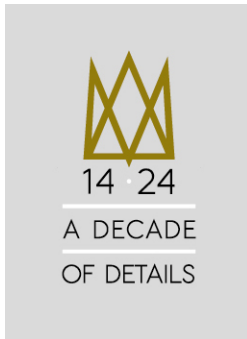


December 2024 – For immediate release



Now available: the new MASON Macro – a configurable lightweight adventure hardtail to mark ten years of MASON Cycles

In its tenth year, MASON Progressive Cycles has celebrated ‘A Decade of Details’ by launching its tenth model: a configurable lightweight adventure hardtail called the Macro.

As well as ultra racers, the Macro is built for bikepackers and off-road tourers, who will relish its versatility.



The unique configurability of the Macro:

- Cable routing via integrated, internal or hybrid options to reduce clutter and facilitate easy luggage mounting
- 28 eyelets for bags, fluids and accessories, ranged over 8 locations
- Interchangeable fork options: a MASON HotShoe2 carbon fork or a 100-120mm suspension fork
- Optional MASON Shutter load-bearing fender and/or Condenser front rack
- UDH dropouts for maximum drivetrain options
- Flat bar or drop bar ready

Other key details:

- Mason x Dedacciai custom tubed aluminum frame, welded in Italy
- MASON HotShoe2 carbon fork
- 29” wheels with clearance for 2.4” tyres
- Available in four sizes: S, M, L, XL

The Macro was born from the inspiration and feedback of MASON racers and adventurers like Josh Ibbett, Angus Young and Philippa Battye, who asked for a flat-bar bike that was tough enough for the most challenging events, light enough for carrying across mountainous terrain, and highly customisable to suit every rider and every event.

Designer Dom Mason has been designing bikes for 25 years, and feels that ten years of designing MASON’s very special adventure bicycles has led to something unique in the shape of the new Macro:

“I’m really excited about the Macro. It totally embodies all aspects of our ‘Ride Driven Design’ ethos and progressive philosophy. From the full custom tubeset and HotShoe2 carbon fork through to details like UDH compatibility and innovative routing, the MASON Macro provides a cutting edge tool for those who want to adventure with purpose. This is all about configurability. I wanted the rider to have as much control as possible over the way they set this bike up. That’s why I’ve spent lots of time working on the cable routing, the accessory mounts and the readiness for suspension forks. The Macro can be easily switched around for different adventures.”

Dom talks through the finer details of the Macro in this [‘deep dive’ video](#).

With a track record that includes groundbreaking bikes like the ISO (InSearchOf), this isn’t the first time MASON has released a bike that defines its own category, while offering a nod to others. Is the Macro a flat-bar gravel bike? Is it a lightweight XC mountain bike? The Macro is a lightweight configurable hardtail, and Dom Mason is looking forward to seeing how people choose to set up and use this genre-busting machine.

The Macro is not just MASON’s most configurable bicycle to date, but also one of the company’s most thoroughly tested models. It has been put through its paces in the world’s toughest environments. A podium finish in the Accursed Race, along with battles fought in the Silk Road Mountain Race, the Atlas Mountain Race and a fastest-known-time attempt on the Arizona Trail, have already established the Macro as vital equipment for MASON riders Josh Ibbett and Angus Young, as they take on the extreme environments of ultra endurance races.

Meanwhile, in the lab, the Macro has been put through its paces with intensive ISO testing to demonstrate the strength and durability Dom has instilled in the Macro's aluminium frame and custom carbon fork.

Geometry (also available as [spreadsheet](#))

All measurements based on a rigid HotShoe2 fork or a sagged 100mm suspension fork.

	S	M	L	XL
SEAT TUBE C/T (mm)	395	430	470	505
SEAT TUBE C/C (mm)	345	380	420	455
BB DROP (mm)	63	63	63	63
REAR CENTRE (mm)	432	432	432	432
TT EFFECTIVE (mm)	569	594	623.5	652
TT ACTUAL (mm)	552	571.5	600	628
STACK (mm)	580	584.5	593.5	607.5
REACH (mm)	415	438.5	466	490
STANDOVER - (mm) (with 29 x 2.4 tyre, measured vertically, 50mm in front of BB centre)	725	747	778	806
OFFSET (mm)	45	45	45	45
TRAIL (mm) Trail data for more wheel/tyres in full geo. chart (where applicable)	107.2	107.2	107.2	107.2
FORK CROWN HEIGHT (mm)	503	503	503	503
HEAD ANGLE (deg)	67.5	67.5	67.5	67.5
HEAD TUBE LENGTH (mm)	95	100	110	125
VIRTUAL ST ANGLE (deg) (BB Centre to centre of post clamp at seat height shown)	75.4/690	75.1/745	75.2/780	75.1/800
WHEELBASE (mm)	1105.5	1130.6	1161.7	1191.8
HANDLEBAR (OUTSIDE DIMENSION) (mm)	800	800	800	800
FRONT CENTRE (mm)	681	706	737	767
AXLE SPACING (mm)	148	148	148	148
FRAME WEIGHT (g)	187g	1880	1890	1910
FORK WEIGHT (g) HotShoe	700	700	700	700
RIDER HEIGHT GUIDE (cm)	162-170	168-180	178-188	186-198
STEM (g)	50	60	70	70
CRANKARM (mm)	170	170	170	170

Colours

The Macro is available in two launch edition colours: *Grigio Tecno* and the limited-release *TiltShift Metallic*. Both options include special 'Decade of Details' graphics.



Pricing

The MASON Macro is available with a variety of groupset, wheel and component options. Multiple versions of the Macro can be configured via the MASON website, or through direct discussion with MASON to create a truly custom spec.

Optional upgrades include MASON's own Shutter load-bearing fender and Condenser front rack

Suspension fork options include DT Swiss and RockShox, with Fox models coming soon. Bikes built with a suspension fork have the option to be supplied with an additional MASON Hotshoe2 fork, embracing the event-specific configurability the Macro was designed for.

Example prices:

Frameset, including MASON Hotshoe2 fork – from £1,500 inc.VAT

SRAM GX with MASON Hotshoe2 fork – from £3,800 inc.VAT

SRAM GX with DT Swiss F 232 ONE fork – from £4,200 inc.VAT

Shimano SLX with MASON Hotshoe2 fork – from £3,000 inc.VAT

Shimano SLX with DT Swiss F 232 ONE fork – from £3,400 inc.VAT

Availability

Orders are now open for the MASON Macro, and custom tubesets are currently being formed by Dedacciai in Italy. Delivery of the first models expected in January 2025.

Photography

The linked photographs show several examples of the new Macro as full bike views and details. You are invited to download them and use them. If you require any further photos, let us know and we will be happy to provide.

[MASON Macro photos](#)

Further information

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