

# FFWD WHEELS DISTRIBUTED BY EXTRA UK

Fast Forward Wheels and Extra UK have agreed on the distribution of FFWD in the UK!

For more than ten years, a team of passionate cyclists based out of their head office in Zwolle, the Netherlands, work daily on creating and building the world's best wheels.

FFWD's knowledge and experience is purely focussed on wheels, creating a full range of high-end carbon wheels for all cycling disciplines, whether that be road, track, cyclocross or triathlon. By being part of professional teams like Direct Energie (Niki Terpstra) and Arkea-Samsic (Andre Greipel, Warren Barguil), FFWD can count on the highest quality feedback to further develop the products, to ensure they consistently deliver the best performing wheels on the market.

*"The UK is a strong cycling market which asks for a strong distribution partner. We are confident that Extra UK is the right partner for us to bring the FFWD story to the UK dealers!" says FFWD sales manager Edwin Koopmans.*

*Mark Greshon, head of brands at Extra UK added: "We've been looking for a quality brand of high-end wheels to complement our portfolio for a little while now and FFWD more than fits the bill. Everyone at Extra UK is looking forward to working with FFWD and achieving great success with the brand."*

More about FFWD Wheels on [ffwd.com](http://ffwd.com)

More about Extra UK on [extrauk.co.uk](http://extrauk.co.uk)

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## ABOUT FAST FORWARD WHEELS

Building fast, strong carbon wheels: that was our goal as we started our company FFWD Wheels in the year of 2006. Craftsmanship, high quality and durability are our most important values. In a few years of time FFWD Wheels has grown into a company with a global distribution network and a solid reputation.

All FFWD Wheels are handmade at our company in the Dutch town of Zwolle. Our wheel builders pay close attention to every wheel. This leads to wheels which are feather light and strong as iron: FFWD Wheels are no mass product. FFWD Wheels are of high quality, hand built in the Netherlands.

FFWD Wheels does not only produce high-end wheels for the Road, we also build wheels for the Track, Cyclocross, Triathlon and MTB.

[ffwd.com](http://ffwd.com)

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