

Factor Track Bikes social copy

EDM

Factor Track Bikes

Subject:

Defining the Future of Track Cycling

Headline:

HANZŌ Track: The New Gold Standard

Text:

Two years in the making and proven as the world's fastest, the Factor HANZŌ Track is built to dominate the sprinter's lane with cutting-edge aerodynamics and unbeatable power transfer. Harnessing the breakthroughs from our Pursuit bike, the Factor RAIDEN Track is engineered to conquer both Sprint and mass start events, combining aero efficiency with powerful performance in group racing dynamics.

CTA:

Ride the Gold Standard

Black Inc Track wheels

Subject:

Black Inc Track wheels for slashing times

Headline:

Proven on the biggest stage in the world

Text:

Black Inc is slicing into track racing with the release of two track wheel options.

The Black Inc ZERO Track full disc carbon wheels are ideal for Pursuit racing and have been optimized in collaboration with Aus Cycling, prioritizing stiffness and aerodynamic performance.

Then for hard training sessions or as a gateway wheel to track racing, the Black Inc SIXTY Track wheelset offers exceptional stiffness for power transfer while remaining agile and quick to accelerate.

CTA:

Learn more

IG/FB

Factor Track category launch

Text:

Factor now does fast on the track. Slashing times in Pursuit and Team Pursuit with the Factor HANZŌ Track and dominating the Sprinter's Lane with the Factor RAIDEN Track. Cutting edge aerodynamics combined with extreme stiffness for ultra-efficient power transfer. Get on track with Factor.

HANZŌ Track product

Text:

Tailor made for the Australian national track team, the HANZŌ Track balances enhanced aerodynamics with maintaining extreme stiffness to ensure efficient power transfer under the highest loads produced by the strongest cyclists in the world.

RAIDEN Track Product

Text:

As our first bike designed to excel in mass start track races, the Factor RAIDEN Track mixes the aero efficiency of a straight-line solo track bike with the ability to excel in group racing dynamics.

Black Inc ZERO Track Product

Text:

Optimize your Pursuit racing set up with the Black Inc ZERO Track full disc carbon wheels. Go for the gold with their mix of supreme stiffness and aero-efficiency.

LinkedIn

Factor Bikes: Defining the Future of Track Cycling

For summer 2024, we are releasing two track-specific racing bikes that will be complemented by two track wheel offerings from Black Inc. **Focusing on Pursuit and Team Pursuit** events, the **Factor HANZŌ Track** offers ultra-efficient aerodynamics and maintains supreme rigidity for power transfer.

Over two years of collaboration with AusCycling, the HANZŌ Track emerged from extensive research and rigorous testing. We refined the design through 50 iterations of carbon fiber layup, driven by months of dedicated work on our in-house CFD systems. When AusCycling challenged us to create the fastest Pursuit bike in the world, we rose to the occasion and are proud to now hold the World Record in men's Team Pursuit and the reign of Gold Medalist.

The HANZŌ Track proudly showcases artwork by Indigenous artist Chern'ee Sutton, seamlessly blending the rich cultural heritage seen in AusCycling's designs with cutting-edge cycling technology.

RAIDEN Track: A mass start track bike

Coming off two development cycles for Factor Bikes which resulted in the new OSTRO VAM and the HANZŌ Track, the **Factor RAIDEN Track** represents a fusion of knowledge that our developers learned from the process of creating those two super advanced bikes. By balancing the equation between making the fastest straight-line bike in the HANZŌ Track with developing the OSTRO VAM that is more maneuverable and more tailored to moving in a group, the RAIDEN Track mixes the **aero efficiency** of a straight-line solo track bike with the ability to excel in **group racing dynamics**.

Developed after extensive research into the ideal geometry for the majority of track riders, the RAIDEN Track provides a race-ready position that combines responsiveness with the ability to hold an aggressive posture for the length of a track event. The frame's inherent adjustability ensures a **wide range of fit options across rider sizes and track events**.

Advanced Wheel Technology by Black Inc.

Engineered for Track Cycling, Black Inc engineered a new ZERO Track and SIXTY Track wheelset. Expertly crafted to maximize stiffness and aerodynamic performance at speed in track racing.

As we reflect on this landmark achievement, we continue our mission to lead with innovation and to craft bikes that set new performance standards within the global cycling community.

Explore our track cycling innovations and the technology behind our success at factorbikes.com.

The **Factor HANZŌ Track** and the **Factor RAIDEN Track** and **Black Inc Track wheels** are available for purchase worldwide through authorized Factor Bikes retailers and to order at factorbikes.com.