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# FFWD WHEELS AND DUTCH CYCLING UNION GO FOR GOLD

Fast Forward Wheels and the Royal Dutch Cycling Union (KNWU) have reached an agreement for an exclusive partnership for the coming five years!

The agreement between the two Dutch parties is fully based on establishing a long term cooperation to reach the best results. For both the Dutch Union as FFWD Wheels the goal is to create confidence for the riders to be as fast as possible and with that being capable to beat the competition. This joint philosophy makes this cooperation even more special.

The focus will be mainly on the track athletes, including para athletes, who will represent The Netherlands during European Championships, World Championships and the Olympic Games. Another important aspect is the support of young talents who will also get the best materials to further develop their performance. For many years talent support has also been part of the FFWD strategy.

With the five year agreement starting January 2020 also starts an intensive collaboration where the development of the best and fastest wheels will contribute to the sportive success with as ultimate goal Gold at the Olympic Games in Paris 2024.

Eventually all riders can go faster when these further developed wheels are offered to the market.

FFWD Wheels is a Dutch company who specializes in the design and production of high-end wheels for the disciplines road, triathlon and track for the professional and enthusiastic riders. With a team of passionate cycling fans the daily focus is aimed at making riders faster! Find more on [ffwd.com](https://ffwd.com)

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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](https://ffwd.com)

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Fast Forward Wheels

