



VIV - 2014



Viva photo team 2014

Viva is a small but innovative company. We researched into the subtleties of our own indefinable attractions to beautiful design.

We always aim for perfect details and the best result, creating bicycles with heart and passion.

Viva follow 10 principles for good design:

- Innovative
- Desirable
- Aesthetic
- Simple to use
- Unobtrusive
- Reliable
- Enduring
- Thorough down to the last detail
- Eco-friendly
- As simple design as possible



Lars Andersen  
Founder and owner of Viva Bikes

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



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VIVA - 2014

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## extravaganza

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The new Extravaganza maintains its original appeal but surprises in unexpected ways.

The expressive design gives it a dynamic look.

The rear frame is tight in shape.

The rear frame is pulled forward so the bike gets a faster drive.

Its avant-garde deliberately stands out, and holds the stage alone.

For it is not that which deviates from the norm but,  
the unexpected that excites and captures our attention?

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

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crmo steel frame - 54, 56, 59 cm - 1 speed flip flop hub



## riser

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The Viva Riser embodies the choice between style and urgency.  
Externally, it is a compellingly attractive bicycle which expresses  
a strong sense of forward motion.  
Track steel frame in a racing geometry.  
Momentum underlines every inch of the Riser model.  
The result is sheer riding enjoyment.

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crmo steel frame - 50, 54, 56, 58 cm - 1 speed flip flop hub



## **bellissimo**

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It is a feast for your eyes, a adrenalin for your heart  
and what you expect from a Viva.

The bike has been classic for whole generation.

For the one who wants it all, and does not compromise.

A design that carries both the past and the future.

Comfort, driveability and technology in a breathtaking symbiosis.

Jump on your bike and see for yourself.

When you finally sit on the bicycle and ride the first of many,  
many meters you will feel the pulse from old racing genes of the bicycle,  
progressing with avant-garde style and intensity.

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bellissimo







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 - 1 speed flip flop hub





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



## legato

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Viva Legato is immodest in its own way but and everybody can afford it.  
It appears selbevidst and endearing masculine.  
Its character is seductive thanks to the young, stylish design.  
Legato is proof that a simple bicycle can be beautiful.

Legato knows its roots.  
It knows where it is going.  
Its goal is to lead and knows only one way to go:  
Forward.  
Simple design, quality materials and good driveability.  
A generation with its own rules.

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crmo steel frame with lugs - 50, 53, 56 cm - 7 speed shimano coaster or rollerbrake









crmo steel frame - 50, 53, 56, 59 cm - 1 speed flip flop hub or 7 speed shimano nexus rollerbrake



## strada

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Those who orientate themselves by the norm will be overtaken by the fashion.  
Those who orientate themselves by the status quo will be outdone by it.  
Those who build a bicycle without passion will not build one that clings the road like the Viva strada.  
Does anyone need style? Does anyone need a refined taste in beautiful materials?  
Yes, they definitely do.  
With Viva Strada you encompass just that there is no shame in being weak at the knees.  
Especially when it comes to the details.

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crmo steel frame with lugs - 53, 56, 59 cm - 3 speed sturmeiy archer rollerbrake



## julieta

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The simple way is often the quickest, however it's also the most unattainable.  
To ride the wave as long as possible?  
Anyone who swims with the stream disappears into the crowd.

Julieta perfects the rebellion against it, which slows it:  
Its many special Viva designed part, set a new standard for the serial bicycle.  
Retro forms make it unique visible, so it is not only visually impressive  
but offers a different against the current exciting detail.  
Viva Julieta put the sensual into sensuality.

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crmo steel frame - 47,52,57 cm - 3 speed shimano nexus coaster or 7 speed shimano rollerbrake





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





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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It takes courage to swim against the current.  
It takes courage to stray off the beaten track.

It was over 100 years ago that a classic men's bicycle was created.  
Papa is designed on the old classic lines.  
Then it added the hallmark Viva designed parts.

Today, the Viva Papa design brings a new dimension of outstanding design and road holding capability  
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



## dolce

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Enjoy the best in modern architecture, where you live.  
The creaking of ancient floorboards underfoot,  
the memories evoked by familiar aromas,  
the sight of an unmistakable form – if you appreciate things for their character,  
you will find the Viva Dolce irresistible.  
The clear-cut distinction between retro style and simplicity brings to mind  
a bicycle that will become a legend.  
Being ahead of your time is easy on a bicycle that's born to be a classic.

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





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





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



## **basket**

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Everyone needs a special place.  
Star tenors sing in a opera house. Artist paint in their workshop.  
Should your luggage not have a special place too?  
The Viva designed basket and Rack made in alluminium is the optional.  
Designed for the classic bicycle line.

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## LED light

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Prepare your Viva bicycle for the darkness with  
exclusive classic lights  
designed with modern high efficiency  
LED light.

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LED rear light - brushed alu finish



LED front light - brushed alu finish



LED rear light - chrome finish



LED front light - chrome finish



LED rear light - matt alu finish



LED front light - matt alu finish

notes





