



🕒 20 February 2020, 10:31 (CET)



SPENGLER LAUNCH 24CT GOLD BIKE WHEEL

Complete with 24ct gold leaf, hand-laid over cutting edge carbon

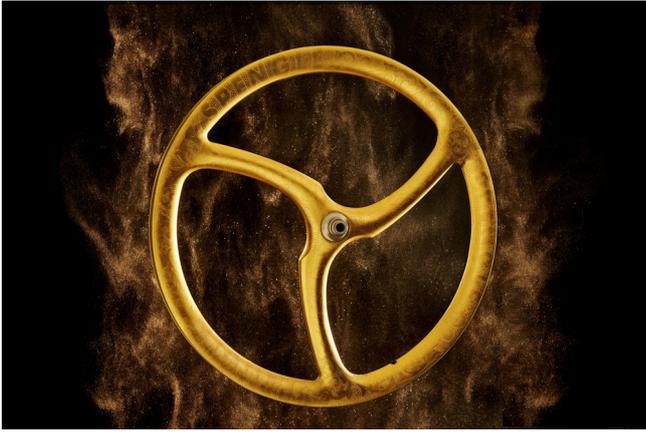
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meet SPENGLER Gold

19th February 2020 – ZUG, Switzerland

Renowned for its high-performance carbon monocoque bicycle wheels, Swiss brand SPENGLER launches its most daring project yet – **SPENGLER Gold**. A bicycle wheel built with 24ct gold leaf hand laid over the brand's cutting-edge carbon monocoque, a construction method also used in F1 racing for superior safety and performance record.

Landing today, each SPENGLER Gold will be unique to the rider, built to order, and hand delivered & fitted by SPENGLER. Each wheelset is the result of over 3 months of meticulous and painstaking artistry, priced at €10,000 / £10,000 / \$10,000, they are the world's most expensive cycling wheels, and available to buy now exclusively at:

www.spengler.com/collections/.



The bicycle wheel represents a unique visual canvas – kinetic art in its most pure form. Art and sport are both deep passion points and with SPENGLER Gold we saw an opportunity to blend these two worlds' together. There's something very compelling in mixing the traditional craftsmanship of hand-laid gold leaf with cutting edge materials science, and it has resulted in a visually stunning wheel which will compete at the highest of performance levels and then some.

— explains Pius Brauchart, CEO at SPENGLER

“All of our wheels are created and constructed at our custom facility at the base of the Tatra mountain range in Slovakia, going through a 30-stage process of structural and performance testing before making it onto the road or trail. Whilst we constantly look to create a product which has a striking aesthetic, pushing the boundaries of performance is of paramount importance and never has this been truer than with the SPENGLER Gold.”



SPENGLER has a long history of carbon monocoque design and build, starting as pioneers in carbon construction in the late 1980s at the birth of the MTB scene. Their recent products have redefined the standards in performance cycling; combining cutting-edge design with a unique aesthetic. 2019 saw a collaboration between SPENGLER and leading UK paint artist Jack Kingston, creating ride-able works of art with unique world class performance design.

The SPENGLER Gold will be premiered at the Kolektif bike fair in Berlin this weekend on the show floor, or you can find out more at www.spengler.com/collections/ and [@spenglercarbon](https://www.instagram.com/spenglercarbon).

About SPENGLER

Established in Switzerland in the 1980s, their technology has come a long way: the SPENGLER Carbon Monocoque wheel has been continuously refined to reinvent modern bicycle-wheel construction. 32 steel spokes have been the norm since the beginning. The big advantage of carbon, however, is that you can have a virtually unlimited amount of spokes in the form of carbon fibres in the blades. This maintains the wheels' form and redistributes impact force for a smoother ride.



SPENGLER - GOLD website



SPENGLE - Gold wheels media kit



SPENGLE - Instagram



SPENGLE - Facebook

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