



© 21 October 2021, 11:03 (CEST)

## Fara Cycling will show the first F/RD at the Rouleur Live event where they will unveil their next big beauty beast

The Norwegian company has a packed Autumn with the peak being the Rouleur Live event in London



**Amsterdam/Oslo, 21st November 2021** – Fara Cycling has been aligning up things during the summer to give us an Autumn full of news and action. At the beginning of November, they will be attending the Rouleur Live event where they will display the first of the new **F/RD** and unveil a new beauty beast.

If the recent launch of the **F/RD** wasn't enough, the Norwegians don't want to leave it there, and they have already **a new model to unveil on the 4th November at 19:00 (British Time)**



Jeff Webb, the CEO of Fara Cycling, has been recently around Italy exploring long-term partnerships with some iconic names that you will love. Out of this, they are proud to announce that the new bike coming up soon will have a Campagnolo Ekar Groupset and that all their bikes will rely on Fizik for the comfort and performance of their saddles from now on.

**Fara Cycling will bring the first F/RD to the event in London**, where journalists and the public will be able to give a close look at the bike.



Prior to the event, the CEO, Jeff Webb, will be hosting 1:1 with journalists, offering an insight into the vision of Fara Cycling, bike development, and the role they want to play in the long term.

To book one of those slots, please contact us directly.

Furthermore, Fara is creating a contest to win a weekend for 2 in Norway, one of the most beautiful places on earth to ride a bike. Those that want to participate will need to sign up for the newsletter in November and that will include them in the lottery: easy, straight, and with a great price.



## About Fara

### *Building great bikes for fellow freedom seekers*

Fara was born in Norway in 2016. As a former professional cyclist, founder Jeff Webb looked to rediscover his passion for cycling outside of the competitive circus. He found it in the freedom and mindfulness of roaming freely on two wheels. He found it in the fascination of discovery and adventure, amplified by the sophisticated simplicity that is the act of cycling.

He wanted to build a bicycle that reflected this philosophy, and he wanted to share the experience with as many people as possible. So he found a way to make premium quality bikes, usually reserved for pros and the well-off, more available to normal people.

By stripping down the supply chain and selling online, Fara was able to provide more people with the freedom to build the bike of their dreams. Fara bicycles are inspired by Nordic design principles and assembled with passion in Norway using the best components available. Giving you the freedom to roam, discover and venture!



Media kit: Fara | Twotone Amsterdam Newsroom



<https://www.instagram.com/faracycling/>



Two  
tone  
Amsterdam

Twotone Amsterdam