



PRIMER 9 SHOWN

THE 2022 PRIMER
TRUE TO THE TRAIL

INTENSE

THE 2022 PRIMER

The Primer trail bike is the most versatile model in our INTENSE range. With 140mm of rear wheel travel and 150mm/160mm up front we have designed a bike that is assured and balanced, nimble and fun. The Primer is a bike that is equally at home on long all-day rides, laps in your local woods or multi-day adventures.

"For me the Primer is the very epitome of what a modern-day mountain bike should be. It climbs with ease, descends with confidence... and it does everything else in-between with great style. It is such a capable bike... it's a pleasure to ride."

Jeff Steber, INTENSE Founder and CEO

Available in either 27.5" or 29" wheel size options, the Primer is pure perfection everywhere. We have an Expert build option in both wheel sizes and a very special Öhlins spec'd 29" S model. It could be the only mountain bike you'll ever need.

- 140MM REAR TRAVEL, 150MM/160MM FRONT
- 27.5" OR 29" WHEEL SIZE OPTIONS
- THE ULTIMATE MODERN-DAY MOUNTAIN BIKE
- JS TUNED AND FLIP CHIP TECHNOLOGY

- SPECIFIC FRAME AND GEOMETRY DESIGN FOR EACH WHEEL SIZE
- FOX 36 FORKS ON EXPERT BUILD
- SPECIAL ÖHLINS SPEC'D 29" PRIMER S MODEL
- TRAIL-FLATTENING SPEED. ASSURED AND BALANCED, NIMBLE AND FUN



TRUE TO THE TRAIL

2022 INTENSE PRIMER

THE 2022 PRIMER RANGE

- TWO WHEEL SIZE OPTIONS 27.5 OR 29
- EXPERT BUILD OPTION IN BOTH WHEEL SIZES
- PRIMER S 29 BUILD WITH ÖHLINS SUSPENSION
- FRAME ONLY OPTIONS ON 27.5 & 29

PRIMER 29

29" WHEELSIZE

FRAME ONLY



EXPERT



S



PRIMER 27.5

27.5" WHEELSIZE



INTENSE



2022 INTENSE PRIMER

THE ULTIMATE MODERN-DAY MOUNTAIN BIKE

INTENSE

ALL BUILDS 2022

2022 INTENSE PRIMER



JS TRAIL LINK

Incredibly smooth performance on mixed terrain, with great pedaling efficiency, a supportive mid-stroke and a progressive finish.



FLIP CHIP

'Flip Chip' technology allows you to quickly switch between two positions to alter the Primer's geometry and ride characteristics.



INTERNAL CABLE ROUTING

Internally guided routing for the shifter, dropper post and rear brake, which makes the Primer neat, tidy, noise free and easy to work on.



CARBON INTEGRATED TOP LINK

A key element of the Primer's JS Tuned suspension. Stiff, light, super strong and seamlessly integrated into the frame.



FLAK GUARDS

We use integrated Flak Guard armor on the Primer's downtube to protect the frame from rock strikes and track debris.



ISCG 05 MOUNTS & THREADED BB

Perfect if you want to fit a chain device or bash guard – threaded BB for ease and reliability.



EXPERT BUILD

FOX 36 FORKS

Bigger, burlier, with improved rigidity for the hard-charging Primer.

INTENSE RECON DROPPER POST

Frame size specific dropper posts on all Expert bikes.

NEW TRP BRAKING

Smooth, reliable and solid braking from TRP and their 4-piston Trail EVO brake.

NEW KENDA PINNER TIRES

Kenda's dry conditions, fast rolling, gravity orientated tire.

OPTIMIZED FRAME CARBON LAY-UP

We use a very specific carbon lay-up to create a frame that is stiff and strong, but that also has 'give' in all the right places. And yes, you can fit a bottle cage.

INTENSE

PRIMER S 2022

2022 INTENSE PRIMER



FULL 29ER

29" wheels front and rear.

ÖHLINS SUSPENSION

Öhlins RXF 36 m.2 air forks and TTX22M coil shock.

MAGURA MT7 BRAKES

One of the most powerful, predictable and tunable 4-piston brakes on the market.

SHIMANO XT 12 SPEED SHIFTING

Smooth and reliable shifting from SHIMANO.

MAXXIS EXO+ MAXX TERRA MINION DHRII WT TIRES

The best trail tires out there.

ETHIRTEEN INFINITE DROPPER POST

Tool free and size specific infinitely-adjustable travel

WEIGHT

14.74KG /32.5LBS (size M)

INTENSE

FRAME ONLY SPECS

2022 INTENSE PRIMER

	275 FACTORY FRAME	29 FACTORY FRAME
FRAME	PRIMER TRAIL MONOCOQUE CARBON FRAME. OPTIMIZED LAYUP CARBON FIBER. CARBON TOP LINK. TITANIUM HARDWARE. INTERNAL SHIFT. DROPPER POST AND BRAKE ROUTING. ISCG05 MOUNT. FLAK GUARD.	
TRAVEL SHOCK	140MM (5.5") FOX FACTORY FLOAT X 210MM X 50MM	
SIZES	275: SMALL, MEDIUM, LARGE / 29: SMALL, MEDIUM, LARGE, X-LARGE	
COLOR	GREY (GLOSS FINISH)	
WEIGHT	3.16KG / 6.97LBS	

COLOR OPTIONS

GREY (GLOSS FINISH)

275 FACTORY FRAME
275 EXPERT BUILD
29 FACTORY FRAME
29 EXPERT BUILD



RED (GLOSS FINISH)

275 FACTORY FRAME
275 EXPERT BUILD
29 FACTORY FRAME
29 EXPERT BUILD



RED (GLOSS FINISH)

PRIMER S



INTENSE

FULL BUILD SPECS

2022 INTENSE PRIMER

	275 EXPERT	29 EXPERT	PRIMER S
FRAME	PRIMER TRAIL MONOCOQUE CARBON FRAME. OPTIMIZED LAYUP CARBON FIBER. CARBON TOP LINK. TITANIUM HARDWARE. INTERNAL SHIFT. DROPPER POST & BRAKE ROUTING. ISCG05 MOUNT. FLAK GUARD.		
TRAVEL	140MM (5.5")		
FORK	FOX PERFORMANCE 36 FLOAT / 150MM / BOOST		OHLINS RXF 36 M.2 AIR 150MM / BOOST
SHOCK	FOX PERFORMANCE FLOAT X / 210MM X 50MM		OHLINS TTX22M COIL 210MM X 50MM S 350 / M 450 / L 500 / XL 550 (LBS)
WHEELSET	E13 LG1 ENDURO RACE 30MM RIM / INTENSE ALLOY HUB / BOOST		ETHIRTEEN LG1 ENDURO RACE 30MM RIM / BOOST
REAR MECH	SRAM NX EAGLE 12SP		SHIMANO XT 12SP
SHIFTER	SRAM NX EAGLE 12SP		SHIMANO XT 12SP
CRANK	SRAM NX EAGLE 12SP / DUB / 32T / 170MM SM-LG / BOOST		ETHIRTEEN HELIX 12SP / 32T / 170MM SM-LG / 175MM XL / BOOST
BB	SRAM DUB		ETHIRTEEN 30MM BSA THREADED
CASSETTE	SRAM PG 1230 EAGLE 12SP / 11-50T		SHIMANO XT 12SP / 11-51T
CHAIN	SRAM NX EAGLE 12SP		SHIMANO XT 12SP
BRAKES	TRP TRAIL EVO 4-PISTON		MAGURA MT7 PRO 4 PISTON
ROTORS	TRP 180MM 2.3MM THICKNESS		MAGURA STORM HC 203MM F / 180MM R
POST	INTENSE RECON DROPPER 31.6MM / 125MM SM / 150MM MD / 170MM LG / 200MM XL		ETHIRTEEN INFINITE DROPPER 31.6 MM 150MM MD/ 180MM LG-XL
FRONT TIRE	KENDA PINNER 2.40"		MAXXIS MINION DHF II WT MAXX GRIP 3C EXO 2.50"
REAR TIRE	KENDA PINNER 2.40"		MAXXIS MINION DHR II WT MAXX TERRA 3C EXO+ 2.40"
HEADSET	TANGE SEIKI ZS44-EC49/40		TANGE SEIKI ZS44-EC49/ 40
BAR	INTENSE RECON ALLOY 760MM SM / 780MM MD-LG		ETHIRTEEN RACE CARBON 35 800MM
STEM	INTENSE RECON 45MM		E13 PLUS 35 40MM
GRIPS	INTENSE LOCK-ON		INTENSE LOCK-ON
SEAT	WTB SILVERADO SPORT		SDG RADAR
COLOR	GREY / RED (GLOSS FINISH)		RED (GLOSS FINISH)
SIZES	SMALL, MEDIUM, LARGE	SMALL, MEDIUM, LARGE, X-LARGE	SMALL, MEDIUM, LARGE, X-LARGE
WEIGHT(MED)	14.61KG / 32.21LBS	14.99KG / 33.05LBS	14.74KG / 32.5LBS

INTENSE



2022 INTENSE PRIMER

**ASSURED AND
BALANCED,
NIMBLE AND
FUN. TRUE TO
THE TRAIL**

INTENSE

GEOMETRY

2022 INTENSE PRIMER

PRIMER 29 // SIZE LARGE // HIGH SETTING

REACH // 475MM
STACK // 624MM
HEAD ANGLE // 65.4°
SEAT ANGLE // 74.4°
WHEELBASE // 1232MM
CHAINSTAY // 440MM



PRIMER 29 S (MM / INCH)

HIGH SETTING

SIZE	Small	Medium	Large	Extra Large
SEATTUBE LENGTH	408mm / 16.08"	431mm / 16.96"	451mm / 17.8"	476mm / 18.7"
TOPTUBE LENGTH	579mm / 22.8"	609mm / 24"	638mm / 25.1"	674mm / 26.5"
STACK	615mm / 24.2"	615mm / 24.2"	624mm / 24.6"	643mm / 25.3"
REACH	408mm / 16.0"	450mm / 17.72"	475mm / 18.7"	505mm / 19.9"
BB HEIGHT	348mm / 13.7"	348mm / 13.7"	348mm / 13.7"	348mm / 13.7"
BB DROP	26mm / 1.0"	27mm / 1.0"	27mm / 1.0"	27mm / 1.0"
HEADTUBE LENGTH	90mm / 3.54"	90mm / 3.54"	100mm / 3.94"	120mm / 4.7"
HEADTUBE ANGLE	65.4°	65.4°	65.4°	65.4°
SEATTUBE ANGLE (EFFECTIVE)	74.4°	74.4°	74.4°	74.3°
STANDOVER HEIGHT	819mm / 32.2"	818mm / 32.2"	822mm / 32.4"	831mm / 32.7"
CHAINSTAY LENGTH	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"
WHEELBASE	1173mm / 46.2"	1203mm / 47.4"	1232mm / 48.5"	1270mm / 50"

LOW SETTING

SIZE	Small	Medium	Large	Extra Large
SEATTUBE LENGTH	408mm / 16.08"	431mm / 16.96"	451mm / 17.8"	476mm / 18.7"
TOPTUBE LENGTH	581mm / 22.9"	613mm / 24.1"	640mm / 25.2"	676mm / 26.6"
STACK	618.6mm / 24.4"	619mm / 24.4"	629mm / 24.8"	648mm / 25.5"
REACH	401mm / 15.8"	444mm / 17.48"	469mm / 18.46"	499mm / 19.64"
BB HEIGHT	341mm / 13.4"	341mm / 13.4"	341mm / 13.4"	341mm / 13.4"
BB DROP	33.8mm / 1.3"	34.1mm / 1.34"	34.4mm / 1.36"	34.8mm / 1.37"
HEADTUBE LENGTH	90mm / 3.54"	90mm / 3.54"	100mm / 3.94"	120mm / 4.7"
HEADTUBE ANGLE	64.8°	64.8°	64.8°	64.9°
SEATTUBE ANGLE (EFFECTIVE)	73.8°	73.8°	73.8°	73.7°
STANDOVER HEIGHT	813mm / 32"	813mm / 32"	817mm / 32.2"	826mm / 32.5"
CHAINSTAY LENGTH	442mm / 17.4"	442mm / 17.4"	442mm / 17.4"	442mm / 17.4"
WHEELBASE	1174mm / 46.2"	1204mm / 47.4"	1233mm / 48.5"	1271mm / 50"

NOTE: 29 GEOMETRY TAKEN AT TOP OUT WITH 557MM AXLE TO CROWN LENGTH AND 51MM FORK OFFSET.

INTENSE

GEOMETRY

2022 INTENSE PRIMER

PRIMER 29 // SIZE LARGE // HIGH SETTING

REACH // 475MM
STACK // 620.4MM
HEAD ANGLE // 65.9°
SEAT ANGLE // 75°
WHEELBASE // 1226.9MM
CHAINSTAY // 440MM



PRIMER 29 EXPERT (MM / INCH)

HIGH SETTING

SIZE	Small	Medium	Large	Extra Large
SEATTUBE LENGTH	408.4mm / 16.08"	430.8mm / 16.96"	451mm / 17.8"	475.5mm / 18.7"
TOPTUBE LENGTH	577mm / 22.7"	607.4mm / 23.9"	635.6mm / 25"	672mm / 26.5"
STACK	610.9mm / 24"	611mm / 24"	620.4mm / 24.42"	638.9mm / 25.2"
REACH	420mm / 16.5"	450mm / 17.72"	475mm / 18.7"	505mm / 19.9"
BB HEIGHT	345mm / 13.59"	345mm / 13.59"	345mm / 13.59"	345mm / 13.59"
BB DROP	30.3mm / 1.2"	30.4mm / 1.2"	30.52mm / 1.2"	30.66mm / 1.21"
HEADTUBE LENGTH	90mm / 3.54"	90mm / 3.54"	100mm / 3.94"	120mm / 4.7"
HEADTUBE ANGLE	65.9°	65.9°	65.9°	65.9°
SEATTUBE ANGLE (EFFECTIVE)	75°	75°	75°	75°
STANDOVER HEIGHT	813.3mm / 32"	812.6mm / 32"	817mm / 32.16"	826mm / 32.5"
CHAINSTAY LENGTH	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"
WHEELBASE	1167.9mm / 46"	1198mm / 47.2"	1226.9mm / 48.3"	1264.9mm / 49.8"

LOW SETTING

SIZE	Small	Medium	Large	Extra Large
SEATTUBE LENGTH	408.4mm / 16.08"	430.8mm / 16.96"	451mm / 17.8"	475.5mm / 18.7"
TOPTUBE LENGTH	579.5mm / 22.8"	609.6mm / 24.0"	637.9mm / 25.1"	674.3mm / 26.55"
STACK	615mm / 24.2"	615.4mm / 24.23"	624.9mm / 24.6"	643.5mm / 25.3"
REACH	414mm / 16.3"	444mm / 17.48"	469mm / 18.46"	499mm / 19.64"
BB HEIGHT	337mm / 13.3"	337mm / 13.3"	337mm / 13.3"	337mm / 13.3"
BB DROP	37.7mm / 1.48"	37.9mm / 1.48"	38.1mm / 1.5"	38.4mm / 1.5"
HEADTUBE LENGTH	90mm / 3.54"	90mm / 3.54"	100mm / 3.94"	120mm / 4.7"
HEADTUBE ANGLE	65.3°	65.3°	65.3°	65.3°
SEATTUBE ANGLE (EFFECTIVE)	74.3°	74.3°	74.3°	74.3°
STANDOVER HEIGHT	807.6mm / 31.8"	807.6mm / 31.8"	811mm / 31.9"	820mm / 32.3"
CHAINSTAY LENGTH	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"	440mm / 17.3"
WHEELBASE	1168.9mm / 46"	1199mm / 47.2"	1227.82mm / 48.3"	1265.8mm / 49.83"

NOTE: 29 GEOMETRY TAKEN AT TOP OUT WITH 557MM AXLE TO CROWN LENGTH AND 51MM FORK OFFSET.

INTENSE

GEOMETRY

2022 INTENSE PRIMER

PRIMER 275 // SIZE LARGE // HIGH SETTING

REACH // 475mm

STACK // 595.1mm

HEAD ANGLE // 65.2°

SEAT ANGLE // 74.9°

WHEELBASE // 1211.9mm

CHAINSTAY // 432mm



PRIMER 275 EXPERT (MM / INCH)

HIGH SETTING

SIZE	Small	Medium	Large
SEATTUBE LENGTH	395mm / 15.55"	418.3mm / 16.5"	444.3mm / 17.5"
TOPTUBE LENGTH	565.9mm / 22.3"	594.3mm / 23.4"	622.4mm / 24.5"
STACK	571.9mm / 22.5"	585.8mm / 23.1"	595.1mm / 23.4"
REACH	420mm / 16.5"	450mm / 17.72"	475mm / 18.7"
BB HEIGHT	345mm / 13.59"	345mm / 13.59"	345mm / 13.59"
BB DROP	8.48 mm / 0.33"	8.6mm / 0.34"	8.78mm / 0.35"
HEADTUBE LENGTH	90mm / 3.54"	105mm / 4.13"	115mm / 4.53"
HEADTUBE ANGLE	65.2°	65.2°	65.2°
SEATTUBE ANGLE (EFFECTIVE)	74.9°	74.9°	74.9°
STANDOVER HEIGHT	791.5mm / 31.2"	791.5mm / 31.2"	794.7mm / 31.3"
CHAINSTAY LENGTH	432mm / 17.0"	432mm / 17.0"	432mm / 17.0"
WHEELBASE	1152.8mm / 45.4"	1182.8mm / 46.6"	1211.9mm / 47.7"

LOW SETTING

SIZE	Small	Medium	Large
SEATTUBE LENGTH	395mm / 15.55"	418.3mm / 16.5"	444.3mm / 17.5"
TOPTUBE LENGTH	567.9mm / 22.4"	596.4mm / 23.5"	624.5mm / 24.6"
STACK	576.1mm / 22.68"	590mm / 23.23"	599.6mm / 23.6"
REACH	414mm / 16.3"	444mm / 17.48"	469mm / 18.46"
BB HEIGHT	337.8mm / 13.3"	337.6mm / 13.3"	337.3mm / 13.3"
BB DROP	15.9mm / 0.62"	16.1mm / 0.63"	16.4mm / 0.64"
HEADTUBE LENGTH	90mm / 3.54"	105mm / 4.13"	115mm / 4.53"
HEADTUBE ANGLE	64.6°	64.6°	64.6°
SEATTUBE ANGLE (EFFECTIVE)	74.3°	74.3°	74.3°
STANDOVER HEIGHT	785.8mm / 30.9"	785.5mm / 30.9"	789mm / 31.1"
CHAINSTAY LENGTH	432mm / 17.0"	432mm / 17.0"	432mm / 17.0"
WHEELBASE	1154.3mm / 45.5"	1184.3mm / 46.6"	1213.4mm / 47.8"

NOTE: 275 GEOMETRY TAKEN AT TOP OUT WITH 539MM AXLE TO CROWN LENGTH AND 44MM FORK OFFSET

INTENSE

USA

42380 RIO NEDO RD,
TEMECULA, CA 92590
USA

INTENSE EUROPE SL

RONDA MAIOLS 1
08192 SANT QUIRZE DEL VALLÈS
BARCELONA
SPAIN

ASIA PACIFIC

LEVEL 2, 909 STURT STREET,
BALLARAT, VICTORIA 3350
AUSTRALIA

