

FLUID

EVERY RIDER
EVERY TRAIL

PRECISELY RIGHT
FOR YOUR FAVOURITE
BACKWOODSLOCALGEM



MEDIA KIT



EMBARGOED UNTIL
4:00AM NZST, JULY 29,
2022

FLUID



**EVERY RIDER
EVERY TRAIL**

The Norco Fluid can dive into corners.
And carve sweeping turns.
It's as happy mixing it up in the backwoods,
As it is rolling local trails.

It can elevate beginner riders to
intermediate.

And carry intermediates to expert.

It can take your weekend hobby and turn it into
a lifestyle.

While so many bikes are made for a specific
something or somebody, What the world needs is a
bike built For Every Rider and Every Trail.

That's the Norco Fluid.



FLUID FS A1 PICTURED

RIDER BENEFITS

THREAD THE NEEDLE

Engineered using the same Norco technology and process as our top-tier Trail bikes to give you the ride of your life no matter what path you follow.

RIDE ALIGNED™

The Ride Aligned™ Design System matches each Fluid FS to the human who rides it. Rider-first geometry and suspension kinematics combine with custom fit and suspension tuning for personalized performance from day one.

POTENTIAL FULFILLED

6061 aluminum frame gives experienced Trail riders what they need to ride their best and helps evolving riders develop new skills and preferences without limits.

CUSTOM TUNED SUSPENSION

Precision-engineered 130mm rear suspension features custom-tuned dampers co-developed with the shock manufacturers provides fully customized suspension setup and performance for every rider.

ROOM TO MOVE

Long-travel, size-specific 34.9mm dropper posts and low-slung top tubes create lots of room to move, letting you roll confidently through challenging terrain and push your limits.

PERFORMANCE FOR ALL

Boutique-level fit & finish is available in 5 frame sizes, delivering superior Trail performance to riders between 5'1" and 6'7" with components selected to offer peak performance and durability.

FLUID

FLUID
FS A1



FLUID
FS A2



Due to Covid-related scheduling and component availability challenges, bike specifications are subject to change without notice. Specifications may not be exactly as shown in photo.

FLUID FS ALUMINUM

KEY FEATURES

INTENDED USE: TRAIL
FRAME MATERIAL: 6061 ALUMINUM
FRAME/WHEEL SIZE: S, M, L, XL, XXL / 29"
SUSPENSION TRAVEL: F: 140MM, R: 130MM
TIRE SPEC: 2.35" - 2.6"

ADDITIONAL FEATURES

RIDE ALIGNED™ DESIGN SYSTEM
LONG TRAVEL DROPPER POSTS (UP TO 200MM)
LOW STANDOVER
CUSTOM TUNED REAR SHOCK
INTEGRATED ACCESSORY MOUNT

FLUID
FS A3



FLUID
FS A4



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FLUID FS ALUMINUM

KEY FEATURES

INTENDED USE: TRAIL
FRAME MATERIAL: 6061 ALUMINUM
FRAME/WHEEL SIZE: S, M, L, XL, XXL / 29"
SUSPENSION TRAVEL: F: 140MM, R: 130MM
TIRE SPEC: 2.35" - 2.6"

ADDITIONAL FEATURES

RIDE ALIGNED™ DESIGN SYSTEM
LONG TRAVEL DROPPER POSTS (UP TO 20MM)
LOW STANDOVER
CUSTOM TUNED REAR SHOCK
INTEGRATED ACCESSORY MOUNT

FLUID FS A1

Colour: Green/Chrome



FEATURES

- + 6061 ALUMINUM FRONT TRIANGLE, SEATSTAY AND CHAINSTAY, 130MM TRAVEL
- + FOX FLOAT 34 GRIP2 140MM FORK, 44MM OFFSET
- + FOX FLOAT X PERFORMANCE ELITE REAR SHOCK, CUSTOM TUNED
- + SHIMANO XT/PRAXIS 12-SPEED DRIVETRAIN & TRP TRAIL EVO 4-PISTON 203/180MM BRAKES
- + SDG TELLIS LONG TRAVEL SIZE-SPECIFIC DROPPER POST

SPECIFICATIONS

Frame	6061 Alloy, 130mm Travel	Brake Levers	TRP Trail EVO
Fork	Fox FLOAT Factory 34 GRIP2, 140mm Travel, 44mm Offset	Rear Shifter	Shimano XT SL-M8100-IR I-Spec EV
Rear Shock	Fox FLOAT X Performance Elite, 2-pos, Custom Tune, 210x450mm	Rear Derailleur	Shimano XT RD-M8100
Headset	Sealed Bearing, Tapered	Cassette	Shimano XT, 10-51, 12 Speed
Grips	VP Lock-On	Chain	Shimano XT
Handlebar	TranzX 6061 Butted Alloy, 780mm, 20mm Rise	Crankset	Praxis G2 Cadet M24, 30T, 170mm (S), 175mm (M - XXL)
Stem	6061 Alloy, 50mm Length, 35mm Clamp	Pedals	VP Nylon Flat
Seatpost	SDG Tellis Dropper, 34.9mm, 150mm (S), 170mm (M, L), 200mm (XL, XXL)	Bottom Bracket	Praxis M24 Cartridge Bearing, BSA Threaded
Saddle	Fizik Alpaca Terra with Wingflex	Front Hub	Bear Pawls Sealed Bearing, 15x110mm Boost, 6 Bolt
Front Brake	TRP Trail EVO, 4 Piston, Organic Pads	Rear Hub	Bear Pawls Sealed Bearing, 12x148mm Boost, Micro Spline, 6 Bolt
Front Brake Rotor	TRP TR203-29, 203mm	Spokes/Nipples	Stainless, Black
Rear Brake	TRP Trail EVO, 4 Piston, Organic Pads	Rims	Stan's Flow S1, 29", 32H
Rear Brake Rotor	TRP TR180-29, 180mm	Front Tire	Vittoria Mazza 2.4" Trail G2.0, Folding
		Rear Tire	Vittoria Martello 2.35" Trail G2.0, Folding

FLUID FS A2

Colour: Blue/Copper



FEATURES

- + 6061 ALUMINUM FRONT TRIANGLE, SEATSTAY AND CHAINSTAY, 130MM TRAVEL
- + MARZOCCHI BOMBER Z2 140MM FORK, 44MM OFFSET
- + FOX FLOAT X PERFORMANCE REAR SHOCK, CUSTOM TUNED
- + SHIMANO XT/SLX/PRAxis 12-SPEED DRIVETRAIN & TRP SLATE EVO 4-PISTON 203/180MM BRAKES
- + SDG TELLIS LONG TRAVEL SIZE-SPECIFIC DROPPER POST

SPECIFICATIONS

Frame	6061 Alloy, 130mm Travel	Rear Shifter	Shimano SLX SL-M7100-IR I-Spec EV
Fork	Marzocchi Bomber Z2, 140mm Travel, 44mm Offset	Rear Derailleur	Shimano XT RD-M8100
Rear Shock	Fox FLOAT X Performance, Custom Tune, 210x50mm	Cassette	Shimano SLX, 10-51, 12 Speed
Headset	Sealed Bearing, Tapered	Chain	Shimano Deore
Grips	WTB Waffle, Lock-On	Crankset	Praxis G2 Cadet M24, 30T, 170mm (S), 175mm (M - XXL)
Handlebar	e*thirteen 800mm, 20mm Rise	Pedals	VP Nylon Flat
Stem	6061 Alloy, 40mm Length, 35mm Clamp	Bottom Bracket	Praxis M24 Cartridge Bearing, BSA Threaded
Seatpost	SDG Tellis Dropper, 34.9mm, 150mm (S), 170mm (M, L), 200mm (XL, XXL)	Front Hub	Bear Pawls Sealed Bearing, 15x110mm Boost, 6 Bolt
Saddle	Fizik Alpaca Terra with Wingflex	Rear Hub	Bear Pawls Sealed Bearing, 12x148mm Boost, Micro Spline, 6 Bolt
Front Brake	TRP Slate EVO, 4 Piston, Organic Pads	Spokes/Nipples	Stainless, Black
Front Brake Rotor	TRP TR203-29, 203mm	Rims	Stan's Flow D, 29", 32H
Rear Brake	TRP Slate EVO, 4 Piston, Organic Pads	Front Tire	Vittoria Mazza 2.4" Trail G2.0, Folding
Rear Brake Rotor	TRP TR203-29, 180mm	Rear Tire	Vittoria Martello 2.35" Trail G2.0, Folding
Brake Levers	TRP Slate EVO		

FLUID FS A3

Colour: Blue/Silver



FEATURES

- + 6061 ALUMINUM FRONT TRIANGLE, SEATSTAY AND CHAINSTAY, 130MM TRAVEL
- + ROCKSHOX 35 SILVER TK 140MM FORK, 44MM OFFSET
- + X-FUSION 02 PRO R AV REAR SHOCK, CUSTOM TUNED
- + SRAM SX EAGLE DRIVETRAIN & TEKTRO HD745 4-PISTON 180MM BRAKES
- + SDG TELLIS LONG TRAVEL SIZE-SPECIFIC DROPPER POST

SPECIFICATIONS

Frame	6061 Alloy, 130mm Travel	Rear Shifter	SRAM SX Eagle
Fork	RockShox 35 Silver TK, 140mm Travel, 44mm Offset	Rear Derailleur	SRAM SX Eagle
Rear Shock	X-Fusion 02 Pro R AV, Custom Tune, 210x50mm	Cassette	SRAM PG1210 Eagle, 11-50T
Headset	Sealed Bearing, Tapered	Chain	SRAM SX Eagle
Grips	WTB Waffle, Lock-On	Crankset	SRAM SX Eagle DUB, 30T, 170mm (S), 175mm (M - XXL)
Handlebar	e*thirteen 800mm, 20mm Rise	Pedals	VP Nylon Flat
Stem	6061 Alloy, 40mm Length, 35mm Clamp	Bottom Bracket	SRAM DUB BB, BSA Threaded
Seatpost	SDG Tellis Dropper, 34.9mm, 150mm (S), 170mm (M, L), 200mm (XL, XXL)	Front Hub	Bear Paws Sealed Bearing, 15x110mm Boost, 6 Bolt
Saddle	Norco Trail	Rear Hub	Bear Paws Sealed Bearing, 12x148mm Boost, HG, 6 Bolt
Front Brake	Tektro HD-745, 4 Piston, Organic Pads	Spokes/Nipples	Stainless, Black
Front Brake Rotor	Tektro TR180-22, 180mm	Rims	Stan's Flow D, 29", 32H
Rear Brake	Tektro HD-745, 4 Piston, Organic Pads	Front Tire	Vittoria Mazza 2.4" Trail G2.0, Folding
Rear Brake Rotor	Tektro TR180-22, 180mm	Rear Tire	Vittoria Martello 2.35" Trail G2.0, Folding
Brake Levers	Tektro HD-745		

FLUID FS A4

Colour: Red/Black



FEATURES

- + 6061 ALUMINUM FRONT TRIANGLE, SEATSTAY AND CHAINSTAY, 130MM TRAVEL
- + ROCKSHOX RECON SILVER RL 140MM FORK, 42MM OFFSET
- + X-FUSION 02 PRO R REAR SHOCK, CUSTOM TUNED
- + SHIMANO DEORE/FSA 11-SPEED DRIVETRAIN & TEKTRON HD-M535 4-PISTON 180MM BRAKES
- + SDG TELLIS LONG TRAVEL SIZE-SPECIFIC DROPPER POST

SPECIFICATIONS

Frame	6061 Alloy, 130mm Travel	Rear Shifter	Shimano Deore SL-M5100
Fork	RockShox Recon Silver RL, 140mm Travel, 42mm Offset	Rear Derailleur	Shimano Deore RD-M5100
Rear Shock	X-Fusion 02 Pro R, Custom Tune, 210x50mm	Cassette	SunRace CSMS8, 11-51T, 11 Speed
Headset	Sealed Bearing, Tapered	Chain	KMC X11
Grips	WTB Waffle, Lock-On	Crankset	FSA Comet 1X DM, 30T, 170mm (S), 175mm (M - XXL)
Handlebar	e*thirteen 800mm, 20mm Rise	Pedals	VP Nylon Flat
Stem	6061 Alloy, 40mm Length, 35mm Clamp	Bottom Bracket	SRAM DUB BB, BSA Threaded
Seatpost	SDG Tellis Dropper, 34.9mm, 150mm (S), 170mm (M, L), 200mm (XL, XXL)	Front Hub	Bear Pawls Sealed Bearing, 15x110mm Boost, 6 Bolt
Saddle	Norco Trail	Rear Hub	Bear Pawls, 12x148mm Boost, HG, 6 Bolt
Front Brake	Tektro HD-M535, 4 Piston, Organic Pads	Spokes/Nipples	Stainless, Black
Front Brake Rotor	Tektro TR180-22, 180mm	Rims	Stan's Flow D, 29", 32H
Rear Brake	Tektro HD-M535, 4 Piston, Organic Pads	Front Tire	Goodyear Newton 2.4", Folding
Rear Brake Rotor	Tektro TR180-22, 180mm	Rear Tire	Goodyear Escape 2.35", Folding
Brake Levers	Tektro HD-M535		

FRAME GEOMETRY FLUID FS

ALUMINUM A1 / A2 / A3 / A4

Frame Size	S	M	L	XL	XXL
Wheel Size			29"		
Travel (Front/Rear)			140/130		
Reach	420	450	480	510	540
Stack	617	626	635	644	653
Head Tube Angle			65		
Fork Offset			44		
Seat Tube Length	360	390	410	460	510
Effective Seat Tube Angle	76.0	76.3	76.7	77.0	77.3
Rear Center Length	425	430	435	440	445
Bottom Bracket Drop			30		
Bottom Bracket Height			348		
Horizontal Top Tube Length	574	602	630	659	687
Wheel Base	1166	1205	1245	1284	1323
Stand Over Height	678	690	699	736	767
Head Tube Length	110	120	130	140	150
Trail			128		
Recommended Seat Post Drop	150	170	200		
Maximum Post Insertion	250	270	300		
Stem Length			40		
Crank Length			175		
Tire Size			2.35" - 2.6"		
Water Bottle Compatible	1 x 750 mL				1 x 750 mL and 1 x 620 mL



WHAT KIND OF RIDER IS THE NEW FLUID FS DESIGNED FOR?

The MY22 Fluid FS features progressive geometry and a character that's perfectly-suited to advanced, aggressive Trail riders who expect the most from their equipment.

The performance potential built-in is also perfect for new and evolving mountain bikers who are looking to expand their capabilities and have a bike that'll over-deliver as their skills and demands grow.

Thanks to the Ride Aligned™ Design System, and the evolution of Norco's Gravity Tune technology, riders of varying heights and proportions benefit from ideal weight distribution across all Fluid frame sizes, assuring everyone an ideal Trail experience.

And, quite frankly, some riders just prefer aluminum bikes for the engineered light weight, tuned performance and stiffness the material offers.

WHAT INSPIRED NORCO TO UPDATE THE FLUID FS?

When we released the MY19 Fluid FS, the geometry and performance were a step ahead of anyone else in the Trail space. In fact, much of the work we did to achieve the previous generation Fluid's progressive, balanced character laid the foundation for creating Norco's revolutionary Ride Aligned Design System.

Norco's proprietary Ride Aligned technology has continued to evolve ever since and allows us to continually create and improve the suspension kinematics, fit and geometries that set our top-end bikes apart, and allow riders to customize their setup perfectly to every aspect of what makes them unique.

All this evolution and understanding of how crucial every rider's unique morphology and riding style affects frame design and bike setup gave us an opportunity to ask the question "How can Ride Aligned create a customized, perfectly tuned ride experience to a wider range of people?"

The New Fluid FS platform is the answer to that question.

By developing the new Fluid FS using the Ride Aligned Design System, a massive range of riders now benefit from the resulting kinematics, shock tunes, geometry, and component spec. This design technology, innovation and attention to detail used to only be accessible on our highest performing bikes, but with the new Fluid FS, everyone can benefit from the ride quality and personalized performance engineered-in, no matter their size or budget.

WHAT ASPECTS OF THE FLUID FS GEOMETRIES DIFFER FROM ONE SIZE TO THE NEXT?

As sizes increase through the 5 available frame sizes, Stack and Reach numbers increase, as do seat tube lengths and standover heights - similar to other brands.

Where Fluid FS delivers a more thoughtful, holistic take on frame design, however, is by increasing chainstay length from one size to the next, as well as steepening the effective seat tube angle between sizes.

While it may seem insignificant, these subtle changes are what set Norco Ride Aligned-equipped bikes apart from the competition in providing every rider the best possible performance no matter what their height or ability.

HOW HAS THE NEW FLUID FS'S SUSPENSION EVOLVED FROM THE PREVIOUS GENERATION?

Suspension travel has increased by 10mm front and rear, 140mm and 130mm respectively, for greater capability and rider confidence. While the new Fluid FS shares very similar dynamic pedaling and handling characteristics to the previous Fluid and Optic, the method for achieving these ride characteristics has been reevaluated. Increased leverage curve progression provides support to the rider without depending on very progressive air springs and large volume spacers, improving rebound characteristics and providing greater levels of control. Anti-squat was defined in conjunction with this greater level of support from leverage curve progression to provide an efficient pedaling feel while ensuring consistent traction on technical climbs.

Extensive time was also spent testing different shock tunes on all spec levels to define tunes well suited to the Fluid's kinematics and meet Norco's high ride quality standards. This is an area that many budget-aware suspension designs have overlooked in the past - and is a crucial detail that puts every new Fluid FS model way ahead of any other bike in this category.

SO, IS THE NEW FLUID FS AN ALUMINUM OPTIC?

No.

The 2019 Optic and the new Fluid FS both evolved from the same place, the previous generation Fluid. The two bikes were separated at birth and evolved in unique directions.

The Optic's sharp focus on confident high-speed descending capabilities, component spec focused on speed management over fast, challenging terrain were hard-wired in from the beginning.

The new Fluid FS, however, focuses on more complete, well rounded performance Trail character.

HOW HAS THE FRAME GEOMETRY EVOLVED FROM PREVIOUS GEN FLUID FS, AND WHAT HAS THAT ACHIEVED?

By applying the same level of R&D as we put into the top-tier Sight, Optic and Range, Norco engineers designed the Fluid FS to position the rider's centre of gravity at an ideal position within the wheelbase with varying rear-centre lengths and using the Ride Aligned Setup Guide.

As the most accessible Norco lineup to be developed using the Ride Aligned Design System, a wider array of riders than ever can now find their ideal size bike and set it up in minutes to harness every scrap of potential that lies within them, and within their new bike.

The 65-degree head angle mated with a 44mm fork offset provide excellent steering characteristics that balance precision and response with stability at higher speeds. Effective seat tube angles that get steeper on larger sizes ensure consistent seated fit across all frame sizes and short seat tubes with long dropper posts keep that seat out of the way on the descents.

Of course, as skills evolve and confidence and performance expectations elevate, there's nothing stopping anyone from re-entering their new data into the Ride Aligned Setup Guide to better reflect their new reality with updated setup recommendations.



IS THAT AN XXL I SEE ON THAT GEO CHART?!?!

Yes!!! With this new Fluid FS, we saw an opportunity to provide taller riders with a viable, incredibly capable full suspension Trail bike that actually fits with a ride tuned specifically to their height and centre of gravity.

Available in 5 sizes from S through XXL, the full range of new Fluid FS models fit anyone between 5'1" and 6'7" - all equipped with 29" wheels and components selected to offer peak performance and maximized rider potential in four distinct price ranges.

Additionally, every size Fluid is designed for long travel 34.9mm dropper seatposts. (S - 150mm, M - 170mm, L, XL, XXL - 200mm), a spec reflected through all four models.



WHAT KIND OF NO-COMPROMISE COMPONENT SPEC MAKES THE FLUID FS LINEUP SO CAPABLE?

- Custom tuned rear shocks by Fox and X-Fusion
- 140mm forks by Fox, Marzocchi and RockShox
- 4-piston hydraulic disc brakes
- Long-travel 34.9mm dropper posts (S - 150mm, M - 170mm, L, XL, XXL - 200mm)
- 800mm x 35mm handlebars to trim and provide a wider range of width options
- Wide range 1x drivetrains
- Sealed bearing Boost-spaced hubs
- 29" wheels with Stan's tubeless-compatible rims
- Foldable 2.4" Vittoria and Goodyear tubeless-compatible tires

HOW MUCH SHOULD SOMEONE EXPECT TO PAY FOR A NEW FLUID FS?

Since implementing the innovative Ride Aligned Design System to Norco bikes in 2019, riders have had to pay somewhere between \$3,599 to \$9,499 to benefit from the peak-level, personalized performance the Norco-exclusive design technology provides. (\$4,399 to \$11,999 CAD)

The New Fluid FS offers all the benefits of Ride Aligned in four premium aluminum Trail models between \$2,699 and \$4,449. (\$2,999 to \$4,999 CAD)

The entry point of real, honest performance full suspension has been cost-prohibitive for so long, that many people who have considered getting into mountain biking have had to a) buy a bike not up to the task, or b) just been priced out of the possibility - resulting in a negative impression of the sport.

The Fluid FS will allow these riders to truly appreciate what mountain biking offers at a reasonable price, and offers riders looking for professional-level, state of the art performance to not feel limited by the other financial obligations that life presents them with.

AS I GET BETTER, OR GET A BETTER UNDERSTANDING FOR WHAT KIND OF RIDING I PREFER, CAN THE FLUID FS GROW WITH ME?

Every component we've put on every Fluid FS is the very best we could find for the intended use and cost expectation for that model - but we also know that riders develop their own tastes as they evolve.

Complete bikes are equipped with 29 x 2.35" or 2.4" tires, but frames and forks have clearance for up to 2.6's if you want more rubber on the trail.

4-Piston hydraulic disc brakes are equipped throughout the lineup. Rotors can be upgraded to 200mm front and rear for speed and heat management when riders start going faster and want to find just the right speed at just the right time.

When it's time to start customizing, component compatibility is based on all the most common industry standards, so parts are super reliable, and upgrades down the road are easy.

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