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## FFWD DRIFT

Get Confident. Go Further.

**FFWD launches its first ever dedicated wheel set for gravel bikes! These full carbon wheels are developed to take you further and anywhere you want. They can take some!**



With a road wheel line up which is also suitable for light gravel use we saw the trend and growing demand for this category. We therefore started a development process to create a unique and dedicated gravel wheel set. With durability being the key specification in mind we carefully designed the rim and put it together with only the best components you can think of.

**Durability and agility to provide you the most fun gravel rides!**

While weight is normally one of the most interesting specifications to check we take a different approach when it comes to producing the best wheels. In our choices weight is important but should not compromise other areas such as durability and agility. For the DRIFT it was even more important as they need to last and cope with whatever comes on your gravel paths. You will find this in the DT Swiss AeroComp spokes and brass nipples for example which - when put together with the new DT240 EXP hubs - make a killer set. The thicker spokes offer more rigidity and durability and can take some hits.

Agility is brought together by the rims height of 36mm combined with the AeroComp spokes. These ingredients bring you stiffness and more power transmission when you put the wheels in motion. All your energy will result in more and easy miles off-road and thus more time to enjoy your ride!

### **Hookless design for tubeless!**

The newly designed hookless rim features an internal width of 24mm only to be used with tubeless tires. A special carbon layup is chosen to deal with higher impacts when riding on low tire pressure on more heavy gravel roads.

It offers the possibility for a broad range of tire options from 30mm up to 60mm and with that no excuse for the terrain you will attack!

The set puts merely 1515 grams on the scale and will come as complete package with tubeless tape and valves packed nicely in a protective FFWD wheel bag!

DRIFT is the first dedicated gravel wheel that marks the start of this category for FFWD!

Your box of confidence contains

- The DRIFT Wheelset
- Pre-installed tubeless tape
- A pair of alloy tubeless valves
- Tubeless instructions
- Padded wheel bag

The set will retail at 1699 Euro per set and first deliveries will be from mid August.



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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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Fast Forward Wheels