

**NEW MODEL INTRODUCTION: AUG 20th**



# BRONSON

**THE CORE ALL-ROUNDER WITH A  
WILDSIDE. SIDE HITS, ESPECIALLY.**

# BRONSON

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CC & C Carbon Frames

MX Wheels

SM-XXL Frame Sizes

150mm VPP™ Travel

160mm Fork Travel



KALIMOTXO

CC | X0 AXS RSV



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150mm VPP™ Travel

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ROOT BEER

CC | X0 AXS RSV



## The Generalist

### Looking for The One



Bronson's wheel and travel size combination make it ideal for the kind of rider who clears the triples and throws in a dirty whip for good measure.

Looking to have no boundaries:

- Perfect geo
- Great suspension
- Good tires (right compound), strong brakes, and good fork and shock
- The right brand name

They know the brand, they've heard of the Bronson, they trust it's good, their friends said so too. They'll use it for everything, love it and buy the t-shirt.

Looking for versatility:

- Product with great reputation
- Lifetime promise (ease of ownership)
- Great reviews
- Solid specs
- Brand recognition

## The Stylist

### Looking for side hits



## The Peter Pan

### Looking to get after it



Regardless of the DOB on their driver's license this rider has a Peter Pan mentality to their riding. Getting after it - that's their rallying cry.

Looking for an enabler:

- Bombproof frame
- Robust warranty (or really just peace of mind)
- Strong parts
- No gimmicks
- MX wheels



# MILLIMETERS MATTER

Aimed towards riders who spend a lot of time in the steeps and/or prioritize agility over rolling speed.

Taking learnings from more recent MX bikes, we've balanced the handling to create a more intuitive yet still bold ride and pushed VPP™ to the



## EVOLVED MX GEOMETRY

- A longer rear center helps balance the rider
- 63.9-64.2 degree HA
- Proportional geo

## EVEN BETTER VPP™

- Re-configured layout for improved pivot placement/suspension
- Lower anti-squat equals a smoother and more efficient ride

# KEEN FOR ANOTHER?

The core ingredients of this core all-rounder remain. The kind of bike that'll make you keen for another lap.



## CC & C Carbon

- Fully-tubed internal routing
- Lifetime warranty

## GLOVEBOX

- Safe stash spot

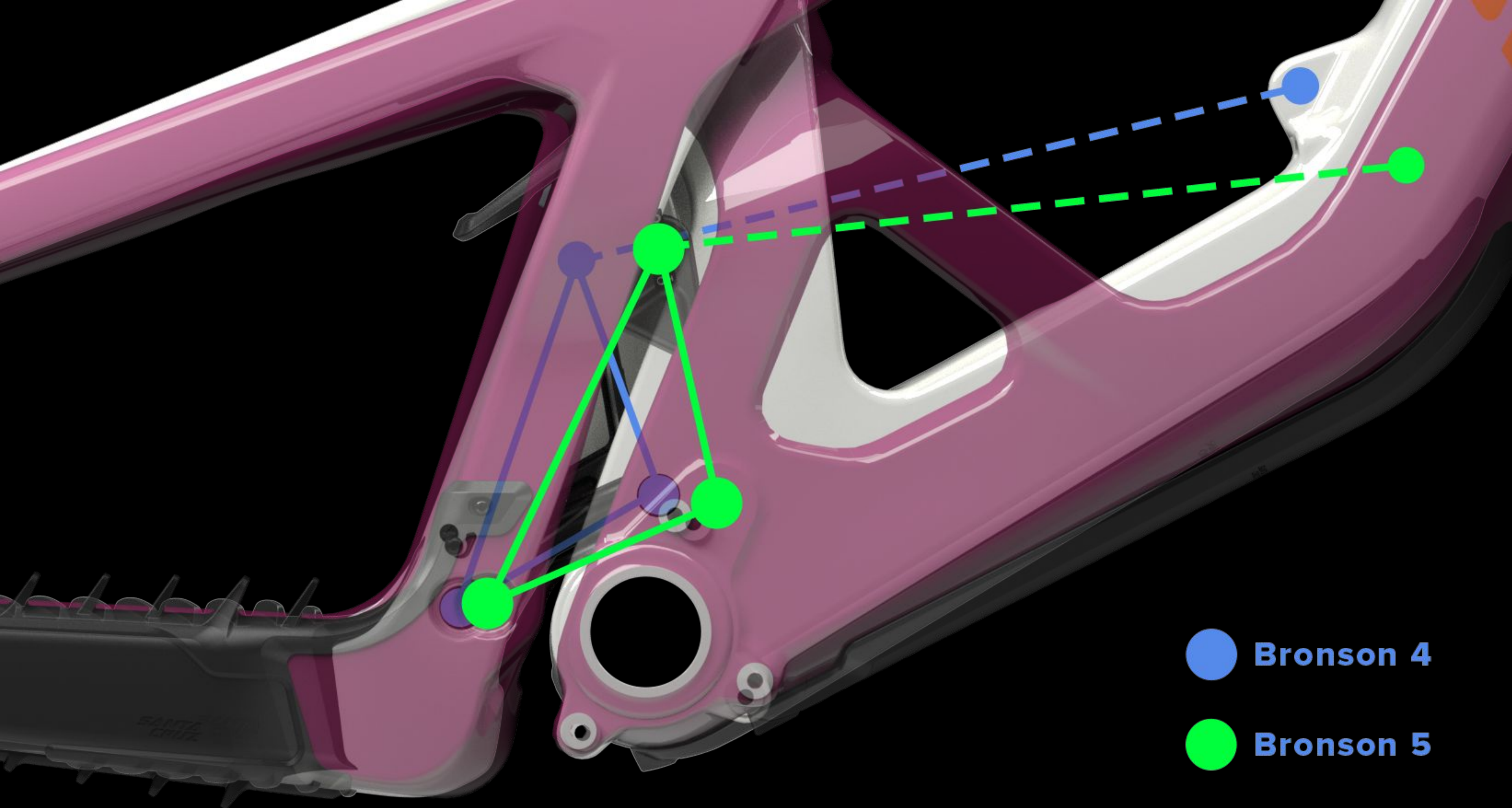
## MID-TRAVEL SWEETSPOT

- 150mm VPP™ rear travel
- 160mm front

## SM to XXL

- Five sizes of MX dedicated frames
- Proportional Geo

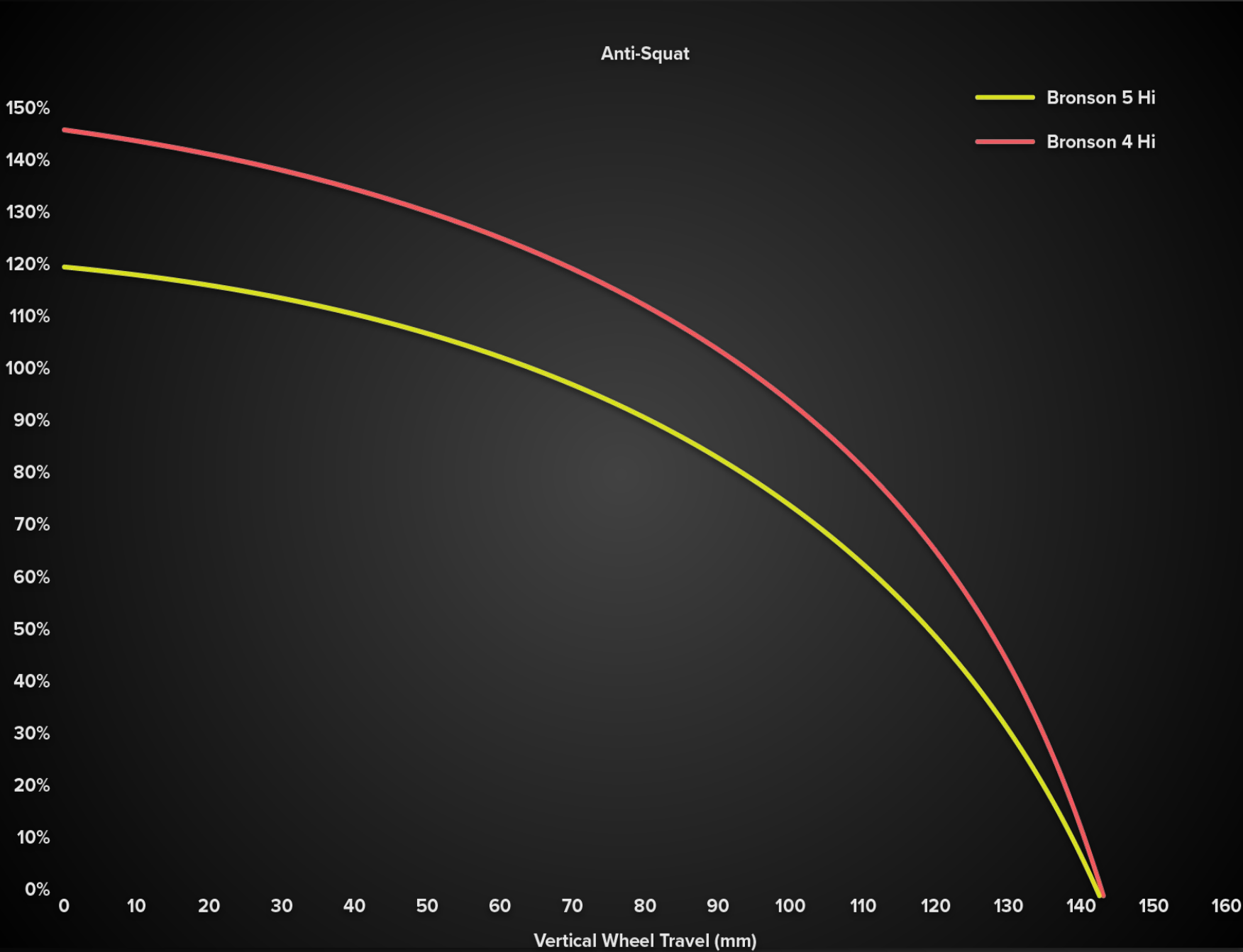




● **Bronson 4**

● **Bronson 5**

# ANTI-SQUAT

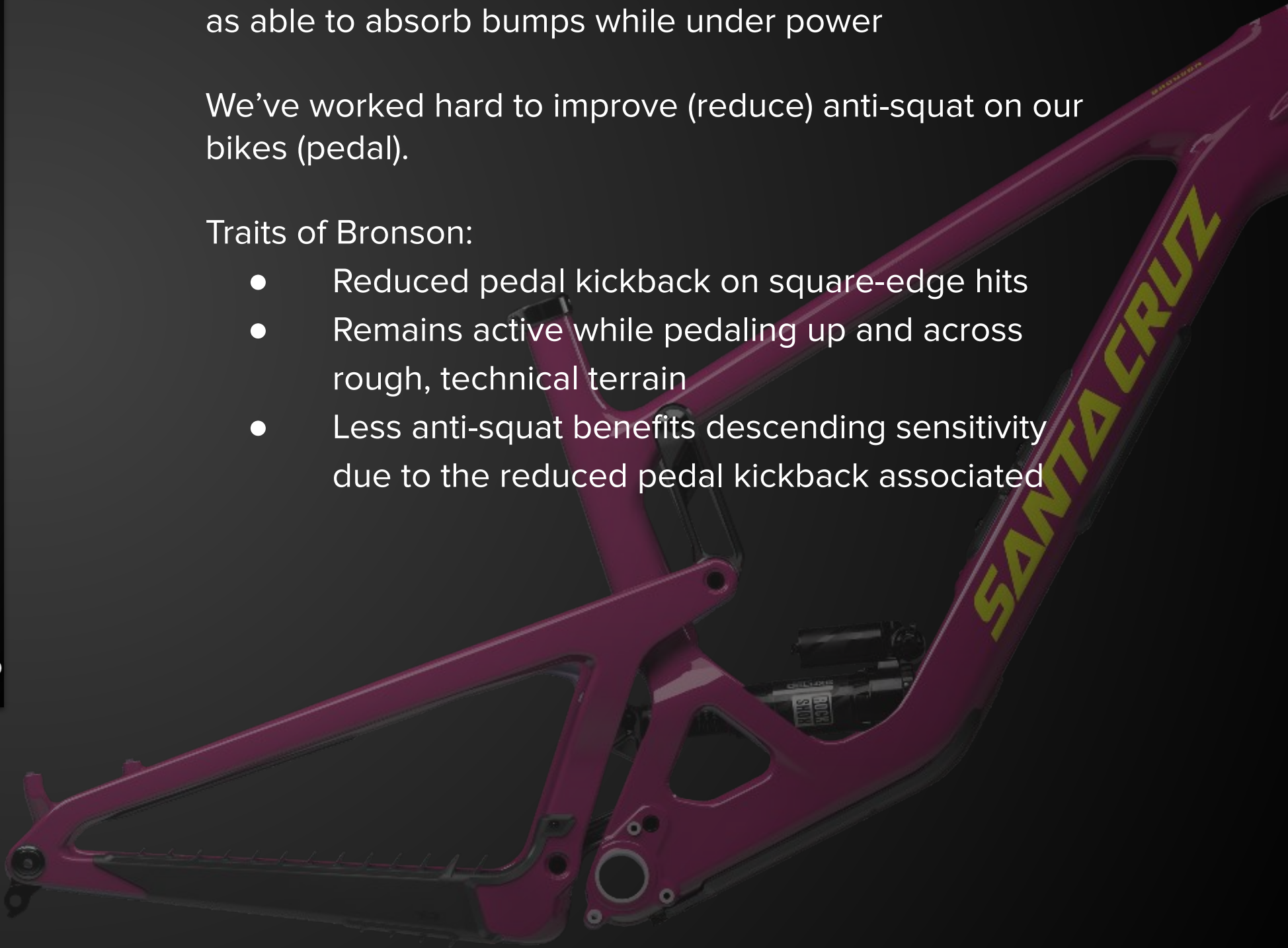


Anti-squat refers to how much your pedaling inputs stiffen the suspension. Too little and you have a bike that bobs under power. Too much and the bike will be harsh and not as able to absorb bumps while under power

We've worked hard to improve (reduce) anti-squat on our bikes (pedal).

Traits of Bronson:

- Reduced pedal kickback on square-edge hits
- Remains active while pedaling up and across rough, technical terrain
- Less anti-squat benefits descending sensitivity due to the reduced pedal kickback associated







## MIXED WHEELS

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- The BB drop differs front to rear (as opposed to full 29 or 27.5)
- You have more stability in front, less in rear - makes the bike handle more neutrally when pointed downhill.
- MX bikes will feel lighter on the front due to the weight bias.
- Provides more freedom in chainstay length - size specific chainstay lengths, especially good for shorter riders



# DESIGN DETAILS



Internal cable routing (drivetrain) on C Carbon frames. Only dropper and rear brake on CC Carbon frames.



Millimeters matter: The lower VPP™ link is forward and low to optimize anti-squat. Resulting is a plush, open ride feel.



Chainstays are longer. But is also matched to frame size so every rider, no matter their height, gets the same balanced geometry



Glovebox - Place your ride essentials securely beneath a new high-quality latch and panel in the Bronson's downtube



# KALIMOTXO



# ROOT BEER



# BRONSON

CC & C Carbon Frames  
MX Wheels  
SM-XXL Frame Sizes  
150mm VPP™ Travel  
160mm Fork Travel

- Kits offered:
- C R
  - C S
  - C GX AXS
  - CC X0 AXS
  - CC X0 AXS RSV

- What's new:
- SRAM Maven brakes on AXS bikes
  - Fox 36 forks on S and above
  - Fox Float X rear shock on S and above
  - Assegai and DHR tire combo



# BRONSON 5 GEO

SIZE	FLIP CHIP (hi/lo)	REACH (mm)	STACK (mm)	HT ANGLE (deg)	HT LENGTH (mm)	EF. ST ANGLE (deg)	ST LENGTH (mm)	REAR CENTER (mm)	FRONT CENTER (mm)	BB HEIGHT (mm)	F/R BB DROP (mm)	WHEEL- BASE (mm)	EF. TT LENGTH (mm)	STAND- OVER (mm)
SM	HI	435	623	64.2	110	77.6	380	437	742	344	29/10	1209	527	722
MD	HI	460	632	64.2	120	77.9	405	439	801	344	29/10	1240	596	723
LG	HI	480	641	64.2	130	78.2	430	442	825	344	29/10	1267	614	726
XL	HI	500	659	64.2	150	78.3	460	445	854	344	29/10	1299	637	727
XXL	HI	525	668	64.2	160	78.4	500	448	883	344	29/10	1331	663	731
SM	LO	432	625	63.9	110	77.3	380	438	771	341	32/13	1209	573	722
MD	LO	457	634	63.9	120	77.6	405	440	801	341	32/13	1240	596	719
LG	LO	478	643	63.9	130	77.9	430	443	825	341	32/13	1268	615	721
XL	LO	498	661	63.9	150	78.0	460	446	854	341	32/13	1299	638	723
XXL	LO	523	670	63.9	160	78.1	500	449	883	341	32/13	1332	664	722



# BRONSON 5 KITS

	R	S	GX AXS	X0 AXS	X0 AXS RSV
FRAME	C Carbon, 150mm Travel MX Wheels (S-XXL)	C Carbon, 150mm Travel MX Wheels (S-XXL)	C Carbon, 150mm Travel MX Wheels (S-XXL)	CC Carbon, 150mm Travel MX Wheels (S-XXL)	CC Carbon, 150mm Travel MX Wheels (S-XXL)
FORK	Rockshox Lyrik Base 160mm	Fox 36 Performance 160mm	Fox 36 Performance Elite 160mm	Fox 36 Factory 160mm	Fox 36 Factory 160mm
SHOCK	Fox Rhythm	Fox Float X Performance	Fox Float X Performance Elite	Fox Float X Factory	Fox Float X Factory
DRIVETRAIN	SRAM Eagle NX	SRAM Eagle GX	SRAM GX AXS	SRAM X0 AXS	SRAM X0 AXS
BRAKES	SRAM DB8 Stealth 200f/200r	SRAM DB8 Stealth 200f/200r	SRAM Maven Bronze 200f/180r	SRAM Maven Silver 200f/180r	SRAM Maven Silver 200f/180r
SEATPOST	SDG Tellis	OneUp V3	OneUp V3	OneUp V3	OneUp V3
RIMS/ HUBS	Reserve 30 TR 6061 SRAM MTH	Reserve 30 TR 6061 DT 370	Reserve 30 SL 6061 DT 370	Reserve 30 SL 6069 i9 1/1	Reserve 30 HD i9 1/1
FRONT TIRE/ REAR TIRE	Maxxis Assegai EXO+ 29x2.5" MG Maxxis DHR2 EXO+ 27.5x2.4" MT	Maxxis Assegai EXO+ 29x2.5" MG Maxxis DHR2 EXO+ 27.5x2.4" MT	Maxxis Assegai EXO+ 29x2.5" MG Maxxis DHR2 EXO+ 27.5x2.4" MT	Maxxis Assegai EXO+ 29x2.5" MG Maxxis DHR2 EXO+ 27.5x2.4" MT	Maxxis Assegai EXO+ 29x2.5" MG Maxxis DHR2 EXO+ 27.5x2.4" MT
MSRP	See price lists	See price lists	See price lists	See price lists	See price lists



A full-page background image showing a mountain biker in a black jersey and a blue and white Red Bull helmet riding a pink and black Santa Cruz Bronson 5 bike down a dirt trail. Another rider is visible in the background. The scene is set in a forest with large trees and dappled sunlight.

# TECH INFO

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- Max tire width: 29 x 2.5 / 27.5 x 2.5
- Boost 148mm spacing
- Post mount brakes w/ 200mm / 180mm rotors
- ISCG05 chain guide mounts
- Threaded BB
- Santa Cruz UDH
- IS headset



A full-page background image showing a mountain biker in mid-air, jumping over a grassy ridge. The biker is wearing a white shirt and black shorts. In the background, there are large, rugged mountains with patches of snow and some clouds. The sky is blue with some white clouds.

# LIFETIME WARRANTY

All Santa Cruz and Juliana frames, pivot bearings, and Reserve carbon rims have our lifetime warranty.

## REAL SUPPORT

From real riders of the Santa Cruz Rider Support team, empowered to do what it takes to keep our bikes rolling.

## NO BS

Easy to work on, easy to find parts for, built to last.



**EMBARGO: 12am PST AUG 20th, 2024**

**BRONSON**



**LINK TO ASSETS:**