

20 YEARS OF DEDICATION TO THE CRAFTSMANSHIP OF WHEELBUILDING

IT STARTED WITH ONE MAN AND ONE VISION. BACK WHEN HIGH END CARBON WHEELS WERE FAR FROM STANDARD. WHEN LOOKS OFTEN MATTERED MORE THAN SPECS. FAST FORWARD WHEELS WAS BORN. AND SO WAS FFWD.

From the beginning, the ambition was clear: quality at a competitive price, backed by exceptional service.

As an underdog challenging the established names, FFWD wanted to do things differently. Quick. Flexible. Personal.

That mentality became part of our DNA. And 20 years later, it still is.

It all started with track and triathlon disc wheels. But it was the road segment that quickly took FFWD to the next level. The 60mm carbon alloy clincher soon found its way into amateur pelotons across Europe.

From a small unit in Zwolle, The Netherlands, wheels were built and shipped across the country and Belgium. Before long, FFWD was reaching riders throughout Europe.



Then came 2010. Sponsoring Team Quick Step put FFWD on the world stage. With Tom Boonen in the Belgian Champion jersey, and memorable victories in the Tour de France from riders such as Sylvain Chavanel and others, FFWD became a familiar name in professional cycling.

But while the world around us changed, one thing never did. Every FFWD wheel is designed and built at our HQ in Zwolle. Our philosophy has remained the same for 20 years: build wheels that last.

Not necessarily the lightest. Not simply the fastest on paper.

But wheels that perform, day after day, race after race, season after season. It may not always be the first thing riders look for. But it is something they appreciate in the long run.

And then there are the people. Over 20 years, we have built relationships with riders, athletes, teams, dealers and partners across the cycling world.

Together, they became something bigger than a network. TeamFFWD.

A community connected by one thing: a passion for cycling and the belief in what FFWD stands for.

Many of those relationships have lasted for years. Some for decades. And that means more to us than any number ever could.

20 years in, and we are still going. So what better way to celebrate than with a wheelset made especially for the occasion? Based on the immensely popular RYOT55, the 20 Years Limited Edition combines silver polished hubs and spokes with silver logos on a high gloss carbon rim. The logo takes inspiration from our very first design, translated to the current style. Built up from 20 lines.

20 lines. 20 years. One story.

And the wheels keep turning...



Link to Ffwdwheels

ffwdwheels.com



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