



NO UPGRADE

Wheels are NOT the focus:

- » Chosen to reach a certain price point
- » Built to quantities; less time spent on building quality
- » Service of wheels is not a priority
- » Warranty depending on the bike brand and less support
- » Choice is made for you regardless of your preference or best personal fit.

UPGRADE

Wheels are the ONLY focus:

- » Developed for durability
- » Extra time on hand finished building process
- » Dedicated and super high service level
- » Additional warranty (above industry standards) and Crash Replacement policy
- » Make your own choice in level of performance and model suited for your goals



WHY WHEELS ARE THE UPGRADE THAT ACTUALLY MATTERS

The objection we hear most often

Dealers and reps often tell us the same thing: it's hard to sell a wheelset upgrade on a bike that already comes with a reasonably good set of wheels. There's truth in that. Stock wheels today are better than they used to be. But look closer, and it becomes clear why wheels remain the single best upgrade a rider can make, and why that upgrade is worth far more than it first appears.

1. Bike brands build bikes. We build wheels. That's the whole difference.

The wheels that come standard on a bike are, nine times out of ten, developed and built by the bike brand itself. Their expertise is the bike: the frame, the geometry, the ride feel. Wheelbuilding is one part of a much longer list of things they need to get right. We've done nothing else for 20 years. Every wheel we build feeds back into the next one, real-world feedback from riders, dealers, and mechanics, refined over two decades of doing one thing. That's not a marketing line, it's the actual difference between a component that's part of a bigger product, and a product that is the entire product.

2. Built for durability, not a price point

Stock wheels are spec'd to hit a target price for the complete bike. Ours are developed with one goal: lasting performance. That shows up in the materials we choose, the tolerances we build to, and the testing we do before a wheel ever reaches a customer.

3. Hand-finished, not mass-built

Every wheelset gets extra time in the building process that a factory-line build simply doesn't allow for. That's not a slogan either, it's tension, truing, and finishing done by hand, wheel by wheel.

4. A service level that matches the product

When something needs attention, our customers deal with a dedicated, high-touch service process, not a generic warranty line buried in a bike brand's broader after-sales system.

5. Warranty and Crash Replacement that go further

Our warranty sits above industry standard, backed by a Crash Replacement policy most stock wheels simply don't offer. For a rider who's serious enough to consider an upgrade, that's real peace of mind, not a footnote.

6. The right wheel for the right rider, and the right bike

We build across multiple ranges, from entry-level performance to full race-spec, matched to the same range structure riders already expect from their bikes. That means there's a genuine upgrade path for every customer walking into your shop, not a single one-size-fits-all pitch.

Why this matters for you as a dealer

There's a second story here, one that's just as much about your business as it is about the rider's bike. Selling a bike exactly as it comes off the truck puts you in direct competition with every online retailer discounting the same stock model.

There's no room to differentiate on a box-shifted bike, only on price, and that's a race with no winner.

A wheelset upgrade is a completely different conversation. It's advice, fit, and expertise that no online price fighter can replicate: matching the right wheel to the right rider, for their goals, their riding style, their budget. That's a sale built on trust and knowledge, not on who can shave off the most euros. It's also margin that doesn't live or die on matching the lowest price online.