

# SHOP WINDOW

Editor **Dan Joyce** summaries a selection of new cycling products that are in the shops or coming soon



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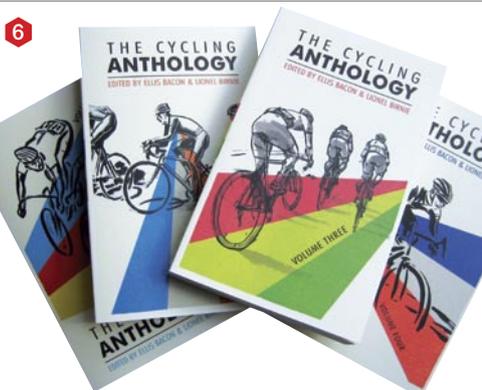
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## 1. TOUR DE FER

The name is odd because it's an evolution of the cyclo-cross-inspired Genesis Croix de Fer. This one is a dedicated tourer, with sub-20in MTB gearing, bar-end shifters, cable discs, racks, and guards. It's £899.99. [genesisbikes.co.uk](http://genesisbikes.co.uk)

## 2. THE BULLMOOSE IS BACK

Hello? Is that 1979? You've got an idea for a stiffer handlebar...? 2015's is carbon fibre of course, so it's only 350g (and 270 Euros!). 70-110mm stem length, 720-740mm bar. [ritcheylogic.com](http://ritcheylogic.com)

## 3. MINI BOARDMANS

Boardman have entered the mid-quality kids' bike market with road, mountain and hybrid options. This 2x7 Claris/Tourney aluminium road bike is £319.99. [boardmanbikes.com](http://boardmanbikes.com)

## 4. XTR GOES ELECTRIC

No sooner had it gone 11-speed, Shimano's top-end MTB groupset now has a Di2, battery-powered option. Wonder if it will work with drop-bar Di2 levers? [shimano.com](http://shimano.com)

## 5. SAUCE OF WONDER

Don't like Marmite, London Pride beer or Heinz Baked Beans but want to declare your love of ketchup? Foska have got you covered with their latest novelty jersey. [foska.com](http://foska.com)

## 6. READ ALL ABOUT IT

Fill that sports cycling hole now the Tour de France is over with these collections of excellent essays. Volume four is just out and one to three have been re-issued. £8.99 each. [vintage-books.co.uk](http://vintage-books.co.uk)

## 7. FREE FIRST AID

St John Ambulance already had a first aid app for smartphones, but they've just launched one specifically aimed at cyclists. It's free from [Google Play](https://play.google.com/store/apps/details?id=com.stjohnambulance) and the [App Store](https://apps.apple.com/gb/app/st-john-ambulance-first-aid-for-cyclists/id1011111111)

