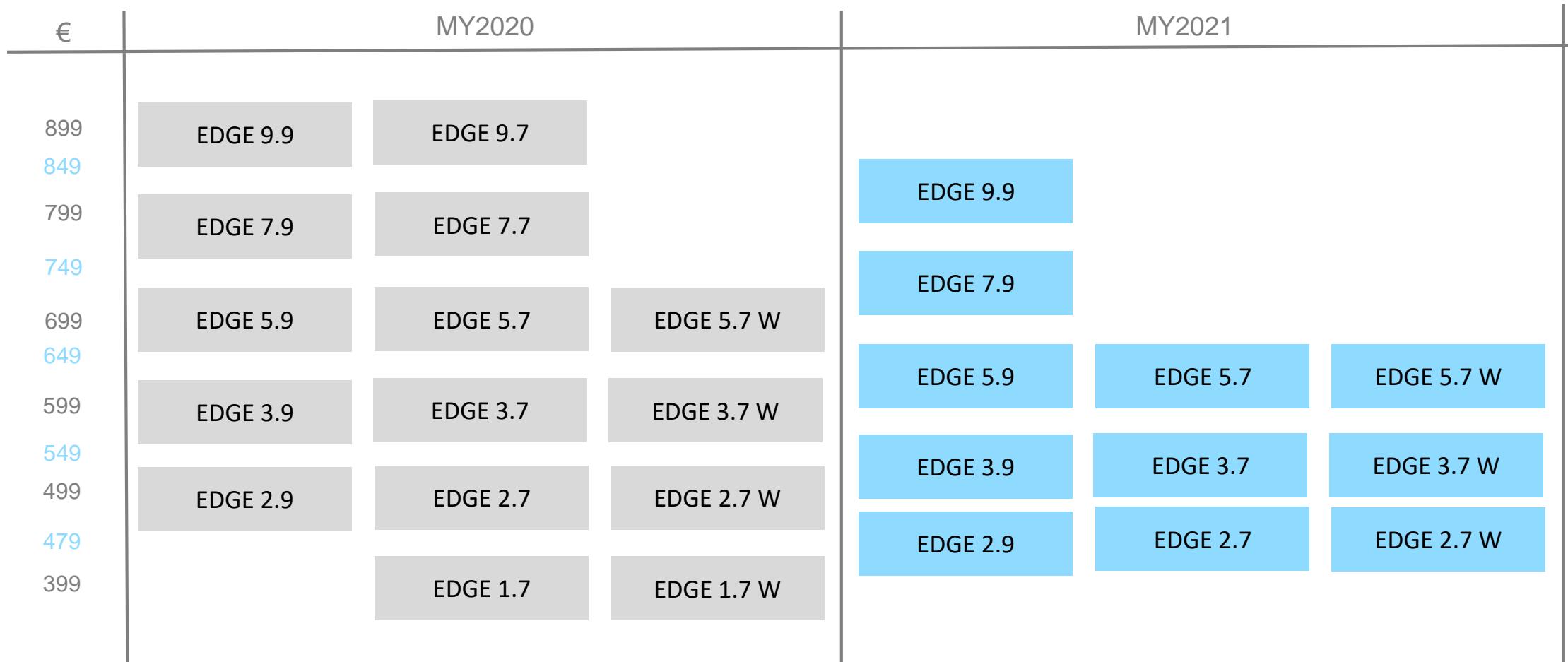
FAMILY	UPDATE TO MY21	DETAILS
EDGE	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>Entire new frame with Internal cable routing , two toptube options (low/high)</li> <li>CTG update</li> <li>Late introduction Q1 2021</li> </ul>
PRORACE	• MAINTENANCE	<ul style="list-style-type: none"> <li>Internal cable routing on AL frame</li> <li>New CTG</li> </ul>
XR	• NEW REPLACEMENT	<ul style="list-style-type: none"> <li>Entire new platform</li> <li>Marathon and Race XC version</li> <li>Early MY22</li> </ul>
ZESTY TR	<ul style="list-style-type: none"> <li>NEW LINE EXTENSION</li> <li>MAINTENANCE</li> </ul>	<ul style="list-style-type: none"> <li>ZESTY TR: 3.9 new price positionning</li> <li>All in 29“ (except XS on serie 3)</li> <li>new small size XS on 3.7 in 27,5</li> </ul>
ZESTY	• MAINTENANCE	<ul style="list-style-type: none"> <li>New CTG</li> <li>All in 29“</li> </ul>
SPICY	• MAINTENANCE	<ul style="list-style-type: none"> <li>New CTG</li> <li>All in 29“</li> </ul>
E ZESTY	• MAINTENANCE	
KID	• MAINTENANCE	

# EDGE – CRP MODEL

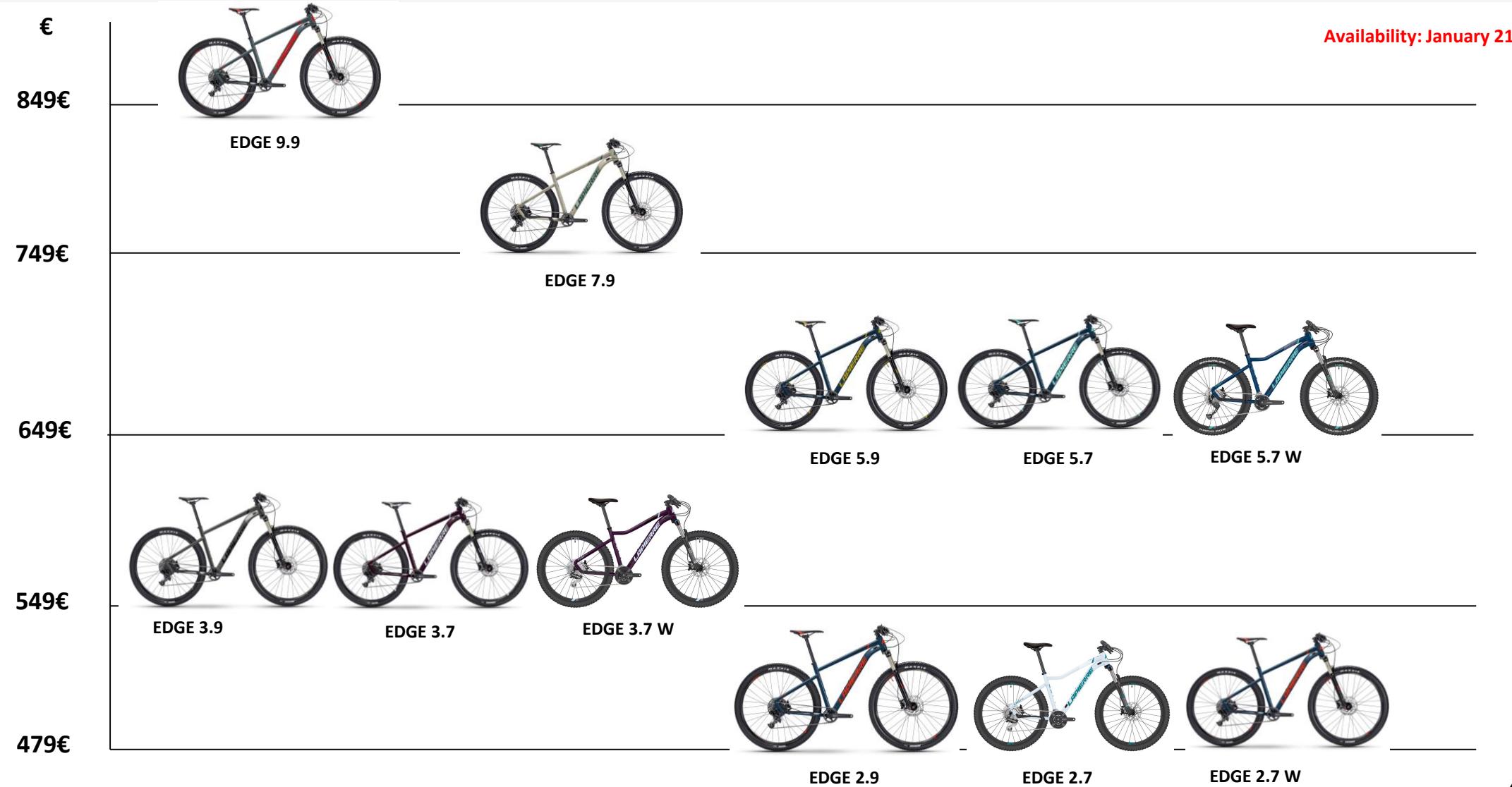


LAPIERRE

# EDGE Line build



# EDGE LINE UP



LAPIERRE

# EDGE 9.9

849€



## Main Specifications

**Frame + fork:** Edge 29" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour Air RL-R-29 AIR 29" 100mm travel

**Drivetrain:** Shimano Deore RD-M6100 Shadow Plus SGS 12s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT30 F: 180mm/R: 160mm 6 bolt

**Wheels set:** Lapierre Disc 32H 29" / 622-21c, tires Schwalbe Tough Tom 29x2.25 622-57 / Schwalbe Rapid Rob 29x2.25 622-57

LAPIERRE

# EDGE 7.9

749€



## Main Specifications

**Frame + fork:** Edge 29" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCR Air RL-R-29" 100mm travel

**Drivetrain:** Shimano Deore RD-M5100 Shadow Plus SGS 11s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT30 F: 180mm/R: 160mm centre lock

**Wheels set:** Lapierre Disc 32H 29"/ 622-21c, tires Schwalbe Tough Tom 29x2.25 622-57 / Schwalbe Rapid Rob 29x2.25 622-57

LAPIERRE

# EDGE 5.9

649€



## Main Specifications

**Frame + fork:** Edge 29" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCM-RL-DS 29" 100mm travel

**Drivetrain:** Shimano Altus Shadow RDM2000 9s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 29" / 622-21c, tires Schwalbe Tough Tom 29x2.25 622-57 / Schwalbe Rapid Rob 29x2.25 622-57

LAPIERRE

# EDGE 5.7 W

649€



## Main Specifications

**Frame + fork:** Edge Women 27.5" Supreme 4 alloy disc brake, intl cable routing + SR Suntour XCM-RL-DS 27.5" 100mm travel

**Drivetrain:** Shimano Altus Shadow RDM2000 9s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5" / 584-21c, tires Schwalbe Tough Tom 27.5x2.25 584-57 / Schwalbe Rapid Rob 27.5x2.25 584-57

LAPIERRE

# EDGE 5.7

649€



## Main Specifications

**Frame + fork:** Edge 27.5" Supreme 4 alloy disc brake, intl cable routing + SR Suntour XCM-RL-DS 27.5" 100mm travel

**Drivetrain:** Shimano Altus Shadow RDM2000 9s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5"/ 584-21c, tires Schwalbe Tough Tom 27.5x2.25 584-57 / Schwalbe Rapid Rob 27.5x2.25 584-57

LAPIERRE

# EDGE 3.9

549€



## Main Specifications

**Frame + fork:** Edge 29" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCT30-HLO-DS 29" 100mm travel

**Drivetrain:** Shimano Acera RDM360 8s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 29"/622-21c, tires Mitas Ocelot 29x2.1 622-54

LAPIERRE

# EDGE 3.7 W

549€



## Main Specifications

**Frame + fork:** Edge Women 27.5" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCT30 -HLO-DS 27.5" 100mm travel

**Drivetrain:** Shimano Acera RDM360 8s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5"/ 584-21c, tires Mitas Ocelot 27.5x2.1 584-54

LAPIERRE

# EDGE 3.7

549€



## Main Specifications

**Frame + fork:** Edge 27.5" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCT30 -HLO-DS 27.5" 100mm travel

**Drivetrain:** Shimano Acera RDM360 8s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5"/ 584-21c, tires Mitas Ocelot 27.5x2.1 584-54

LAPIERRE

# EDGE 2.9

479€



## Main Specifications

**Frame + fork:** Edge 29" Supreme 4 Alloy disc brake, intl cable routing + SR Suntour XCE28 29" 100mm travel

**Drivetrain:** Shimano Tourney RDTY300 7s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 29"/622-21c, tires Mitas Ocelot 29x2.1 622-54

LAPIERRE

# EDGE 2.7 W

479€



## Main Specifications

**Frame + fork:** Edge Woman 27.5" Supreme 4 Alloy disc brake, intl cable routing - SR Suntour XCE28 27.5" 100mm travel

**Drivetrain:** Shimano Tourney RDTY300 7s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5"/ 584-21c, tires Mitas Ocelot 27.5x2.1 584-54

LAPIERRE

# EDGE 2.7

479€



## Main Specifications

**Frame + fork:** Edge 27.5" Supreme 4 Alloy disc brake, intl cable routing - SR Suntour XCE28 27.5" 100mm travel

**Drivetrain:** Shimano Tourney RDTY300 7s

**Brakes:** Shimano MT200 hydraulic disc - Shimano SMRT10S 160mm centre lock

**Wheels set:** Lapierre Disc 32H 27.5"/ 584-21c, tires Mitas Ocelot 27.5x2.1 584-54

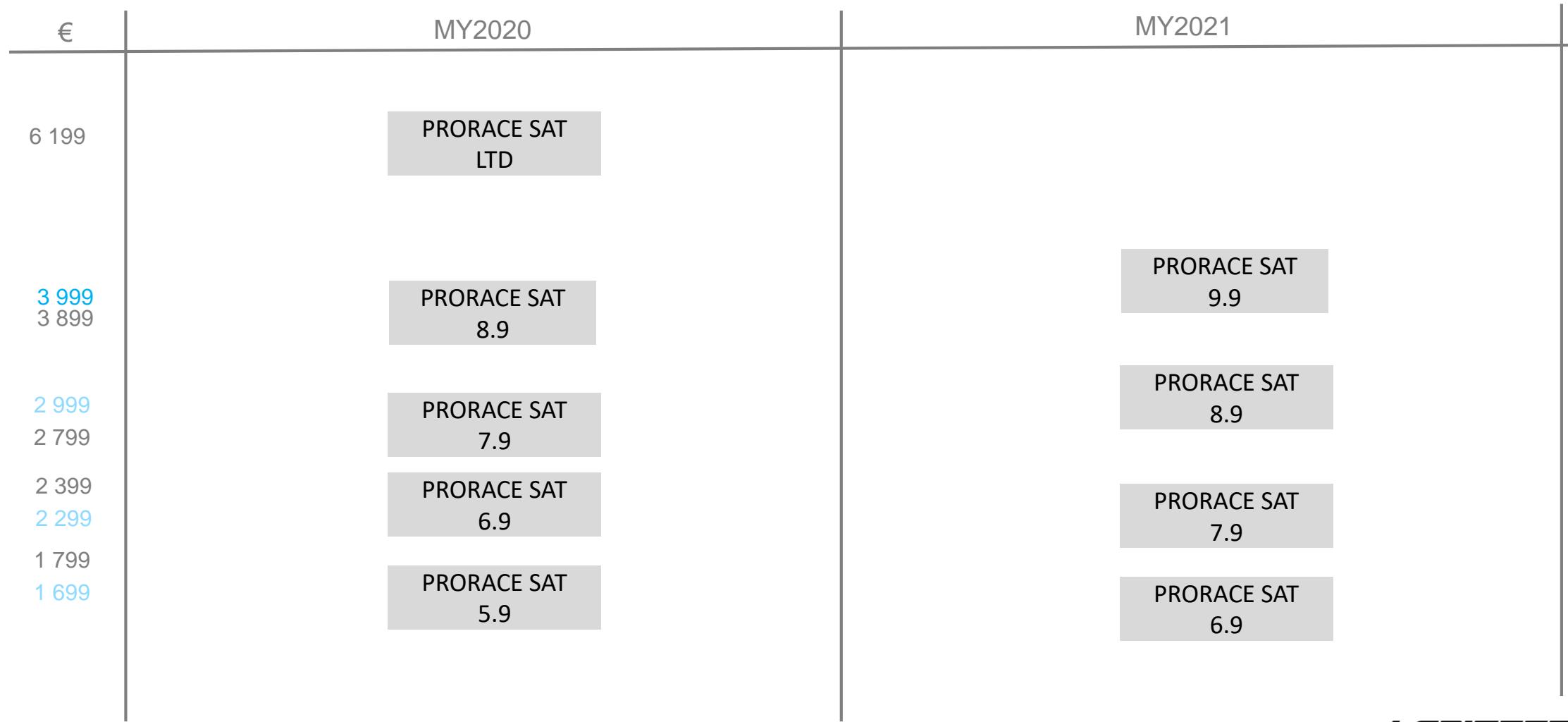
LAPIERRE

# PRORACE SAT

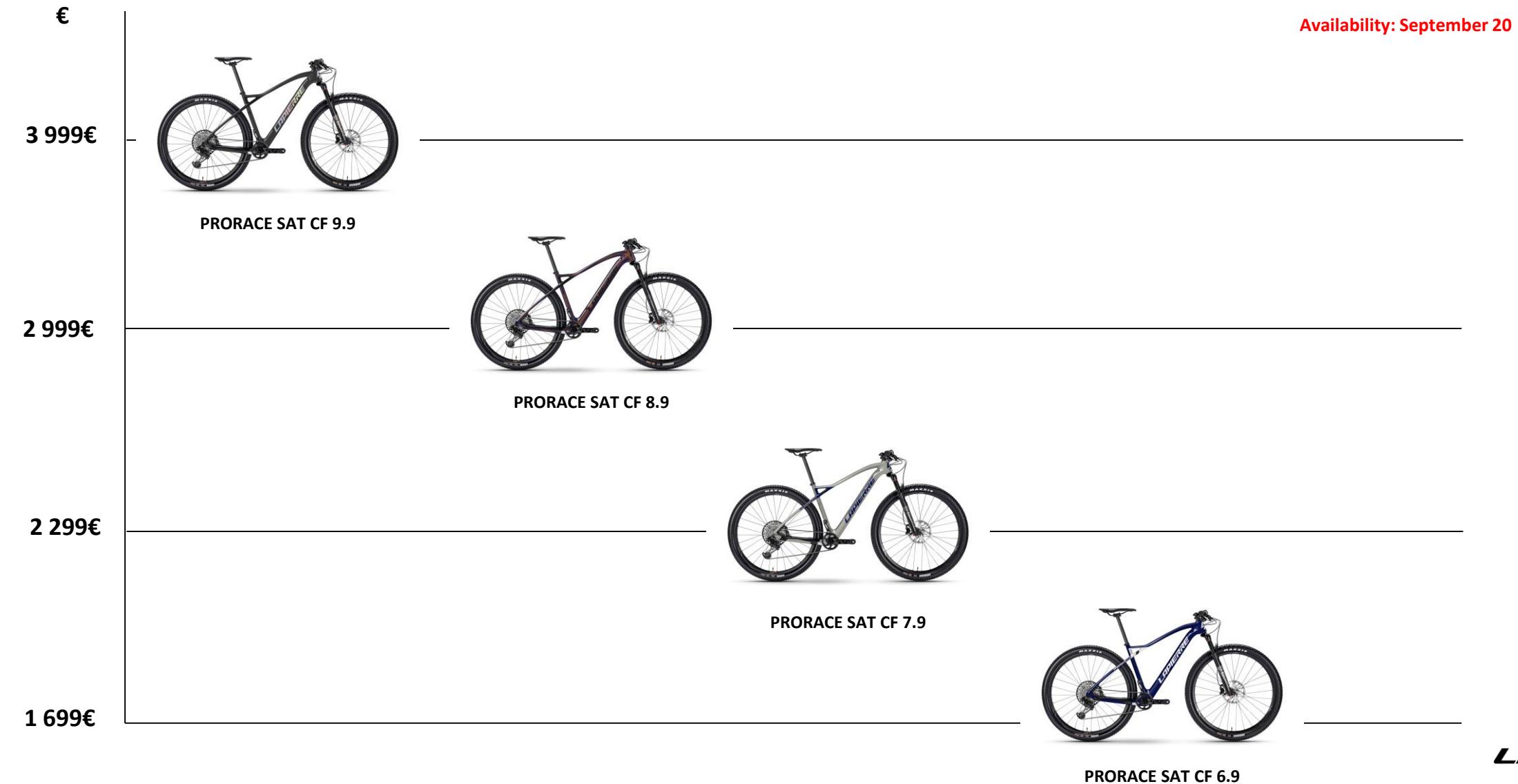


LAPIERRE

# Line build Prorace SAT



# PRORACE SAT LINE UP



LAPIERRE

# PRORACE SAT CF 9.9

3999€



## Main Specifications

**Frame + fork:** Prorace SAT 29" CARBON SL, boost, pressfit, thru axle 12x148 + Rock Shox NEW Sid Ultimate charger race day remote / Gloss Bk rainbow decals

**Drivetrain:** SRAM X01 Eagle 12s

**Brakes:** SHIMANO XT B-LM 8100- Shimano SMRT76 180mm / 160mm

**Wheels set:** Lapierre Carbon XC 29'' boost XD driver / 6T, tires 29X2.25 Maxxis Ardent / 29x2.20 Ikon Folding Black 60TPI TLR

LAPIERRE

# PRORACE SAT CF 8.9

2999€



## Main Specifications

**Frame + fork:** Prorace SAT 29" Carbon SL, boost, pressfit, thru axle 12x148 + Fox 32 step cast factory 15mm 29" 100mm boost + 2 position remote - stealth decal

**Drivetrain:** SRAM X01 Carbon Eagle 12s (RD)

**Brakes:** SRAM Level TL Black - SRAM centerline 180mm / 160mm

**Wheels set:** DT SWISS X1900 spline boost, tires 29X2.25 Maxxis Ardent / 29x2.20 Ikon Folding Black 60TPI TLR

LAPIERRE

# PRORACE SAT CF 7.9

2299€



## Main Specifications

**Frame + fork:** Prorace SAT 29" Carbon, boost, pressfit, thru axle 12x148 - Fox 32 Float SC perf 15mm 100mm boost + remote

**Drivetrain:** SRAM NEW GX Lunar Eagle 12s (RD)

**Brakes:** SRAM Level Black - SRAM G2 cleansweep 180mm / 160mm

**Wheels set:** Mavic XC621 TBLS disc 29, tires 29X2.25 Maxxis Ardent / 29X2.20 Ikon Folding Skinwall 60TPI TLR

LAPIERRE

# PRORACE SAT CF 6.9

1699€



## Main Specifications

**Frame + fork:** Prorace SAT 29" Carbon, boost, pressfit, thru axle 12x148 + Suntour Raidon32 remote QR15mm air 100mm boost

**Drivetrain:** Shimano NEW Deore 12s

**Brakes:** Shimano MT401 internal routing with J-KIT - Shimano SMRT30 180mm / 160mm centerlock

**Wheels set:** Mavic XC621 TBLS disc 29, tires Maxxis Ardent 29x2.25 folding 60 TPI TLR EXO / Ikon 29x2.2 Folding 60 TPI TLR EXO

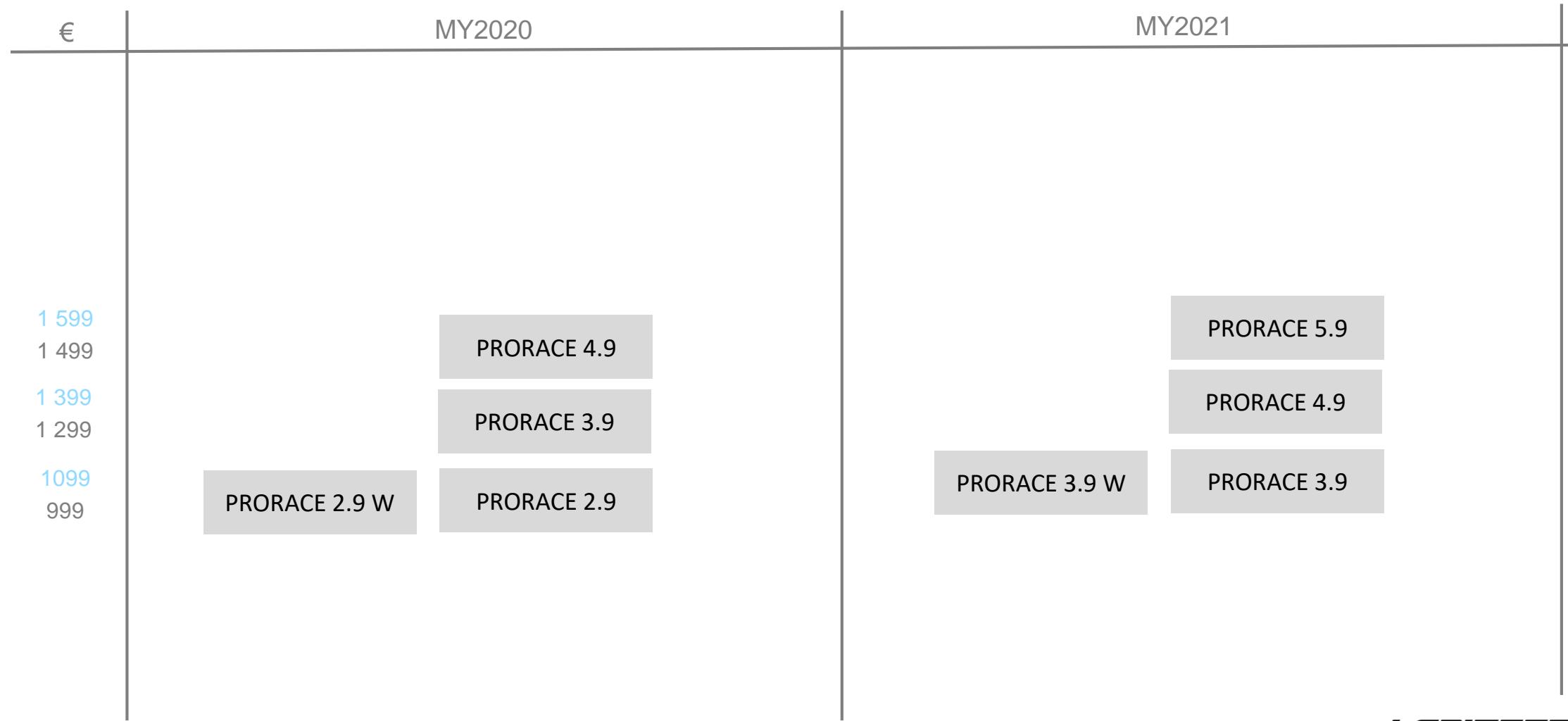
LAPIERRE

# PRORACE

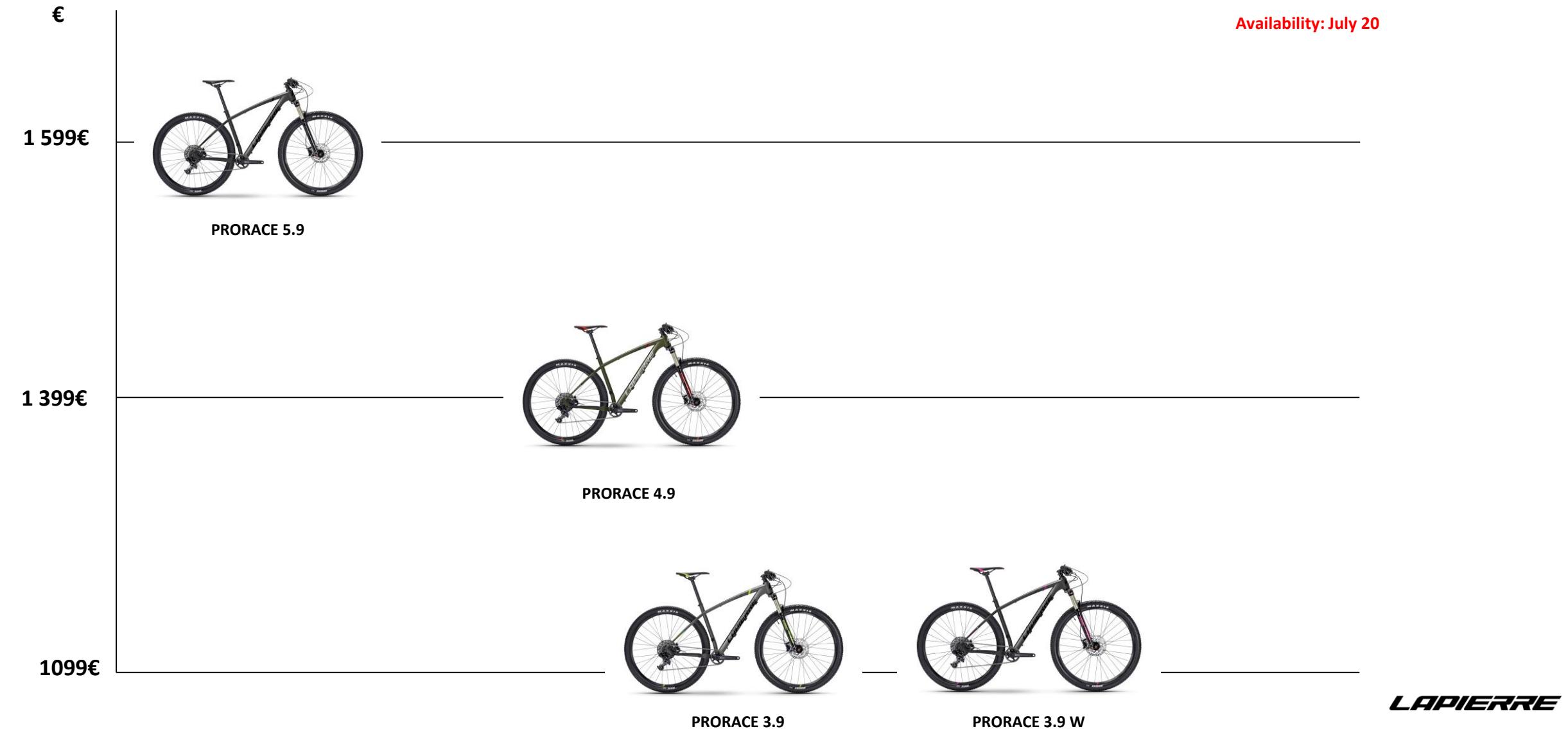


LAPIERRE

# Line build Prorace



# PRORACE



# PRORACE 5.9

1599€



## Main Specifications

**Frame + fork:** Prorace 29" Supreme 5 Alloy disc, boost, pressfit, thru axle 12x148 int brake RR + Fox 32 Rythm Float 100mm boost + remote, internal routing frame

**Drivetrain:** Shimano Deore XT 12s (RD)

**Brakes:** Shimano MT401 with J-KIT - Shimano SMRT30 180mm / 160mm centerlock

**Wheels set:** Rodi Ryot TBLS ready 622x25c 32h tapered spokes, tires 29X2.25 Maxxis Ardent / 29x2.20 Ikon Folding Skinwall 60TPI

LAPIERRE

# PRORACE 4.9

1399€



## Main Specifications

**Frame + fork:** Prorace 29" Supreme 5 Alloy disc, boost, pressfit, thru axle 12x148 int brake RR + Rockshox Judy Gold RL 15mm solo air 100mm boost + oneloc, internal routing frame

**Drivetrain:** SRAM GX Lunar Eagle 12s (RD)

**Brakes:** Sram SX Eagle 12spd - Shimano SMRT30 180mm / 160mm 6 centerlock

**Wheels set:** Rodi Excalibur XC2 622x19c 32h tapered spokes, tires 29X2.25 Maxxis Ardent / 29X2.20 Ikon Folding Skinwall 60TPI

LAPIERRE

# PRORACE 3.9 W

1099€



## Main Specifications

**Frame + fork:** Prorace 29" W, Supreme 5 Alloy disc, boost, pressfit, TA 12x148, int brake RR + Suntour Raidon remote QR15mm air 100mm boost, internal routing frame

**Drivetrain:** Shimano NEW Deore M6100 12s

**Brakes:** Shimano MT200 with J-KIT - Shimano SMRT30 180mm / 160mm centerlock

**Wheels set:** Rodi Excalibur XC2 622x19c 32h tapered spokes, tires Tough Tom K-Guard 29X2.25 / Rapid Rob K-Guard 29X2.25

LAPIERRE

# PRORACE 3.9

1099€



## Main Specifications

**Frame + fork:** Prorace 29", Supreme 5 Alloy disc, boost, pressfit, TA 12x148, int brake RR + Suntour Raidon remote QR15mm air 100mm boost, internal routing frame

**Drivetrain:** Shimano NEW Deore M6100 12s

**Brakes:** Shimano MT200 with J-KIT - Shimano SMRT30 180mm / 160mm centerlock

**Wheels set:** Rodi Excalibur XC2 622x19c 32h tapered spokes, tires Tough Tom K-Guard 29X2.25 / Rapid Rob K-Guard 29X2.25

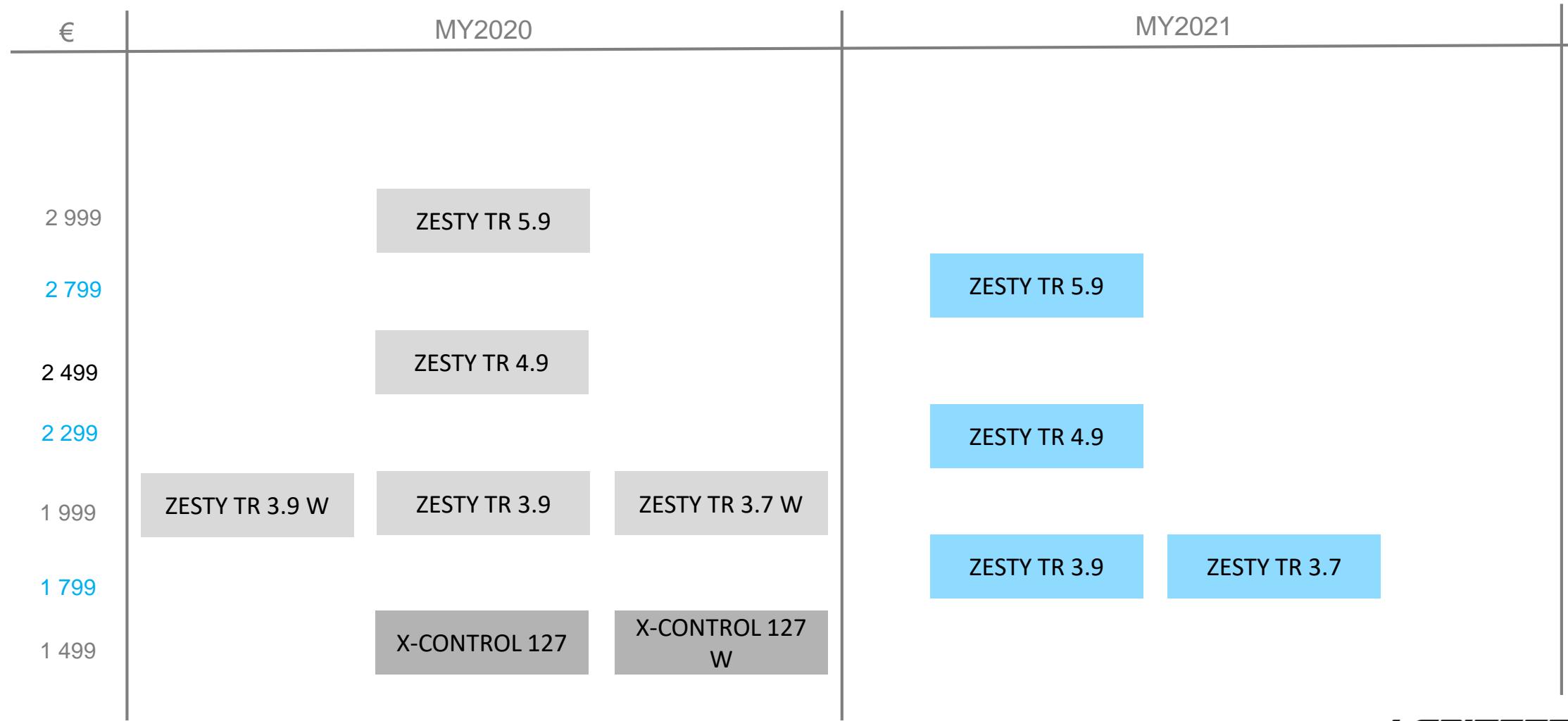
LAPIERRE

# ZESTY TR

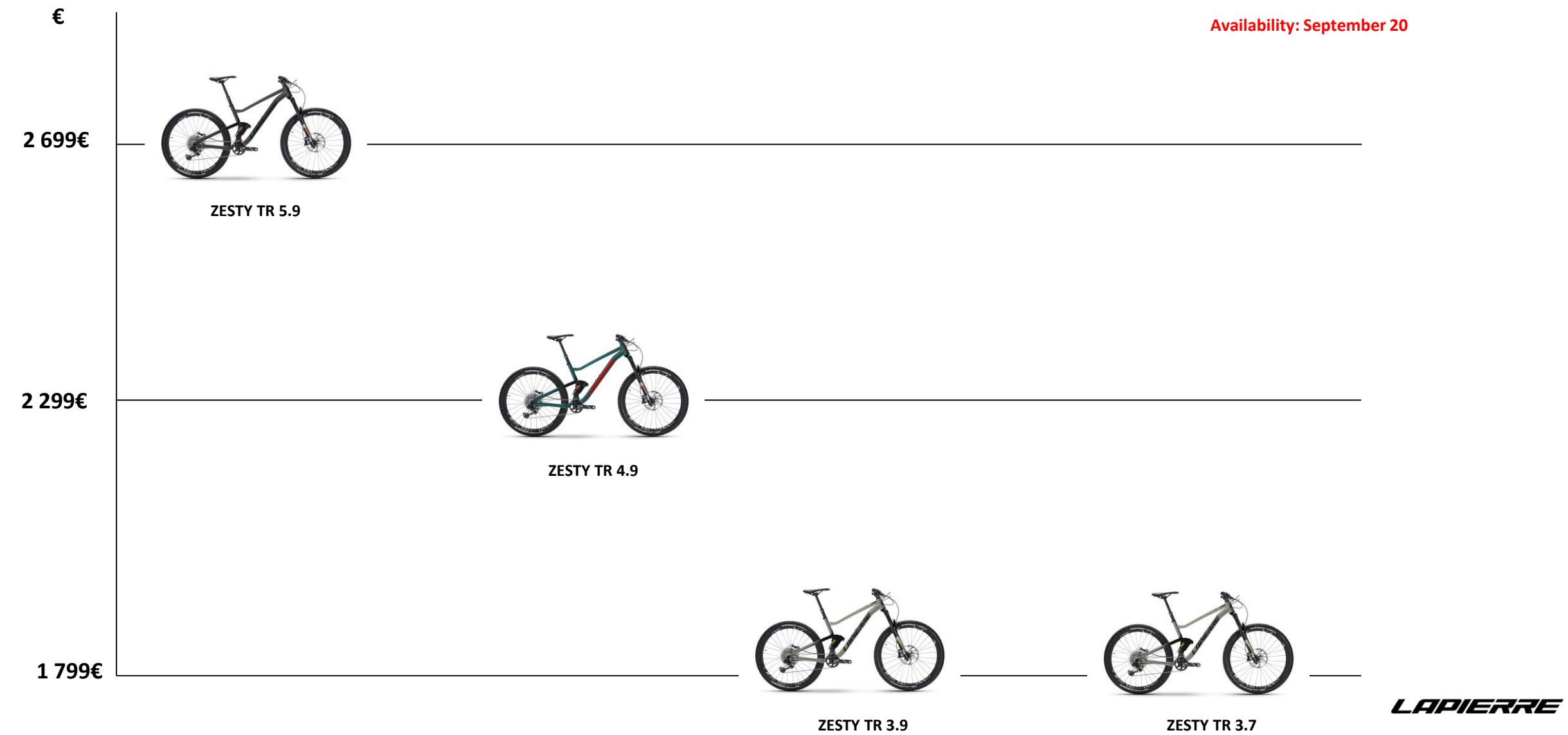


LAPIERRE

# Line build Zesty TR



# ZESTY TR Line up



# ZESTY TR 5.9

2799€



## Main Specifications

**Frame :** Zesty TR Supreme 5 120mm travel (29") pressfit, boost, metric, thru axle.

**Fork + Shock :** Fox Rythm 34 Float 2 pos /remote boost 130mm (29") + Fox Float Dps Perf 3 Pos Lever, Lv Evol 165\*45 Trunnion.

**Drivetrain:** SRAM GX Lunar Eagle 12s

**Brakes:** SRAM G2 R Gloss Black - SRAM centerline rounded 200/180

**Wheels set:** RODI RYOT 29" (25mm Wd) TUBELESS READY. 32H, tires Maxxis Ardent 29\*2,40 EXO TR / Forekaster 29\*2,35 EXO TR

LAPIERRE

# ZESTY TR 4.9

2299€



## Main Specifications

**Frame :** Zesty TR Supreme 5 120mm travel (29") pressfit, boost, metric, thru axle.

**Fork + Shock :** Rockshox 35 Gold RL boost 130mm (29) + Lapierre Af2 Air Trunnion Metric Rebound & Lockout (165\*45).

**Drivetrain:** SRAM GX Lunar Eagle 12s (RD)

**Brakes:** NEW Shimano Deore 4100 - 420 (4pist) (FR-203mm) 4100 - 410 (2pist) (FR-180mm) - Shimano SMRT630 (203/180)

**Wheels set:** Rodi Ryot 29" (25mm Wd) tubeless ready. 32H, tires Maxxis Ardent 29\*2,40 EXO TR / Forekaster 29\*2,35 EXO TR

LAPIERRE

# ZESTY TR 3.9

1799€



## Main Specifications

**Frame :** Zesty TR Supreme 5 120mm travel (29") pressfit, boost, metric, thru axle

**Fork + Shock :** Suntour Raidon32 RLR boost 120mm + Lapierre Af2 Air Trunnion Metric Rebound & Lockout (165\*45).

**Drivetrain:** Shimano NEW Deore 11s

**Brakes:** Shimano MT401 - Shimano SM-RT30 180/180mm

**Wheels set:** Rodi Ryot 29" (25mm Wd) Tubeless Ready. 32H, tires Maxxis Ardent 27\*2,40 EXO TR / Forekaster27\*2,35 EXO TR

LAPIERRE

# ZESTY TR 3.7

1799€



## Main Specifications

**Frame :** Zesty TR Supreme 5 120mm travel (27") pressfit, boost, metric, thru axle.

**Fork + Shock :** Suntour Raidon32 RLR boost 120mm + Lapierre Af2 Air Trunnion Metric Rebound & Lockout (165\*45).

**Drivetrain:** Shimano NEW Deore 11s

**Brakes:** Shimano MT401 - Shimano SM-RT30 180/180mm

**Wheels set:** Rodi Ryot 29" (25mm Wd) Tubeless Ready. 32Htires Maxxis Ardent 27\*2,40 EXO TR / Forekaster27\*2,35 EXO TR

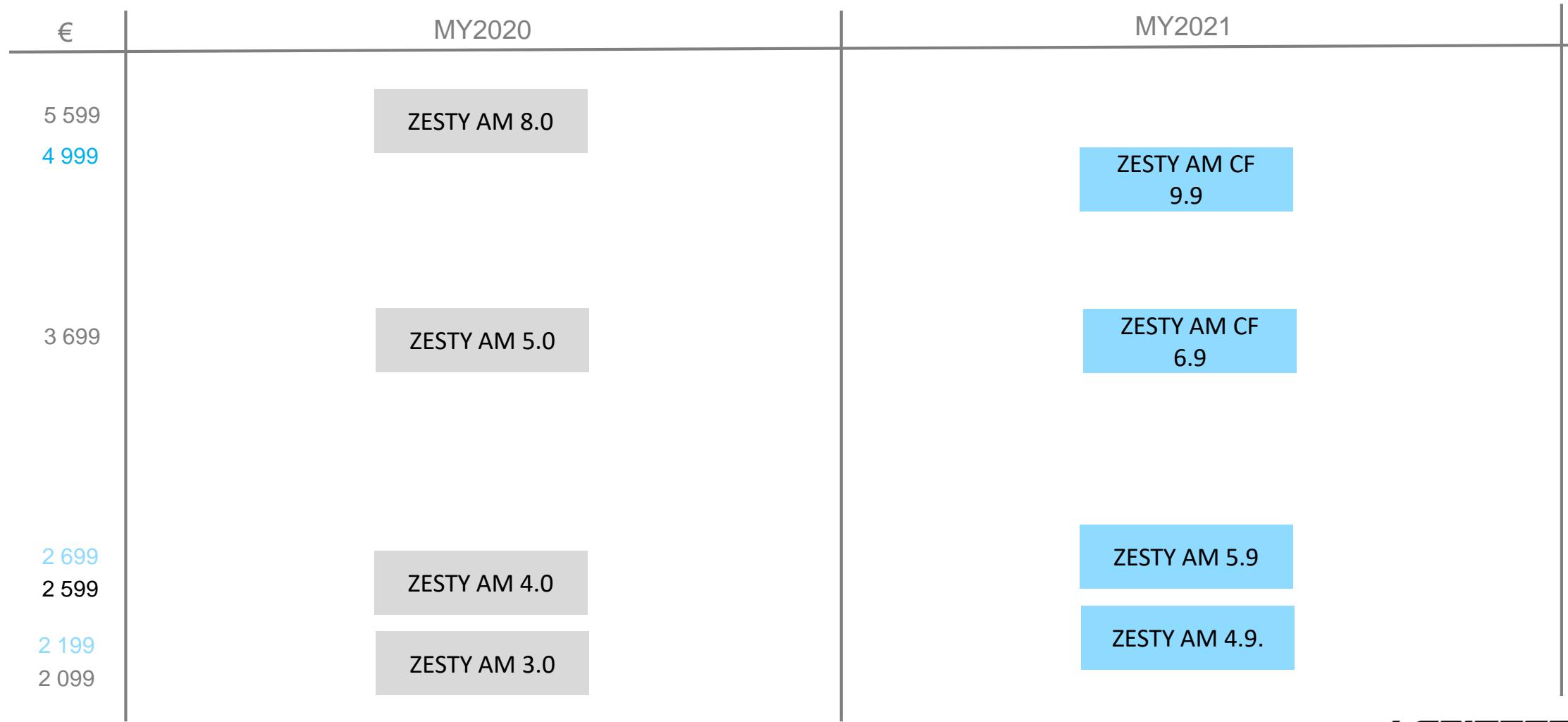
**LAPIERRE**

# ZESTY AM

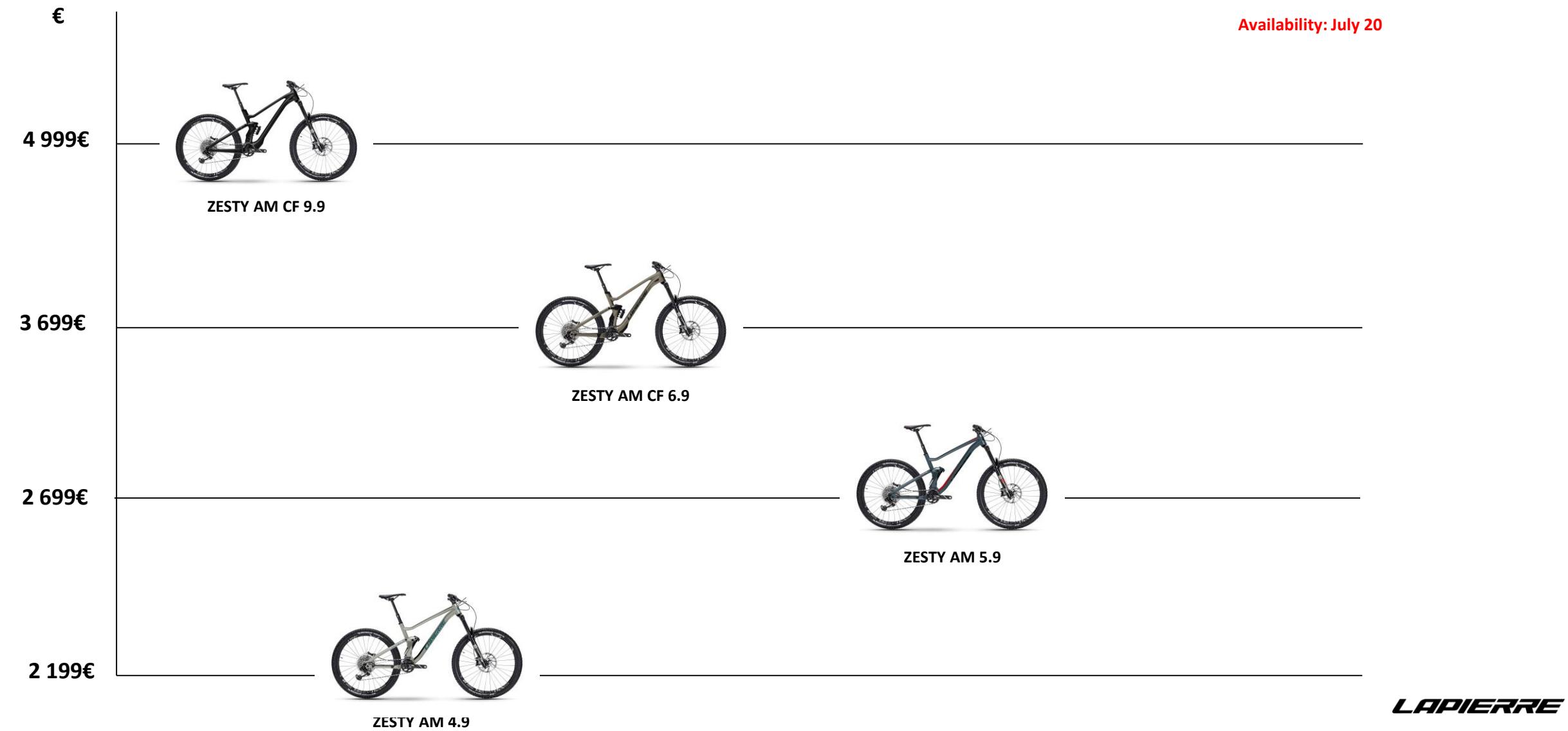


LAPIERRE

# Line build Zesty AM



# ZESTY AM Line up



# ZESTY AM CF 9.9

4 999€



## Main Specifications

**Frame :** Zesty AM Full Carbon Ultimate 150mm (29") travel pressfit, boost, metric, thru axle.

**Fork + Shock :** NEW Fox 36 Factory Kashima boost 150mm (27.5), 140mm (29) + Fox Dpx2 Factory Kashima Trunnion 205\*57,5.

**Drivetrain:** Shimano Deore XT 12s

**Brakes:** Shimano NEW XT B-LM 8100/BR8120 (4pist) - Shimano SMRT 76 203/180mm

**Wheels set:** Lapierre AM Carbon 29x30c boost, microspline driver, tires Maxxis High Roller II Wide Trail 29x2.5 / Minion DHR 29x2.4 WT (M, L, XL)

LAPIERRE

# ZESTY AM CF 6.9

3 699€



## Main Specifications

**Frame :** Zesty AM full Carbon Ultimate 150mm (29") travel pressfit, boost, metric, thru axle.

**Fork + shock :** NEW FOX Performance 36 Float 3 Pos Micro Adj Lever 150mm 29" 44mm rake + FOX Float DPS Performance FLOAT 3 Pos Lever, LV EVOL 205\*57,5 (Trunion Type).

**Drivetrain:** SRAM NEW GX Lunar Eagle 12s

**Brakes:** SRAM G2 R Gloss Black (4pist) - SRAM centerline rounded 200/180 (29)

**Wheels set:** Rodi Tryp30 TBLS 30 622\*30 (29,5"), tires Maxxis High Roller II Wide Trail 29x2.5 / Minion DHR 29x2.4 WT (M, L, XL)

**LAPIERRE**

# ZESTY AM 5.9

2 699€



## Main Specifications

**Frame :** Zesty AM Supreme 5 150mm (29) travel pressfit, boost, metric, thru axle

**Fork + shock :** Rockshox Revelation RC Motion Control boost 150MM (29") + Fox Float DPS PER 3 POS Lever, LV Evol 165\*45 Trunnion.

**Drivetrain:** SRAM NEW GX Lunar Eagle 12s

**Brakes:** SRAM G2 R Gloss Black (4pist) - Centerline Rounded 200/180 (29)

**Wheels set:** Rodi Tryp30 TBLS 30 622\*30 (29.5"), tires Maxxis High Roller II Wide Trail 29x2.5 / Maxxis Minion DHR 29x2.4 WT

LAPIERRE

# ZESTY AM 4.9

2 199€



## Main Specifications

**Frame :** Zesty AM Supreme 5 150mm (29) travel pressfit, boost, metric, thru axle.

**Fork + shock :** Rockshox 35 Gold RL boost 150mm (27.5), 140mm (29) + Lapierre Af2 Air Trunnion Metric Rebound & Lockout (205\*57,5).

**Drivetrain:** Shimano NEW Deore 12s RD-M6100

**Brakes:** Shimano MT401 - Shimano SM-RT30 180MM

**Wheels set:** Rodi Tryp30 TBLS 30 622\*30 (29,5"), tires Maxxis High Roller II 29 \*2,30 60 TPI EXO-TR

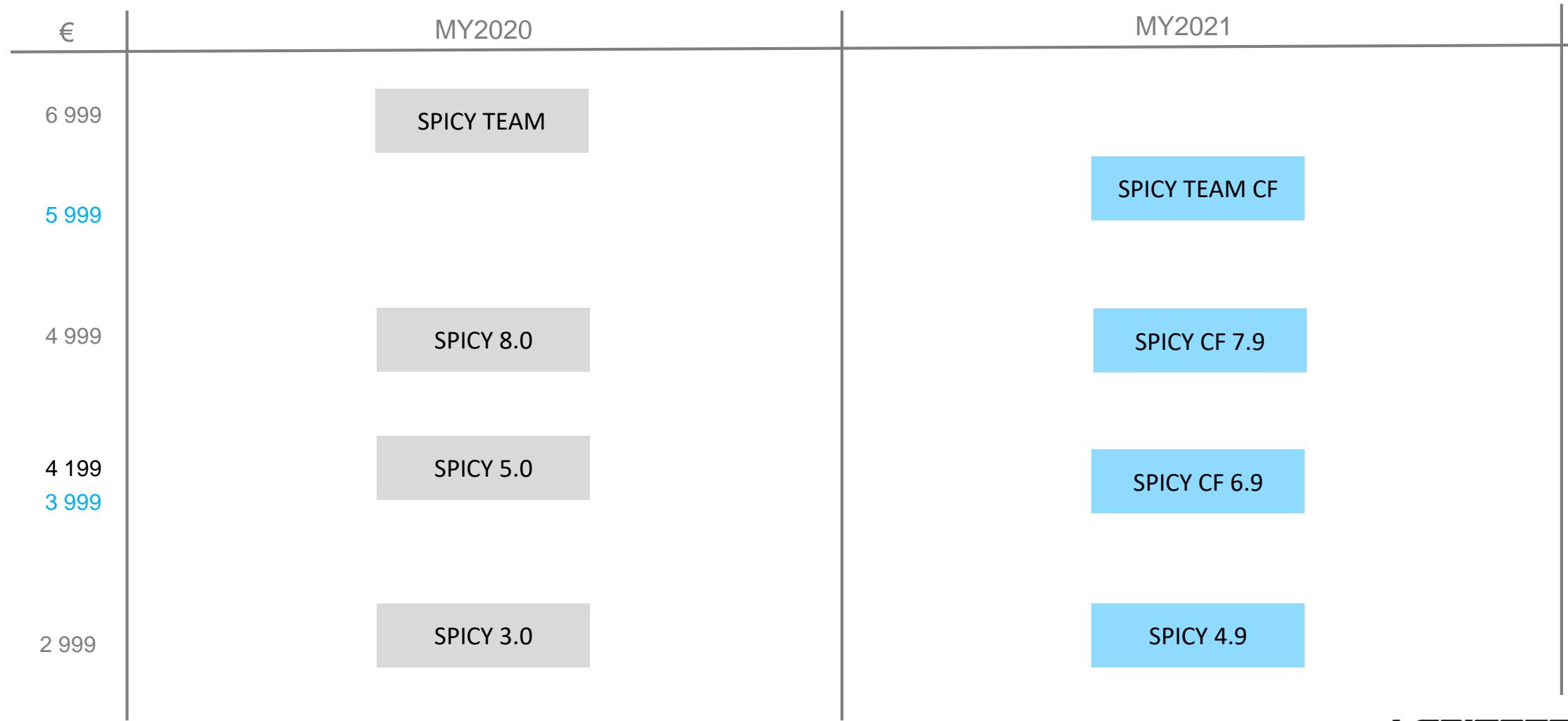
LAPIERRE

SPICY

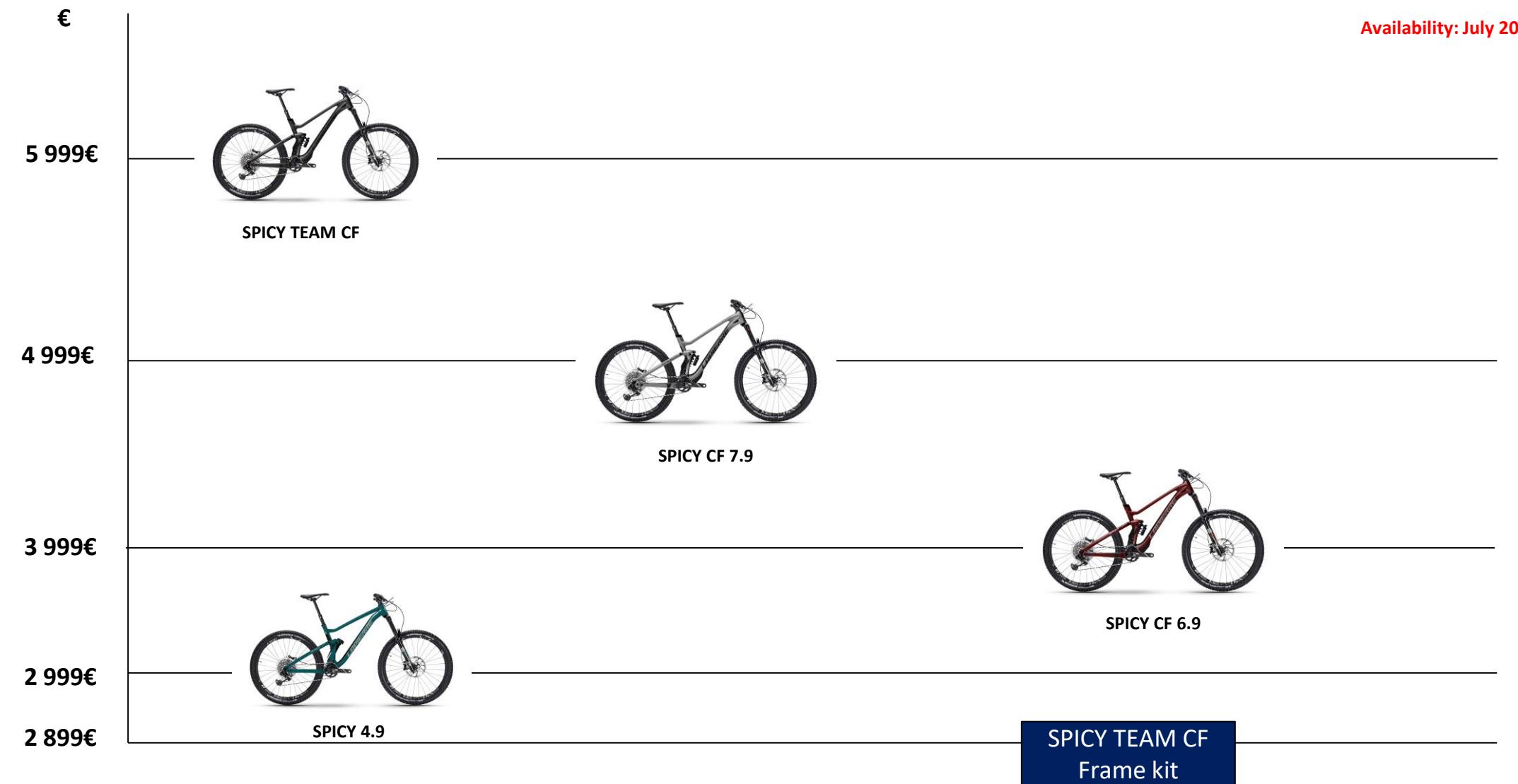


LAPIERRE

# Line build Spicy



# SPICY Line up



LAPIERRE

# SPICY TEAM CF

5 999€



## Main Specifications

**Frame :** Spicy Full Carbon Ultimate 170mm travel (29") pressfit, boost, metric, thru axle.

**Fork + shock :** NEW Rockshox Zeb Ultimate Charger 2.1 RC2 29" boost™ debonair 170 44 offset 1.5 taper (29) + Rockshox Super Deluxe Coil Ultimate Rct Trunnion Spring Rate: 300(S) 350(M) 400(L) 450(XL).

**Drivetrain:** SRAM X01 Eagle Carbon 12s

**Brakes:** SRAM G2 RSC - SRAM Centerline Rounded 200/200

**Wheels set:** Lapierre AM Carbon 29x30c (29"), boost, XD driver, tires Maxxis Assegai 3C MaxxGrip/DD/TR 29X2.50 WT (29") / Maxxis Minion DHR II 2,40WT 60TPI 3C Maxxterra EXO TR (29") **LAPIERRE**

# SPICY CF 7.9

4 999€



## Main Specifications

**Frame :** Spicy Full Carbon Ultimate 170mm travel (29") pressfit, boost, metric, thru axle.

**Fork + shock :** Öhlins RXF36 R TTX18 3 air 170mm 29" Offset 44mm + Öhlins - TTX22M coil shock TM - 205x65 Trunion Spring rate: 297(S) 343(M) 388(L) 434(XL).

**Drivetrain:** Shimano K-RDM8100 XT SGS 12s

**Brakes:** Shimano NEW XT B-LM 8100/BR8120 (4pist) - Shimano RT - MT800 (203/203)

**Wheels set:** DT Swiss E1700 Spline 30c Boost Tubeless ready (Centerlock - MICRO SPLINE body), tires Maxxis Assegai 3C MaxxGrip/DD/TR 29X2.50 WT (29") / Maxxis Minion DHR II 2,40WT 60TPI 3C Maxxterra EXO TR (29")

LAPIERRE

# SPICY CF 6.9

3 999€



## Main Specifications

**Frame :** Spicy Full Carbon Ultimate 170mm travel (29") pressfit, boost, metric, thru axle.

**Fork + shock :** NEW Fox 38 Float Performance Boost 15x110 170mm (29) + Fox Dhx2 Performance Se 2pos Adjust Trunnion Spring Rate: 300(S) 350(M) 400(L) 450(XL).

**Drivetrain:** SRAM NEW GX Lunar Eagle 12s

**Brakes:** SRAM G2 R Gloss Black (4pist) - SRAM Centerline Rounded 200/200

**Wheels set:** Mavic EX630 32H, Tubeless Ready, tires Maxxis Assegai 3C MaxxTerra/EXO/TR (29") / Minion DHR II 29x2.40 WT 60TPI 3C MaxxTerra/EXO/TR (29")

LAPIERRE

# SPICY 4.9

2 999€



## Main Specifications

**Frame :** Spicy Supreme 6 170mm travel pressfit, boost, metric, thru axle.

**Fork + shock :** NEW Fox 38 Float Performance boost 15x110 170mm (29) + Fox Van P-S shock Trunion 205\*62,5mm.

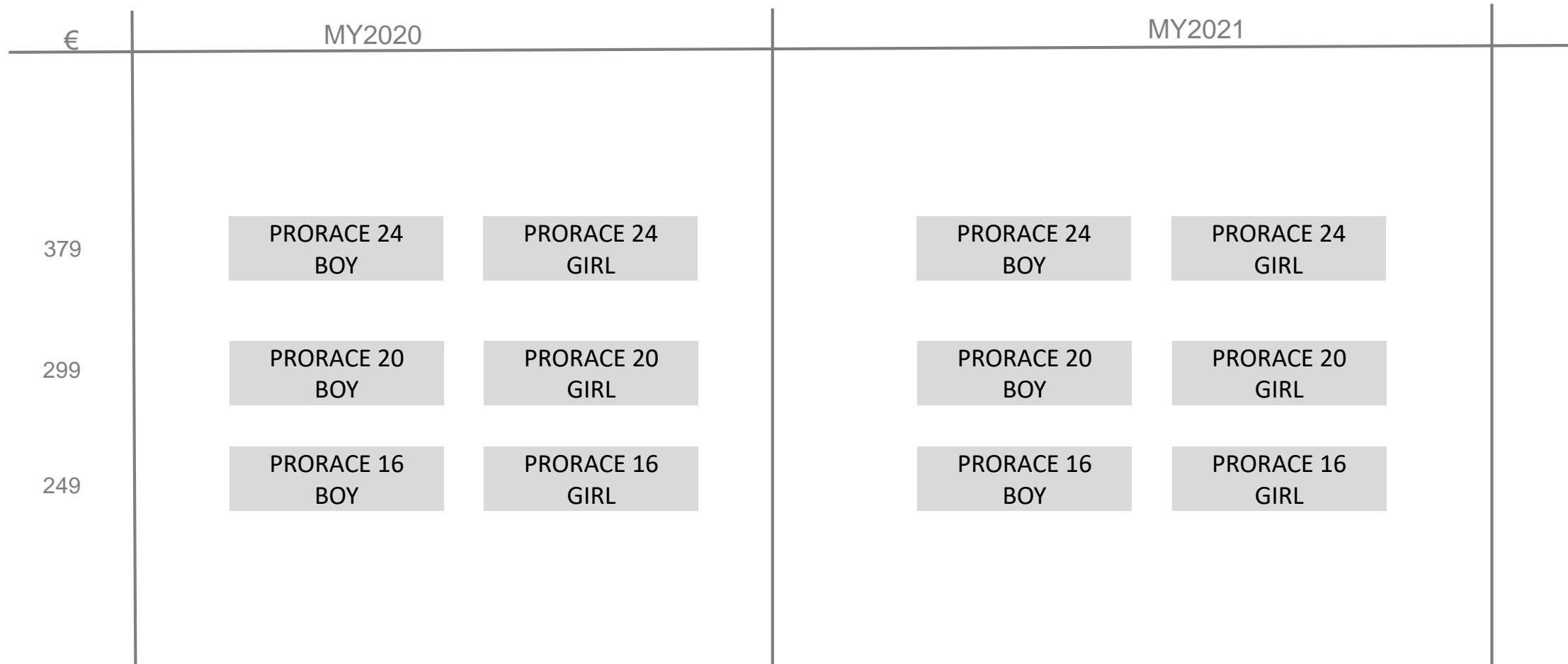
**Drivetrain:** Shimano NEW Deore 12s RD-M6100

**Brakes:** Shimano NEW Deore M6100/6120 (4pist) - Shimano SMRT 64 203/203mm

**Wheels set:** Mavic EX630 32H, Tubeless Ready, tires Maxxis Assegai 3C MaxxTerra/EXO/TR (29") / Minion DHR II 29x2.40 WT 60TPI 3C MaxxTerra/EXO/TR (29")

LAPIERRE

# Line build Prorace kid



# KIDS MTB

€

Availability: April 20

379€



PRORACE 24



PRORACE 24 GIRL

299€



PRORACE 20



PRORACE 20 GIRL

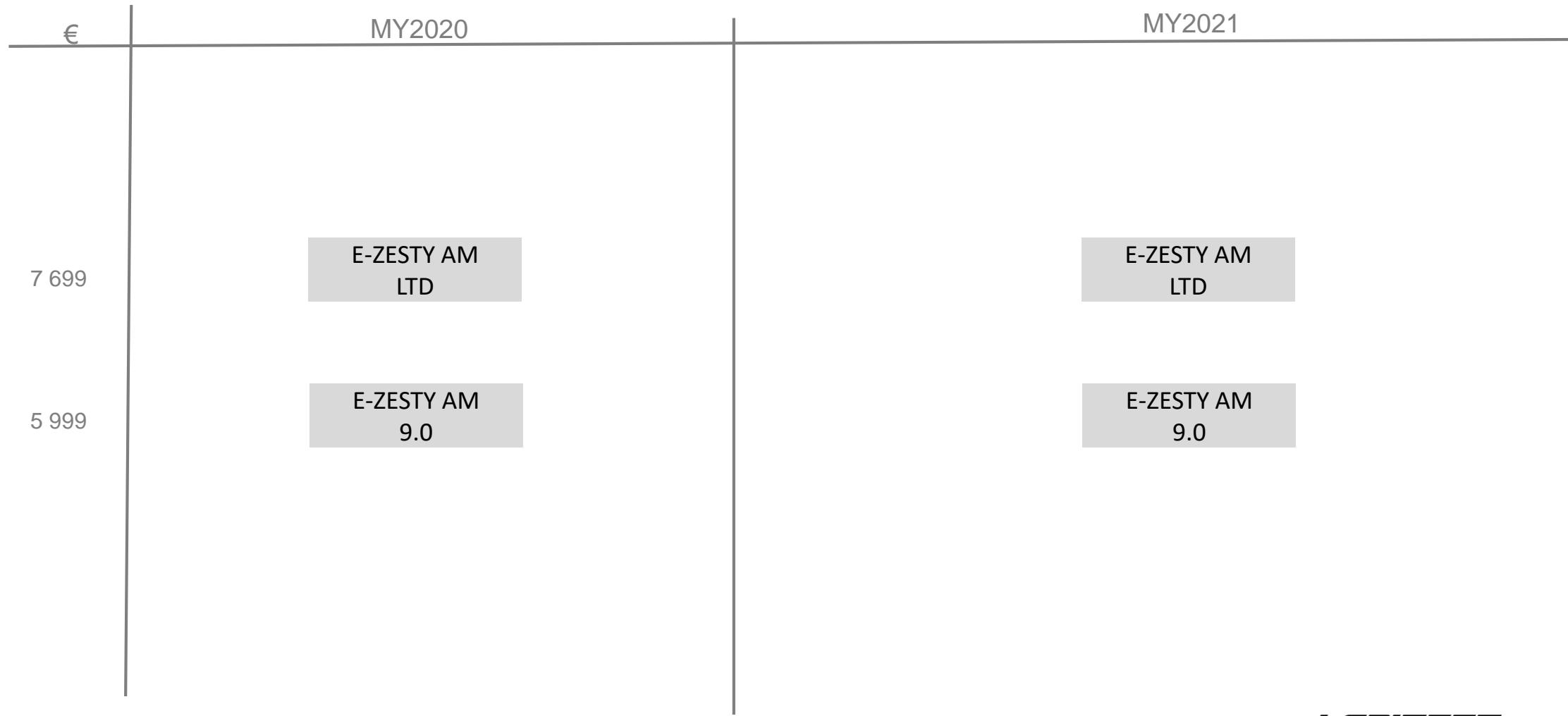
LAPIERRE

eZESTY

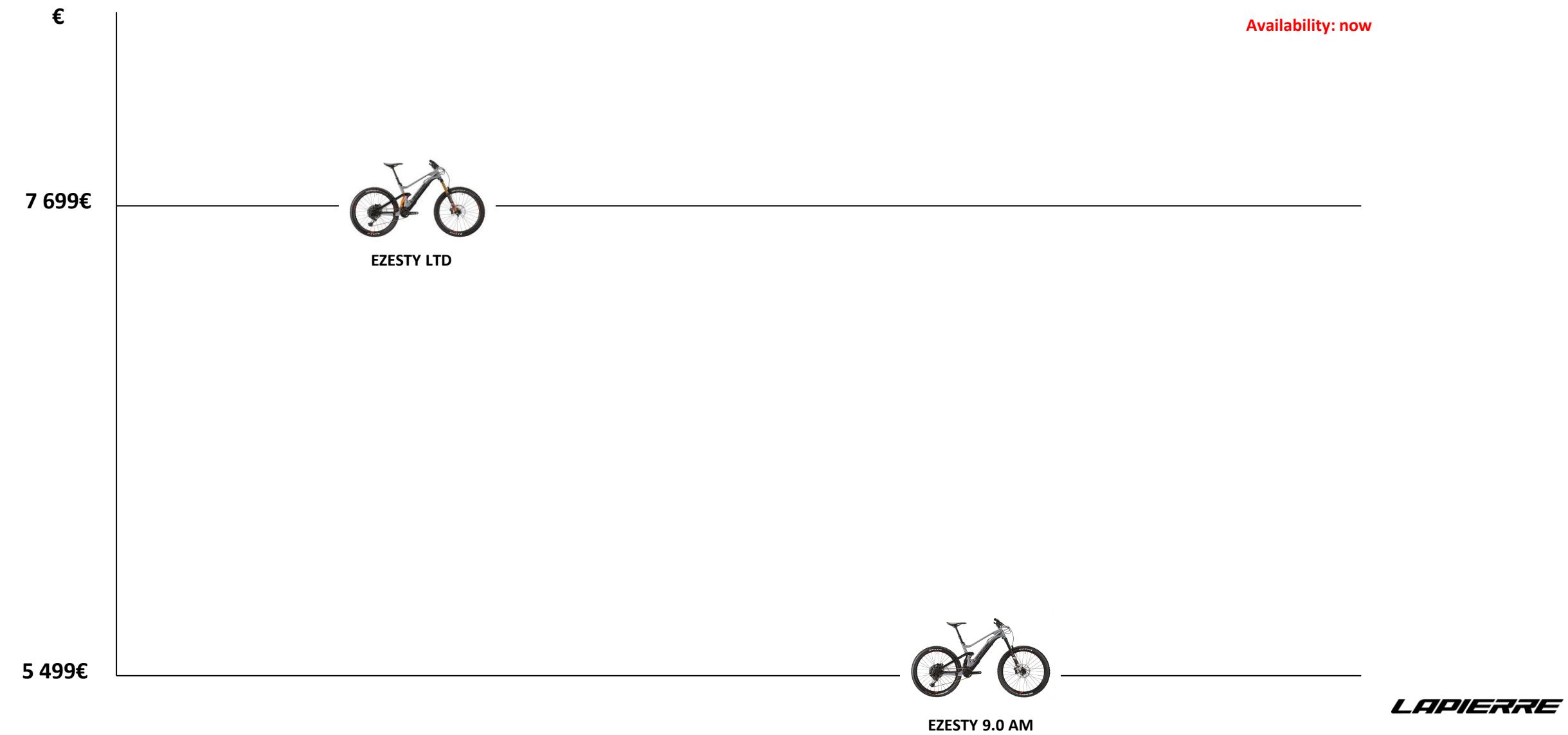


LAPIERRE

# Line build e-Zesty



# OVERVOLT eZesty Line up



A wide-angle photograph of a person standing on a rocky mountain ridge, viewed from behind. The person is wearing a black t-shirt and shorts, and is leaning against a black mountain bike. They are looking out over a vast, rugged landscape of mountains and valleys under a sky filled with large, white clouds. The terrain is rocky and uneven, with sparse vegetation. The overall scene is one of adventure and exploration.

E-MTB RANGE

# FAMILY GRID MY21 | E-MTB

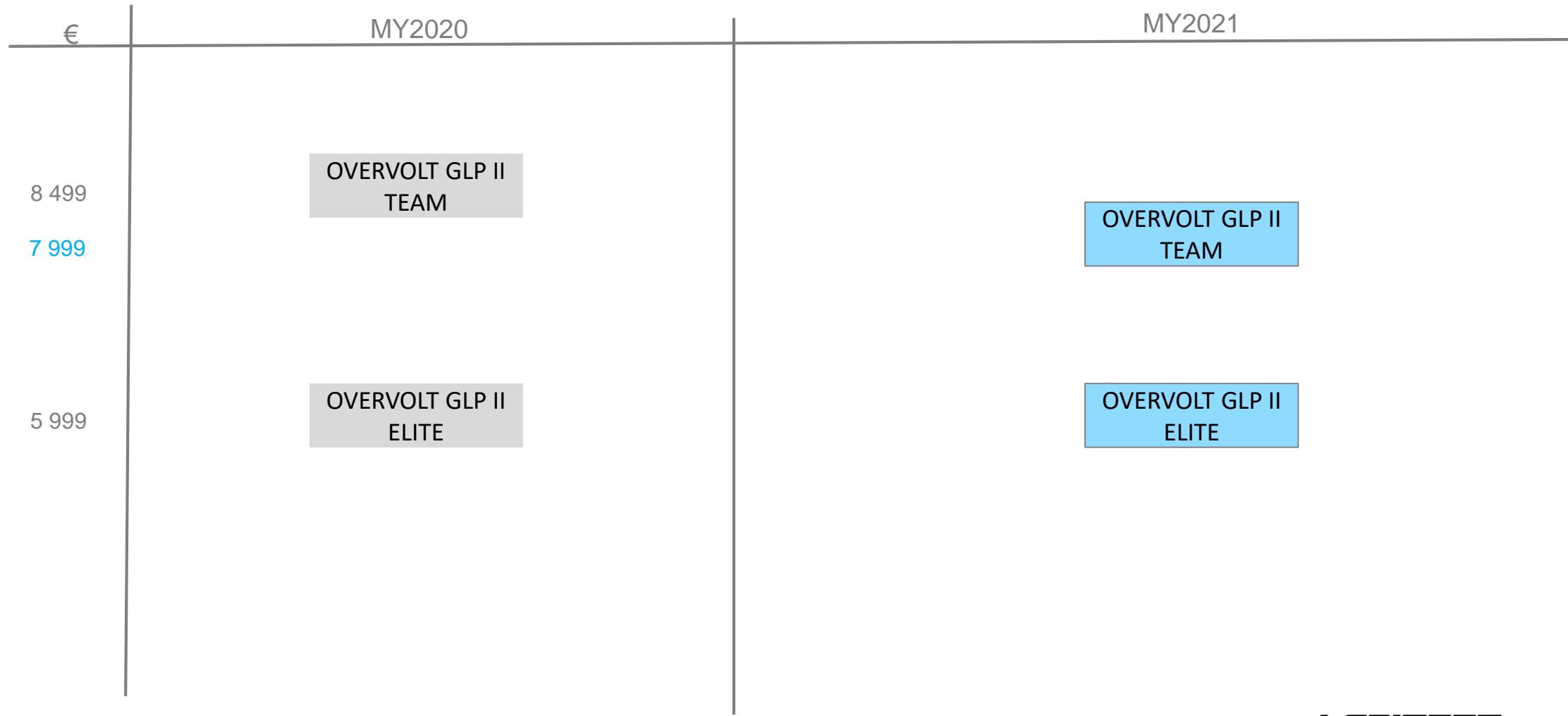
FAMILY	UPDATE TO MY21	DETAILS
OVV HT	• MAINTENANCE	<ul style="list-style-type: none"><li>Only Yamaha motors</li><li>NEW OVV HT 2.4 (Based on HB Hardfour)</li></ul>
OVV TR	• MAINTENANCE	<ul style="list-style-type: none"><li>CTG updates</li><li>New Yamaha PW TE instead of Y PW SE</li><li><b>OVV B GEN 4 all in 625 Wh</b></li></ul>
OVV AM	• MAINTENANCE	<ul style="list-style-type: none"><li>OVV AM B rear triangle update + 29/27 wheels for all (except 5.5 Yamaha DU)</li><li>OVV AM B Gen4 all in 625Wh</li><li>New CTG</li></ul>
GLP II	• MAINTENANCE	<ul style="list-style-type: none"><li>New CTG</li></ul>

# OVERVOLT GLP

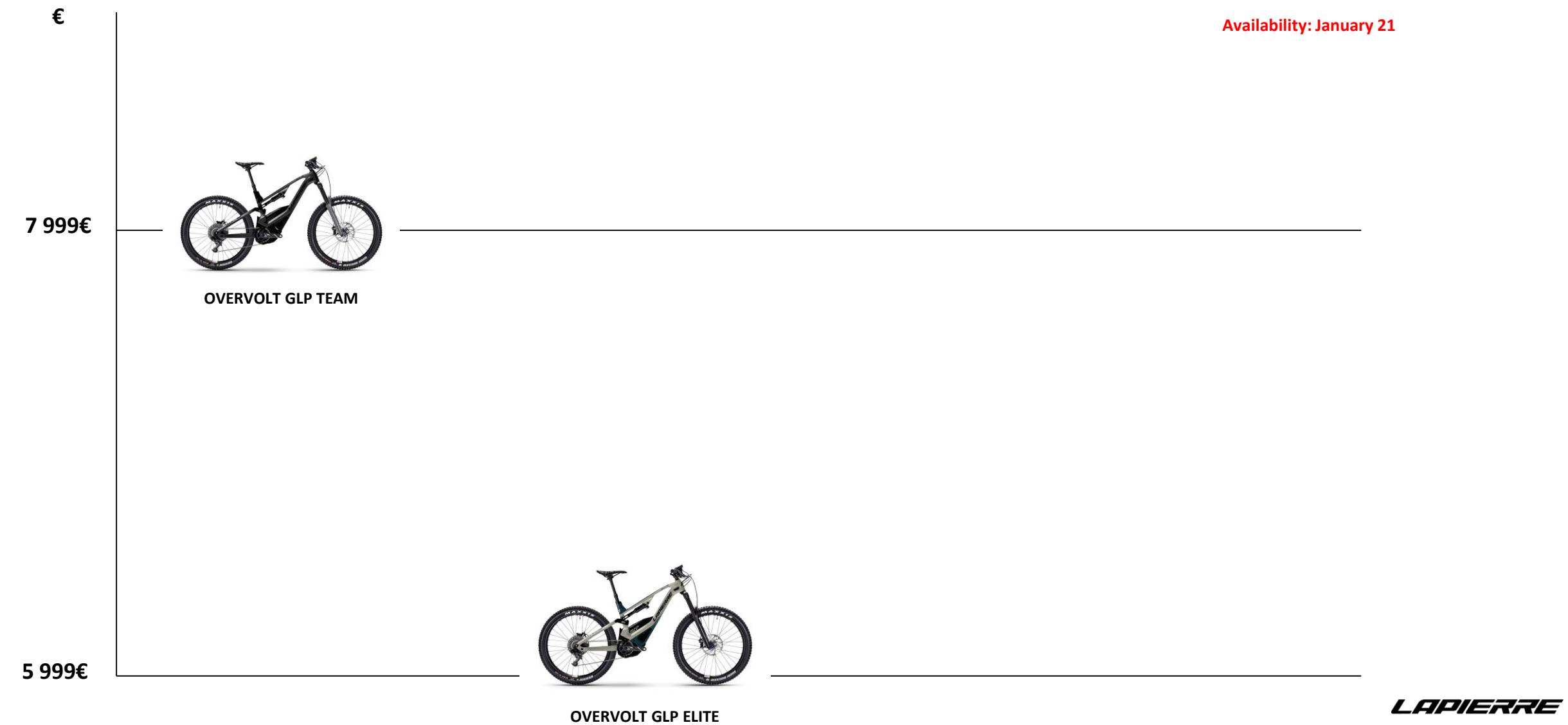


LAPIERRE

# Line build OVERVOLT GLP II



# OVERVOLT GLP Line up



# OVERVOLT GLP TEAM

7 999€



## Main Specifications

**Frame :** Overvolt 160mm Integrated Bosch Carbone Boost

**Fork + Shock :** Rockshox Zeb Charger 2.1 RC2 Ultimate 29" Boost 15x110 170mm 44mm Offset + Rockshox Super Deluxe ultimate RCT 205x60mm.

**Drive Unit :** NEW Bosch Performance CX GEN4 500Wh Powerpack + KIOX Display / LP Bracket

**Drivetrain:** SRAM X01 12s

**Brakes:** SRAM Code R 4 pistons - SRAM Centerline 220mm/ 200mm

**Wheels set:** Lapierre eAM+ Carbon Front: 622x30c Straigh pull / Rear: 584x35c J-bend, tires Maxxis 29x2.5 Assegai EXO+ 3C Maxterra / 27.5x2.8 Minion DHR II EXO+ 3C Maxterra TReady

LAPIERRE

# OVERVOLT GLP ELITE

5 999€



## Main Specifications

**Frame :** Overvolt 160mm Integrated Bosch Carbone Boost.

**Fork + Shock :** Rockshox Zeb Charger RC 29" Boost 15x110 170mm 44mm Offset + Rockshox Super Deluxe Select + RT Trunnion 205x60mm.

**Drive Unit :** Bosch Performance CX GEN4 500Wh Powerpack Purion

**Drivetrain:** Shimano XT 12s

**Brakes:** Shimano XT 4 pistons - Shimano SMRT70 203mm

**Wheels set:** Lapierre eAM+ Alloy 32H 622x33c J-bend / 584x35c J-bend, tires Maxxis 29x2.5 Assegai EXO+ 3C Maxterra / 27.5x2.8 Minion DHR II EXO+ 3C Maxterra TReady

LAPIERRE

**OVERVOLT**



**LAPIERRE**

**OVERVOLT**



Bosch Gen 4



## Idea

The center of gravity is always our priority when we talk about electric bikes.

This is why, with the new Bosch system, we decided to start from scratch for this frame.

We wanted to improve everything and be certain that the product would be efficient and well suited to all sizes without lack of rigidity.

## Target rider

For riders looking for a versatile and handling bike, pleasant in downhill and with a good feeling when climbing. A comfortable and efficient bike capable of satisfying both experts and novices.

**LAPIERRE**

**OVERVOLT****Bosch Gen 4    What makes it unique ?**

## The Frame updated

- **Full suspension alloy frame** 160 mm travel with integrated cables and drive unit.
- **New rear triangle** with :
  - the **integration** of the Bosch sensor and his cable routing
  - A **new brake mount** self-centered on rear axle and for an easier wheel installation/ removal
  - A **new UDH (Universal Derailleur Hanger)** for easy maintenance on bike

**LAPIERRE**



Bosch Gen 4

## The drive unit solution

1. **Gravity low center optimized** by the position of the motor and battery
2. **Lock system update :**
  1. We developed a new key lock easier to install due to new shape.
  2. We also developed a screw axle to replace key lock system for people who don't want to use it as rental bike shop.
1. **Bosch Gen 4 with 625Wh only** : to have a bike with more range for long ride.



LAPIERRE

**OVERVOLT**



Bosch Gen 4

## The Kinematic

1. **GLP 2 kinematic** inspired to have a bike more playful and more efficient with
2. **29 /27 wheels** with a fork in 38 (on 7.6 & 8.6) for a better handling performance with the 29 frontwheel

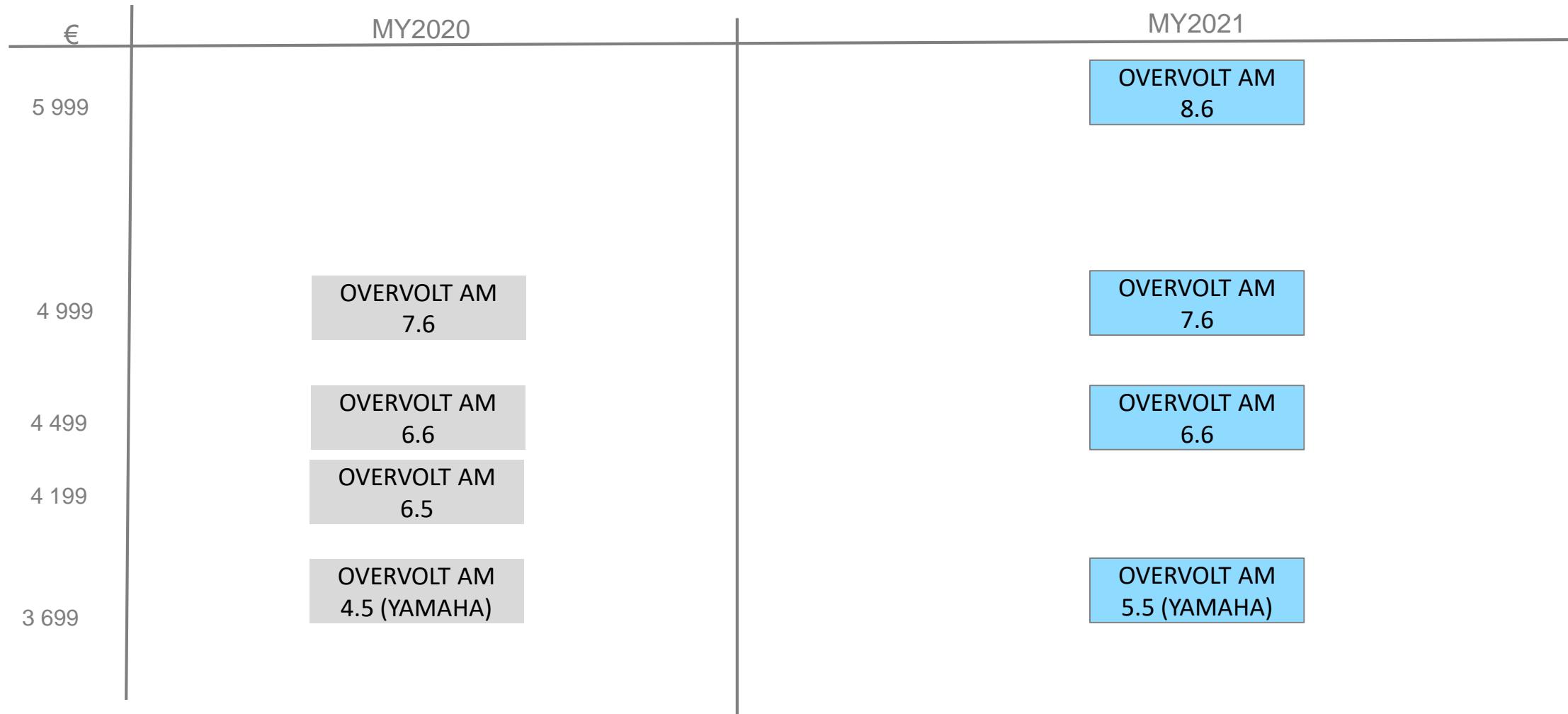


**LAPIERRE**

**OVERVOLT**



**Line build**



**LAPIERRE**

**OVERVOLT**



Line UP

€

5 999€



OVV AM 8.6

Availability: September 20

4 999€



OVV AM 7.6

4 499€



OVV AM 6.6

3 699€



OVV AM 5.5 (YAMAHA)

**LAPIERRE**

**OVERVOLT**



OVV AM 8.6

5 999€



### Main Specifications

**Frame :** OVERVOLT 160mm integrated Bosch Gen 4 625Wh, Supreme 5 Alloy boost.

**Fork + Shock :** Fox 38 Float Factory 29" boost 15x110 160mm 44mm offset / 3 pos lever + Fox DPX2 Float Factory Trunnion 205x60MM Comp Adjust.

**Drive unit:** Bosch Performance CX GEN4 625Wh Powertube + KIOX Display / LP Bracket

**Drivetrain:** Shimano XT 12spd

**Brakes:** Shimano XT 4 pistons

**Wheels set:** Lapierre eAM+ 32H, tires FT- 29x2.5 Assegai exo+ 3C Maxterra / RR- 27.5x2.8 Minion DHR II exo+ 3c Maxterra TReady

**LAPIERRE**

**OVERVOLT**



OVV AM 7.6

4 999€



### Main Specifications

**Frame :** OVERVOLT 160mm integrated Bosch Gen 4 625Wh, Supreme 5 Alloy boost.

**Fork + Shock :** Rockshox Zeb charger R 29" boost 15x110 160mm 44mm offset + Rockshox Deluxe Select + RT Trunnion 205x60mm.

**Drive unit:** Bosch Performance CX GEN4 625Wh Powertube + Purion Display

**Drivetrain:** SRAM GX Lunar 12 speed

**Brakes:** Sram G2 R 4 pistons

**Wheels set:** Lapierre eAM+ 32H, tires Maxxis FT: 29x2.5 Assegai exo+ 3C Maxterra / RR: 27.5x2.8 Minion DHR II exo+ 3c Maxterra TReady

**LAPIERRE**

**OVERVOLT**



OVV AM 6.6

4 499€



### Main Specifications

**Frame :** OVERVOLT 160mm integrated Bosch Gen 4 625Wh, supreme 5 alloy boost.

**Fork + Shock :** Rockshox 35 gold RL 15x110mm 29" 160mm 44mm offset + Lapierre Shock Trunnion 205x60mm.

**Drive unit:** Bosch Performance CX GEN4 625Wh Powertube + Purion Display

**Drivetrain:** Shimano Deore 12s

**Brakes:** Shimano M4100 4 pistons

**Wheels set :** Lapierre eAM+ 32H, tires Maxxis FT: 29x2.5 Assegai exo+ 3C Maxterra / RR: 27.5x2.8 Minion DHR II exo+ 3c Maxterra Tready

**LAPIERRE**

**OVERVOLT**



OVV AM 5.5

3 699€



### Main Specifications

**Frame :** OVERVOLT OST+ 150mm integrated Yamaha PW ST 500 wh, Supreme 5 Alloy.

**Fork + Shock :** Rockshox 35 Silver TK Solo Air boost 15x110mm 29" 150mm travel + Lapierre Metric 210x47.5.

**Drive unit:** Yamaha PW-ST w/ integrated 500Wh battery LCD display

**Drivetrain:** Shimano Deore 12s

**Brakes:** Shimano MT401

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Maxxis 27.5x2.8 High roller II/ REKON+ exo protection tubeless ready

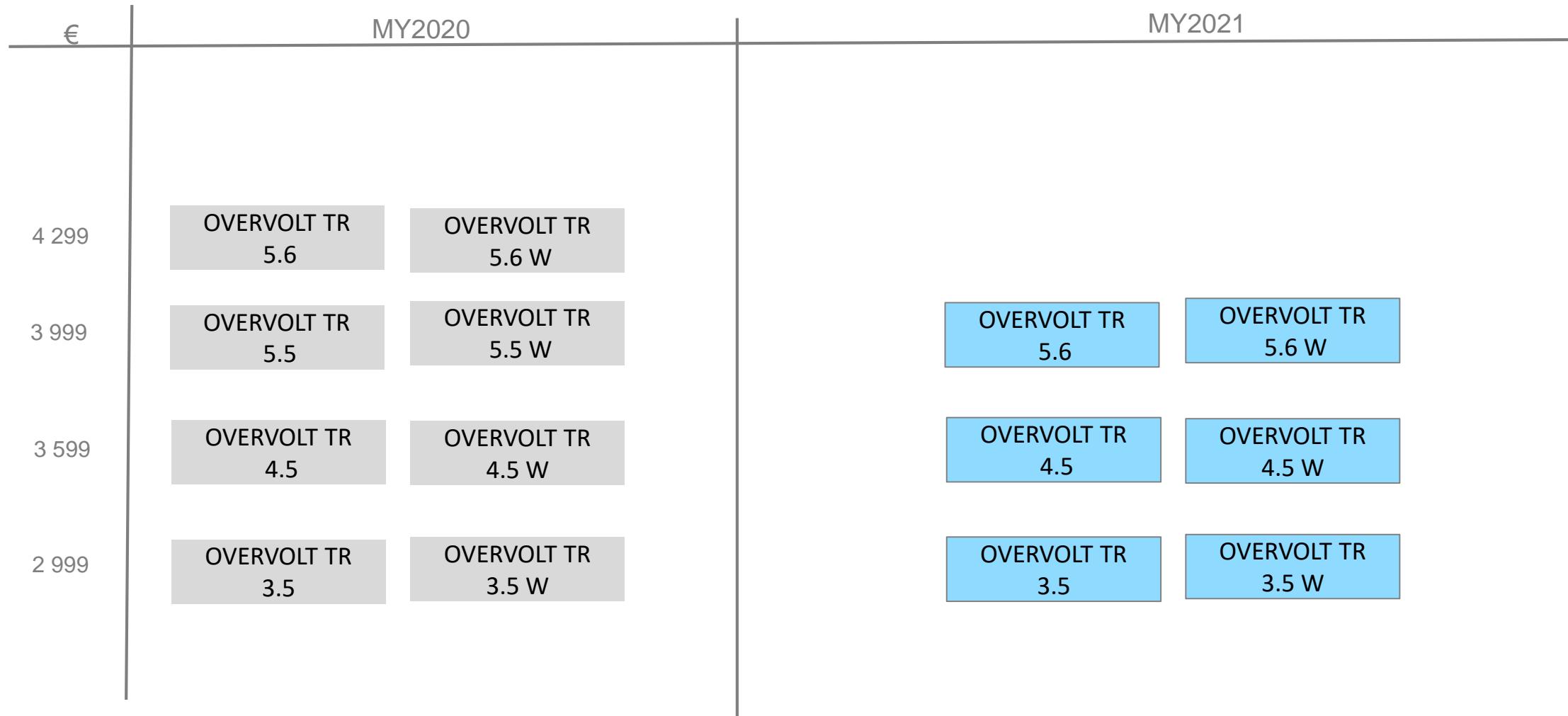
**LAPIERRE**

# OVERVOLT TR

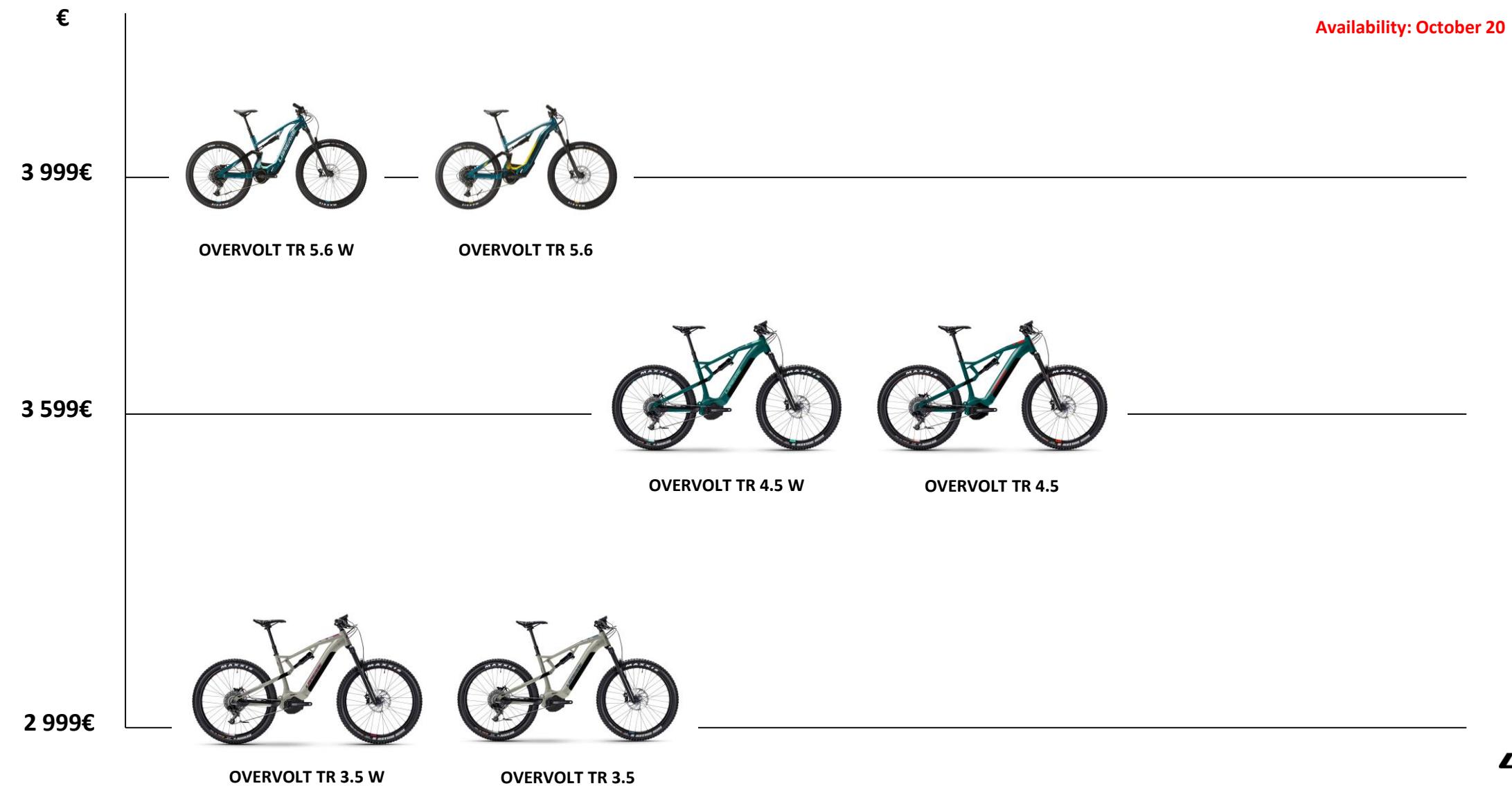


LAPIERRE

# Line build OVERVOLT TR



# OVERVOLT TR Line up



LAPIERRE

# OVERVOLT TR 5.6 W

3 999 €



## Main Specifications

**Frame :** Overvolt 130mm Integrated Bosch Supreme 5 Alloy boost + NEW Rear Triangle (UDH Dropout + integrated sensor).

**Fork + Shock :** Suntour XCR 34 AIR LO-R 29" 15x110 130mm + Lapierre Shock Trunnion 185x50mm.

**Drive Unit:** Bosch Performance CX GEN4 625Wh Powertube Purion

**Drivetrain:** Shimano Deore 11s

**Brakes:** SHIMANO M4100 4 (FT) / 2 (RR) pistons- Shimano SMRT30 203mm / RTEM300 203mm with Magnet

**Wheels set:** Lapierre eAM+ 32H, tires Maxxis 27,5x2.6 Minion DHF 60TPI EXO TLR / 27.5x2.6 Rekon 60TPI EXO TLR

LAPIERRE

# OVERVOLT TR 5.6

3 999 €



## Main Specifications

**Frame :** Overvolt 130mm Integrated Bosch Supreme 5 Alloy boost + NEW Rear Triangle (UDH Dropout + integrated sensor).

**Fork + Shock :** Suntour XCR 34 AIR LO-R 29" 15x110 130mm + Lapierre Shock Trunnion 185x50mm.

**Drive Unit:** Bosch Performance CX GEN4 625Wh Powertube Purion

**Drivetrain:** Shimano Deore 11s

**Brakes:** SHIMANO M4100 4 (FT) / 2 (RR) pistons- Shimano SMRT30 203mm / RTEM300 203mm with Magnet

**Wheels set:** Lapierre eAM+ 32H, tires Maxxis 27,5x2,6 Minion DHF 60TPI EXO TLR / 27.5x2.6 Rekon 60TPI EXO TLR

LAPIERRE

# OVERVOLT TR 4.5 W

3 599€



## Main Specifications

**Frame :** Overvolt OST+ 120mm Yamaha Supreme 5 Alloy Boost.

**Fork + Shock :** Suntour XCR 34 AIR 27.5" 15x110 SOLO AIR 130mm Travel w/ Black Stanchions + Lapierre Metric 190x40mm.

**Drive Unit:** Yamaha PW-ST w/Integrated 500Wh Battery LCD display

**Drivetrain:** Shimano NEW Deore RD-M5100 11s

**Brakes:** Shimano MT401 - Shimano RT30 203mm/ 180mm Centerlock

**Wheels set:** Shimano RT30 203mm/ 180mm Centerlock, tires Maxxis Rekon 60 TPI EXO/TR 27.5x2.6

LAPIERRE

# OVERVOLT TR 4.5

3 599€



## Main Specifications

**Frame :** Overvolt OST+ 120mm Yamaha Supreme 5 Alloy Boost.

**Fork + Shock :** Suntour XCR 34 AIR 27.5" 15x110 130mm Travel w/ Black Stanchions + Lapierre Metric 190x40 mm.

**Drive Unit:** Yamaha PW-ST w/Integrated 500Wh Battery LCD display

**Drivetrain:** Shimano NEW Deore RD-M5100 11s

**Brakes:** SHIMANO MT401 - Shimano RT30 203mm/ 180mm Centerlock

**Wheels set:** Shimano RT30 203mm/ 180mm Centerlock, tires Maxxis Rekon 60 TPI EXO/TR 27.5x2.6

LAPIERRE

# OVERVOLT TR 3.5 W

2 999€



## Main Specifications

**Frame :** Overvolt OST+ 120mm Yamaha Supreme 5 Alloy Boost.

**Fork + shock :** SR Suntour XCM 34 COIL LO-R 15AH Trhu Axle 110mm 27.5" 130mm Travel + Lapierre Metric 190x40mm.

**Drive Unit:** Yamaha PW-TE for Intube 500Wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano MT200 - Shimano RT30 203mm/180mm

**Wheels set:** LAPIERRE eAM+ 32H RR: 584-35c, tires Maxxis 27,5x2.6 Minion DHF 60TPI EXO TLR / 27.5x2.6 Rekon 60TPI EXO TLR

**LAPIERRE**

# OVERVOLT TR 3.5

2 999€



## Main Specifications

**Frame :** Overvolt OST+ 120mm Yamaha Supreme 5 Alloy Boost.

**Fork + shock :** SR Suntour XCM 34 COIL LO-R 15AH Trhu Axle 110mm 27.5" 130mm Travel + Lapierre Metric 190x40mm.

**Drive Unit:** Yamaha PW-TE for Intube 500Wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano MT200 - Shimano RT30 203mm/180mm

**Wheels set:** LAPIERRE eAM+ 32H RR: 584-35c, tires Maxxis 27,5x2.6 Minion DHF 60TPI EXO TLR / 27.5x2.6 Rekon 60TPI EXO TLR

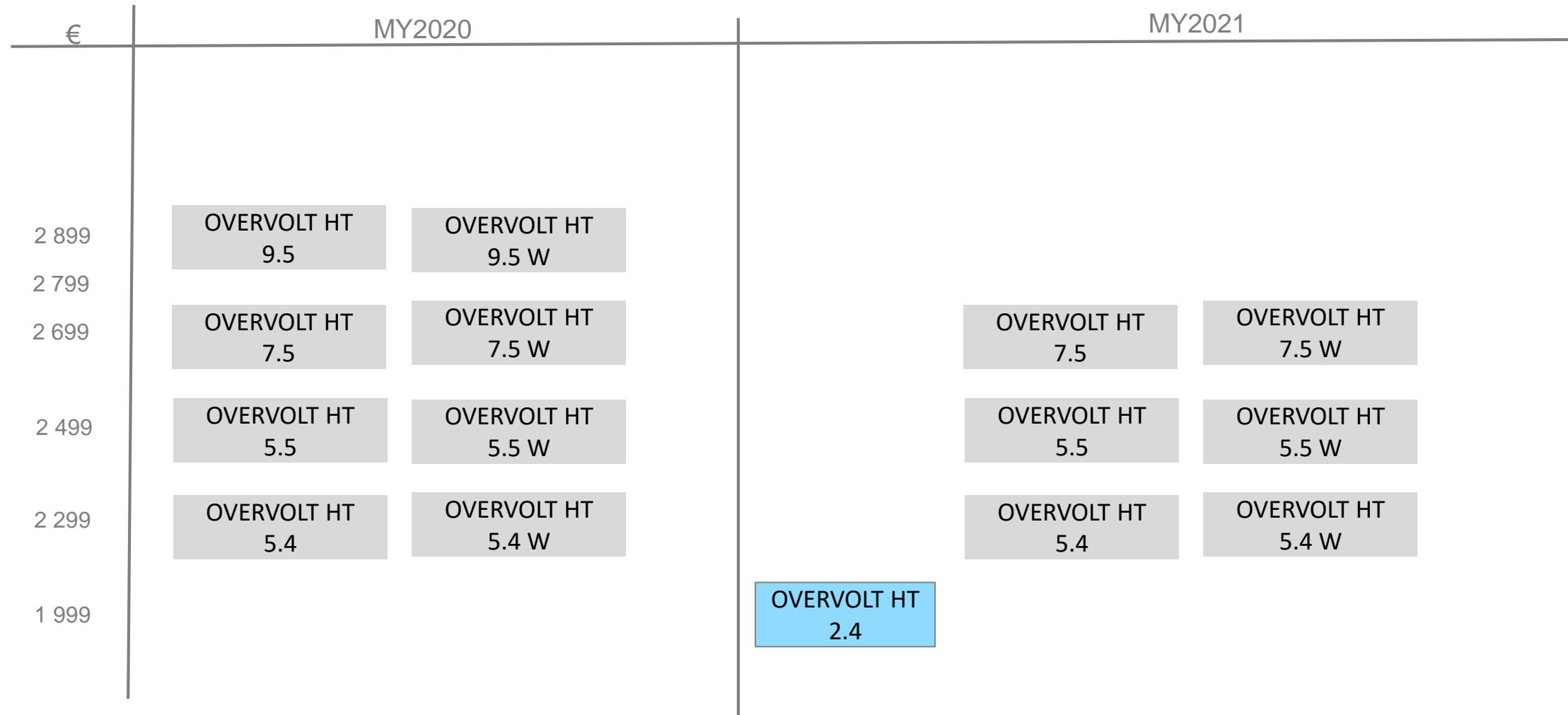
**LAPIERRE**

# OVERVOLT HT

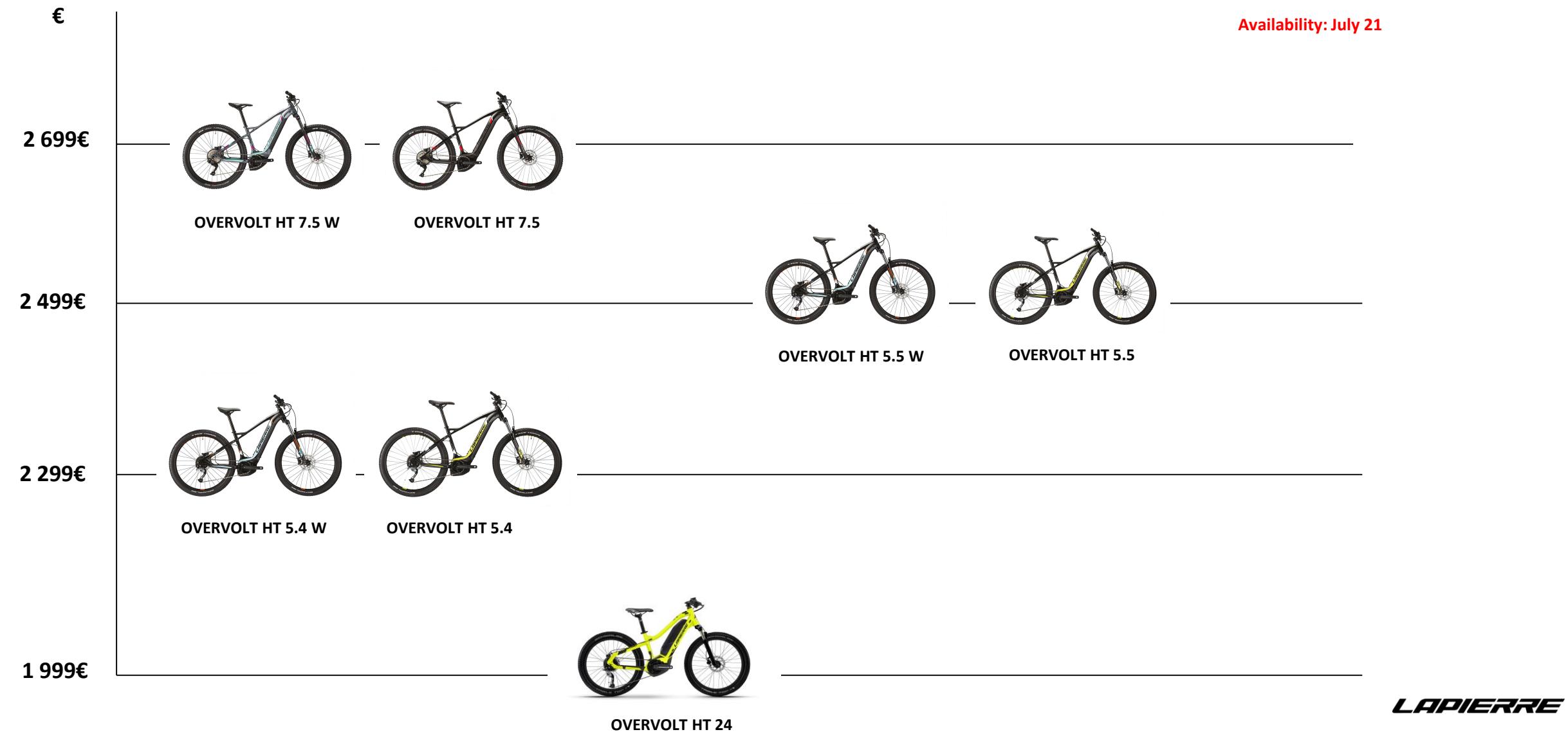


LAPIERRE

# Line build OVERVOLT HT



# OVERVOLT HT Line up



# OVERVOLT HT 7.5 W

2 699€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + Suntour XCR 34 AIR LO 15x110mm 27.5" 120mm Travel w/ Black Stanchions

**Drive Unit :** Yamaha PW-ST w/Integrated 500Wh Battery LCD display

**Drivetrain:** Shimano NEW RD-M4120 DEORE 10s

**Brakes:** Shimano MT200 - Shimano RT10 180mm/180mm

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Nobby Nic Performance Line Fold Addix 27.5x2.6

LAPIERRE

# OVERVOLT HT 7.5

2 699€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + Suntour XCR 34 AIR LO 15x110mm 27.5" 120mm Travel w/ Black Stanchions

**Drive Unit :** Yamaha PW-ST w/Integrated 500Wh Battery LCD display

**Drivetrain:** Shimano NEW RD-M4120 DEORE 10s

**Brakes:** Shimano MT200 - Shimano RT10 180mm/180mm

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Nobby Nic Performance Line Fold Addix 27.5x2.6

LAPIERRE

# OVERVOLT HT 5.5 W

2 499€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + SR Suntour XCM 34 Coil LO-R 15AH Thru Axle 110mm 27.5" 120mm Travel

**Drive Unit :** Yamaha PW-TE For Intube 500wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano Altus SLM2010 9s - Shimano SMRT10 180mm/ 180mm Centerlock

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Smart Sam K-guard 27.5x2.6

LAPIERRE

# OVERVOLT HT 5.5

2 499€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + SR Suntour XCM 34 Coil LO-R 15AH Thru Axle 110mm 27.5" 120mm Travel

**Drive Unit :** Yamaha PW-TE For Intube 500wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano Altus SLM2010 9s - Shimano SMRT10 180mm/ 180mm Centerlock

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Smart Sam K-guard 27.5x2.6

LAPIERRE

# OVERVOLT HT 5.4 W

2 299€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + SR Suntour XCM 34 Coil LO-R 15AH Thru Axle 110mm 27.5" 120mm Travel

**Drive Unit :** Yamaha PW-TE for Intube 400Wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano MT200 - Shimano SMRT10 180mm/180mm Centerlock

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Smart Sam K-guard 27.5x2.6

LAPIERRE

# OVERVOLT HT 5.4

2 299€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy Boost + SR Suntour XCM 34 Coil LO-R 15AH Thru Axle 110mm 27.5" 120mm Travel

**Drive Unit :** Yamaha PW-TE for Intube 400Wh LCD Display

**Drivetrain:** Shimano Alivio RDM3100GS 9s Shadow

**Brakes:** Shimano MT200 - Shimano SMRT10 180mm/180mm Centerlock

**Wheels set:** Lapierre eAM+ 32H 584-35c, tires Schwalbe Smart Sam K-guard 27.5x2.6

LAPIERRE

# OVERVOLT HT 24

1 999€



## Main Specifications

**Frame + fork:** Overvolt Yamaha Supreme 5 Alloy + SR Suntour XCR 24 LO 24" 63mm Travel

**Drive Unit :** Yamaha PW-TE KID "20kph" for downtube 400Wh - LCD Display

**Drivetrain:** Shimano Altus RDM2000GS 9s Shadow

**Brakes:** Shimano Altus SLM2010 9s - Shimano SMRT26S 160mm/ 160mm 6T

**Wheels set:** Rodi FW 24" 32H, tires Schwalbe Table Top 24x2.25

LAPIERRE

A photograph of a person sitting on a black metal bench, viewed from behind, looking out over a city skyline. The city features a mix of traditional buildings with red roofs and modern skyscrapers, including the Tour Confort and the Tour des Finances. The sky is overcast. In the foreground, there are some green bushes and a tree branch in the top left corner.

CITY RANGE

# FAMILY GRID MY21 | LFS

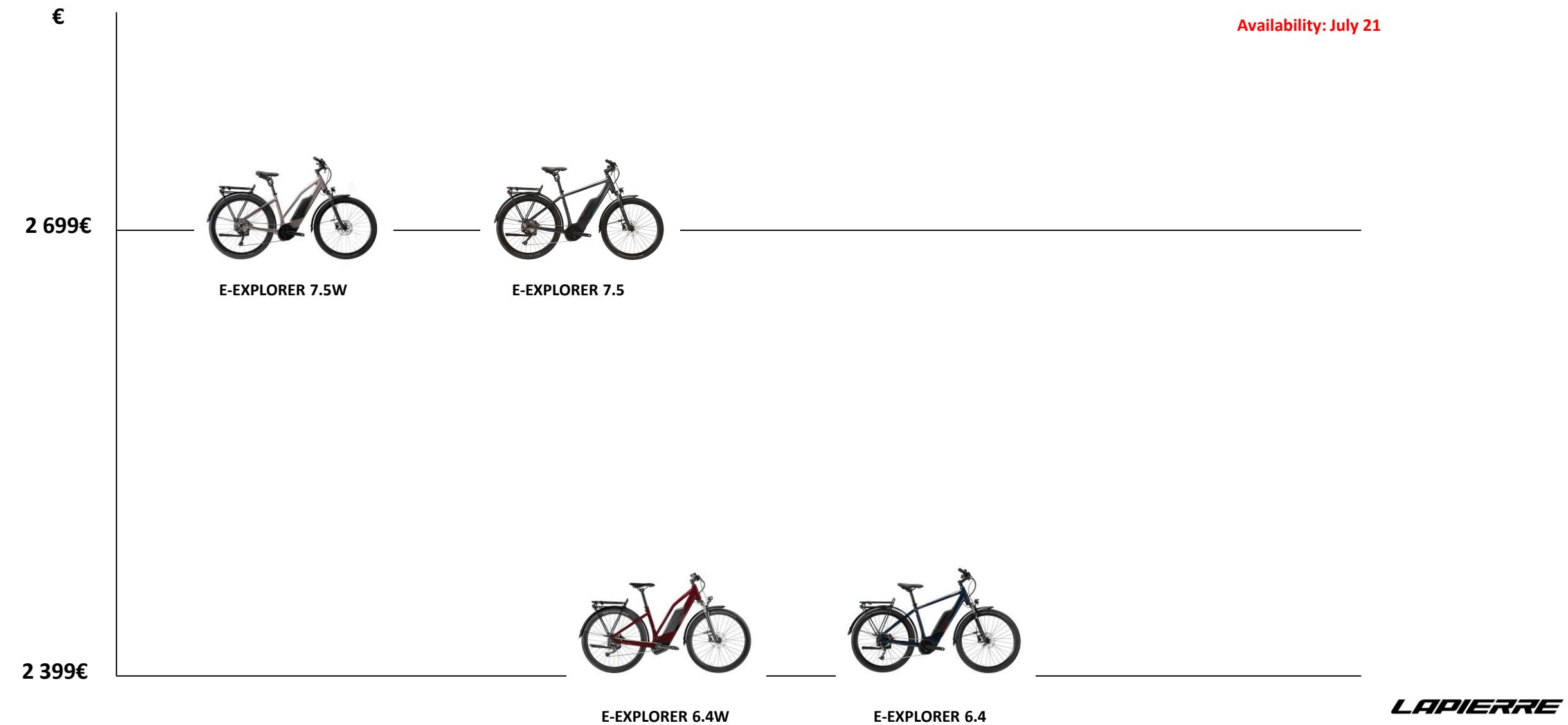
FAMILY	UPDATE TO MY21	DETAILS
OVV CROSS	• DELISTED	• Replace by OVV HT
E-TREKKING	• MAINTENANCE	
E-EXPLORER	• MAINTENANCE	
SHAPER	• MAINTENANCE	• CTG update
TREKKING	• MAINTENANCE	
URBAN	• MAINTENANCE	

# E-EXPLORER



LAPIERRE

# E-EXPLORER Line up

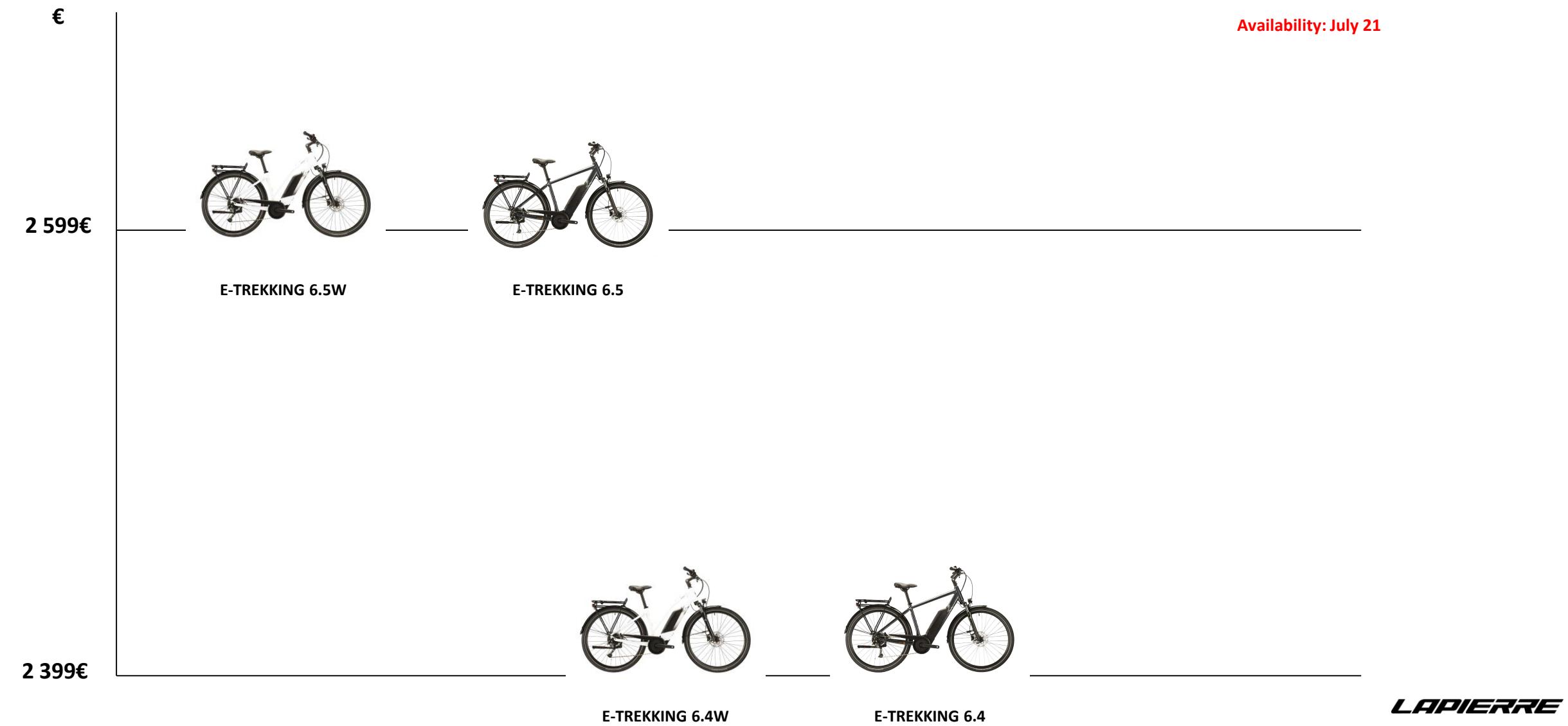


# E-TREKKING



LAPIERRE

# E-TREKKING Line up

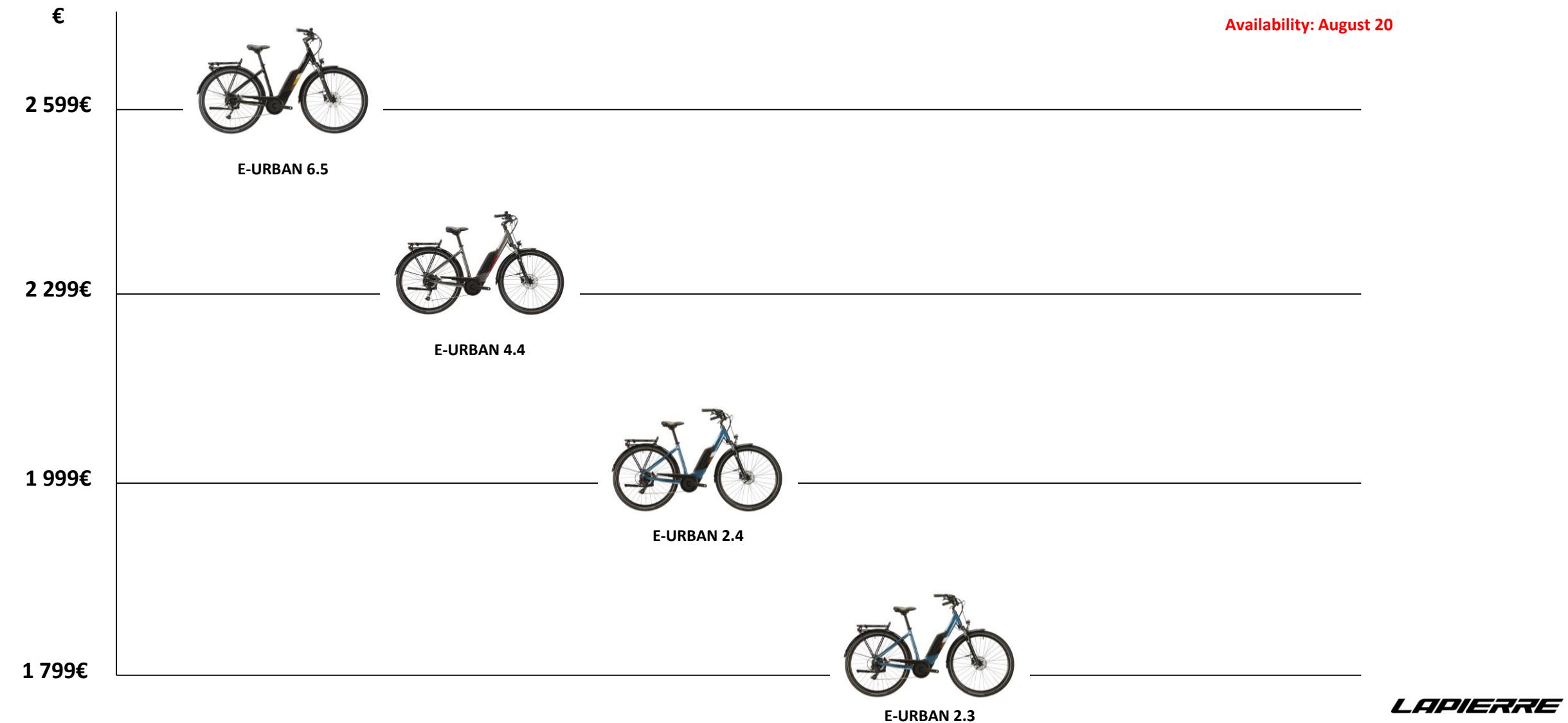


# E-URBAN



LAPIERRE

# E-URABN Line up



# SHAPER



LAPIERRE

# SHAPER Line up

€



SHAPER 3.0 DISC

Availability: July 20

649€



SHAPER 2.0 W DISC



SHAPER 2.0 DISC

549€



SHAPER 1.0 W DISC



SHAPER 1.0 DISC

449€

LAPIERRE

# TREKKING



LAPIERRE

# TREKKING Line up

€

649€



TREKKING 3.0



TREKKING 3.0 LS

Availability: July 20

549€



TREKKING 2.0 DISC



TREKKING 2.0 LS

449€



TREKKING 1.0 DISC



TREKKING 1.0 LS

LAPIERRE

# URBAN



LAPIERRE

# URBAN Line up

€

599€



URBAN 4.0

Availability: July 20

429€



URBAN 1.0

LAPIERRE

**LAPIERRE**

