



# DRIFT FURTHER

Beyond the hype, ahead of the curve!

When we first launched the original DRIFT, gravel riding was just starting to take off - a new frontier for the bold and curious. Fast-forward a few years, and gravel is no longer a niche. It's a movement. A sport. A lifestyle. And just like gravel itself, the DRIFT has evolved.

Meet the all-new **DRIFT CONTROL** and **DRIFT PACE** - two purpose-built models designed to go fast, ride hard, and push limits. This isn't just a next-gen gravel wheel - it's a leap forward. With a wider 28mm internal rim, they're perfectly tuned to modern bikes, tire setups, and the terrain of today... and tomorrow. While gravel evolved from hype to a serious discipline, the new DRIFT is still ahead of its time - built not just to meet current demands, but to anticipate where the market is headed.

Whether you go for the **36mm deep CONTROL** version or the **48mm deep PACE**, you're riding a wheel that blends lightweight speed with rugged durability. Built with our signature FFWD "brass nipples and mixed spokes" philosophy, these wheels are designed to take a beating - and bounce back for more. Yet despite that tough DNA, they remain incredibly light: starting at just **1380 grams** for the CONTROL and **1450 grams** for the PACE (based on DT240 hubs).

## Tested where it matters most

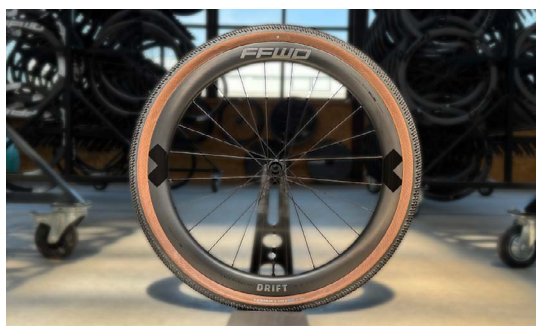
We could talk about lab tests (which we do obviously) - but we'd rather show results in the real world. In several field tests both models have been pushed to the limit but haven't found it yet. For example; the DRIFT PACE was put to the test at The Traka, and the DRIFT CONTROL proved its name at UNBOUND. Built to last proven in all cases. No mechanicals, just performance. Even in the biggest, and most prestigious gravel races the world has to offer.

## Fresh appearance, bold attitude

Taking cues from the design language of the RAW and RYOT, the new DRIFT models feature a standout look of their own. Topped off with a sparkling logo that's impossible to ignore.

So if you're ready to DRIFT FURTHER - into races, adventures, and places you've only dreamed of - these are the wheels that'll take you there. Fast. Smooth. Confident!

First sets available mid July 2025. Same price as before; 1499 Euro with FFWD hubs / 1799 Euro with DT240 hubs.



**GET CONFIDENT. GO FAST.**

**FFWD**

# FFWD DRIFT

## Questions and Answers

### Same model but two options?

Yes, we see that the CONTROL and PACE models complement each other in types of use. The 36mm deep CONTROL model is one with focus on agility, low weight and compliance. It would be perfect for gravel races with a lot of altitude, but at the same time also for more extreme adventures like ultra races or bikepacking in general.

The PACE model is with its 48mm deep rims more focussed on speed, stiffness and looks. We bet you see these soon in races. It also matches perfectly with the current aero gravelbikes.

### What is different on these rims?

As with all off-road models we offer, the carbon layup is specifically developed to handle more impact. Together with the hookless design this rim is super strong and can take on the most challenging races or adventures.

While 45mm gravel tires were considered wide not so long ago, the current standards are going towards 50 to 55mm. The increased inner rim width of 28mm now delivers excellent support for these wider tires and with that also less chance of damages.

### What are the results of testing?

For us it's important to do both lab and field tests. With lab test you can measure impact but the conditions in real life are just different from country to country, region to region or race to race. That's why we have the wheels tested by different people in different areas to get the most and effective feedback from all angles. This has resulted in a slightly adjusted carbon layup to make the rims even more compliant.

### What is the difference in FFWD or DT hubs?

Since the early days of FFWD we have offered both hub options. DT Swiss is well known for their hub quality and the 240 model offers a nice upgrade when you're looking for all possible weight gains. The FFWD hubs have evolved massively through the years and are with their ratchet system and quality bearings a super set of hubs. The latest FFWD N/GAGE hubs offer a very competitive weight at an even more competitive price level.

Do you have more questions? Please feel free to contact [info@ffwd.com](mailto:info@ffwd.com)