



VIVA - 2013



VIVA - bikes with passion

Lars Andersen, a former cyclist from the Danish national team, began VIVA Bike Design in 2006 in Copenhagen Denmark. We create bicycles which are comfortable, reliable, yet stylish when cycling and navigating the urban landscape.

Viva is a small but innovative company. We are passionate with our design and the development of each of the bicycles. To achieve a cohesive design on each Viva, we develop most of the main components of the bicycle such as fenders, chain guards, saddles, grips, cargo carriers, chain cover, pedals, frames and forks, ensuring high quality, standard and durability.

Viva are confident that bicycles are becoming a worldwide trend, not only because cycling is in fashion but also, due to people becoming more environmentally friendly .

Share our passion! Enjoy life, ride a VIVA.

A stylized, handwritten signature in black ink, consisting of several fluid, overlapping loops and lines.

Lars Andersen  
Founder of Viva Bikes



\* Please note that details and accesories on the bikes may vary from the pictures in this catalog

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## **duro**

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The Sky's is the limit.

Urban bicycle enthusiasts the world over are united by the pursuit of certain internal questions. How can the best be made even better, more simple and more slim. When can a bicycles's performance be judged to be perfect?

Who pushes to the limit? There can only be one answer in Viva's range: The Duro.

The design is breathtaking in it's simplicity.

2 thin pipes tied together, 4 elements that define the bicycles.

The rear wheel, pedals, saddle and front wheel.

Held together beautifully with specially made Viva lugs, the pedals with the Viva logo and the tubes are the signature for the Duro.

The result is an extraordinary slim and elegant bicycle that will stand out in a crowd.

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crmo steel frame with lugs - 56, 59 cm - 1 speed flip flop hub



## riser

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Riser's riders are in an enviable position:  
so much so, that the breathtaking feeling of sitting  
between two wheels on the Riser is impossible to express in mere words.  
Let's look at the underlying geometry and design.  
The frame is steel in a racing track bicycles geometry.  
The extreme roadholding is like nothing you have ever experienced  
and it's fast reaction is like a racing bike.  
The most simple way of riding a bicycle.  
Fusing minimalistic design in the classic form.

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crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub





crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub





crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub



## **bellissimo**

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A single glance is sufficient.

Your pulse accelerates from 0 to euphoria in a few seconds.

The Bellissimo symbolises the old racing genes of the bicycle,  
progressing with avant-garde style and intensity.

The name Viva stands for the fact that it cuts just as fine a figure  
on the tarmac as it does in the eye of the beholder.

A dab of the foot – and the bicycle responds like a road bicycle.

The position on the bicycle, enthuses for fast and sportive speed.

It's like falling in love for the first time.

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crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub





crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub





crmo steel frame with lugs - 50, 53, 56, 59 cm - 1 speed flip flop hub





crmo steel frame with lugs - 50, 53, 56, 59 cm - 3 speed shimano free





crmo steel frame with lugs - 50, 53, 56, 59 cm - 8 speed shimano derailleur or 1 speed flip flop hub



## **bellissimo mixte**

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Even a wonderful day must come to an end  
at some point and give way to an excitement-filled night.

Even after the Bellissimo Mixte has come to a halt,  
the hormones of happiness still race from head to foot.

Take a deep breath, go out and take another ride on the bicycle.

Its dynamic silhouette even more appealing.

The Mixte is built for the active girl who enjoys to ride fast and feel the wind.

The frame is slim with the Viva signature between the two top tubes.

Here the art lies in making something so highly practical so easy on the eyes.

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crmo steel frame with lugs - 53, 56 cm - 7 speed shimano coaster



## **strada**

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It's difficult to control the emotions, but this feat becomes impossible looking at the Strada.

A design object which has just one aim:

to direct you to the big classic races combined with a comfortable sitting posture.

There's no shame in going weak at the knees.

Especially when it comes to the details.

The Viva design chain cover, the classic pedals, the special bended rear and seat stage.

The successful blend of quality parts, leather grips and saddle

and with a choice of elegant avant-garde colors will

inspire even the most picky rider. The only shame would be not to get it.

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crmo steel frame with lugs - 53, 56, 59 cm - 2 speed sturmev archer kickback





crmo steel frame with lugs - 53, 56, 59 cm - 3 speed sturmev archer coaster



## julieta

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Sensuality and sense have never been closer until you meet Viva Julieta.

When cycling became feminine, Viva Julieta was born.

The contour, shape and its design enhances the cyclist's posture.

The way it is crafted and measured in every detail, with curves,  
simply like a woman of today.

These special Viva features including the fork, the frame design and the geometry are made for its rider to have a smooth gliding experience.

The comfortable contoured leather saddle and wide Viva classic pedal feels so right,  
that you can physically ride regardless of the distance and thus the sense of freedom comes its way.

It is so gorgeous that every woman should have it.

Embrace the incredible feeling with Viva Julieta.

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crmo steel frame - 47,52,57 cm - 3 speed shimano nexus coaster





crmo steel frame - 47,52,57 cm - 3 speed shimano nexus coaster





crmo steel frame - 47,52,57 cm - 3 speed shimano nexus coaster





crmo steel frame - 47,52,57 cm - 7 speed shimano nexus roller





crmo steel frame - 47,52,57 cm - 7 speed shimano nexus roller





crmo steel frame - 47,52,57 cm - 7 speed shimano nexus roller



## **papa**

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A beautiful bicycle becomes even more attractive when it is honoured to perfection.

It was over a 100 years ago that a classic men bicycle was created.

The classic bicycle today is still a popular design.

Today, the new Viva Papa design brings a new dimension of an outstanding design and roadholding to the legacy of its distinguished forbear. The legend lives on.

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crmo steel frame - 52, 57 cm - 7 speed shimano nexus roller



## kilo

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The Viva Kilo is a vehicle with a strong identity. Its elegant and known for its durability, long lasting, stability and not forgetting it's classic beauty that reinvents cycling to a higher level.

It is elegant and robust in a fusion with Viva's own design. The details and parts give the vehicle a particularly impressive presence, with stunning design lines which are not just a delight for the eye: the Viva Kilo also sets standards with it's excellence of drive ability.

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crmo steel frame with lugs - 52, 57 cm - 7 speed shimano nexus roller





crmo steel frame with lugs - 52, 57 cm - 7 speed shimano nexus roller





crmo steel frame with lugs - 52cm - 7 speed shimano nexus roller





crmo steel frame with lugs - 52cm - 7 speed shimano nexus roller



## **basket**

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Prepare your Viva bicycle to transport your daily shopping  
or your bag to work or sports.  
Viva basket designed for the Classic bicycle line.  
Simple in alloy and plywood.

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## helmet

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Viva design helmet, made in fiber glass  
to make it stronger and more light.  
The helmet is covered with PU leather  
and has eight ventilation holes in top of the helmet.  
Viva received a Red Dot design award for the helmet.

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the helmet is available in one size, 56 – 61 cm, and with a new fitting system. Easy to adjust and fits most riders.



