

**OUR STORY
SO FAR**

**BRAND BOOK
2026**

FACTOR



**Never.™
Status.
Quo.**

WHO WE ARE

AT FACTOR BIKES, WE BELIEVE THAT EVERY DETAIL MATTERS, FROM THE PRECISION ENGINEERING OF OUR BIKES TO THE WAY OUR BRAND IS PRESENTED TO THE WORLD.



THIS BRAND BOOK EXISTS AS A CORNERSTONE OF THAT BELIEF, SERVING AS A GUIDE TO ENSURE THAT EVERY INTERACTION WITH OUR BRAND REFLECTS THE SAME LEVEL OF EXCELLENCE, INNOVATION, AND PERFORMANCE THAT DEFINE OUR PRODUCTS.

WHO WE ARE



OUR BRAND IS MORE THAN A LOGO, A COLOUR PALETTE, OR A TYPEFACE. IT IS A PROMISE TO THE CYCLISTS WHO TRUST US TO HELP THEM ACHIEVE THEIR BEST. IT'S THE SHARED STORY OF PASSION, PRECISION, AND PERFORMANCE THAT CONNECTS US WITH OUR COMMUNITY. MAINTAINING THE INTEGRITY OF THIS STORY IS ESSENTIAL AS WE GROW AND EVOLVE, WHICH IS WHY THIS BRAND BOOK EXISTS.



OUR MISSION

WHY DO WE RIDE?

AT FACTOR WE BELIEVE IT'S BECAUSE THE BIKE IS A CATALYST FOR EXPERIENCES AND EMOTIONS, A MACHINE OF FREEDOM AND DISCOVERY. IT TAKES US ON JOURNEYS: INTO OURSELVES AND BEYOND.

IT HAS ALWAYS BEEN THAT WAY. SINCE THE BIKE WAS INVENTED IT HAS BEEN AN INNOVATIVE WAY FOR HUMANS TO TRAVEL TO PLACES THEY OTHERWISE WOULDN'T HAVE GONE, SEE THINGS THEY'D NEVER SEEN, FEEL THINGS THEY'D NEVER FELT. **FLYING ON THE GROUND.**

AT FACTOR WE ARE INVENTORS, ENGINEERS, DESIGNERS, RIDERS. OUR PASSION, KNOWLEDGE, AND CRAFTSMANSHIP ARE WHAT MAKE US DIFFERENT. WE MAKE THE BEST BIKES IN THE WORLD, BIKES THAT ALLOW YOU TO GO FASTER, TRAVEL FURTHER, TAKE YOU ANYWHERE AND EVERYWHERE, NO MATTER THE TERRAIN.

OUR PHILOSOPHY IS SIMPLE: ENGINEER, DESIGN, EVOLVE. NEVER STATUS QUO. WE REFUSE TO STAND STILL. WE ARE PASSIONATE ABOUT LEARNING, ARE CONSTANTLY ITERATING, AND FOREVER IMPROVING. WE ARE THE PIONEERS AND INNOVATORS OF THE INDUSTRY. WE FIND THE PATH AND BLAZE THE TRAIL.

A FACTOR IS LIKE NOTHING ELSE, IT'S DESIGNED TO BE BEAUTIFUL WHEN NOT RIDDEN, YET IT'S NOTHING WITHOUT ITS RIDER. IT'S MORE THAN A BIKE, IT'S YOUR PARTNER IN POSSIBILITY, YOUR GATEWAY TO FREEDOM. TOGETHER, YOU AND YOUR FACTOR WILL WRITE STORIES OF SPEED, STRUGGLE, COURAGE, AND DISCOVERY. BECAUSE EVERY RIDE IS A CHANCE TO FEEL ALIVE, TO MAKE EVERY MOMENT COUNT. THAT'S WHY WE RIDE.

OUR HISTORY

IT BEGINS WITH ROB GITELIS. ROB WAS A WORLD TOUR PRO CYCLIST IN THE 1990'S, AND A GRADUATE IN CHEMICAL ENGINEERING FROM THE UNIVERSITY OF MIAMI. A TRIP TO TAIWAN IN 1996 INTRODUCED HIM TO THE WORLD OF BIKE MANUFACTURING AND THE BEGINNING OF A NEW JOURNEY. OVER THE COMING YEARS HE FOUND HIMSELF AT THE FOREFRONT OF INDUSTRY INNOVATION, APPLYING HIS RACING MINDSET TO ADVANCEMENTS IN DESIGN AND MANUFACTURING, IN PARTICULAR PIONEERING THE USE OF CARBON FIBRE IN BIKE CONSTRUCTION.



ROB BECAME THE GO-TO GUY FOR SOME OF THE MOST RESPECTED BRANDS IN THE BIKE INDUSTRY, HE WAS AN OUTSIDER WITH INSIDER KNOWLEDGE, HIS PERFORMANCE MENTALITY ALLOWED HIM TO PUSH THE BOUNDARIES AND MAKE RACE BIKES LIKE NOBODY HAD DONE BEFORE.

NEVER

STARTUS

QUO



OUR HISTORY

ROB GITELIS HAS A BOLD AND FEARLESS ATTITUDE TO BIKE DESIGN AND MANUFACTURING RARELY SEEN IN THE CYCLING WORLD, HIS CRAFTSMANSHIP IS A 21ST CENTURY VERSION OF THE MOST RENOWNED HISTORIC FRAME BUILDERS, AN AMALGAMATION OF CUTTING EDGE TECH WITH HUMAN PASSION AND SKILL. YET BEFORE FACTOR HIS FACTORIES WERE BEING USED TO MAKE OTHER PEOPLES BIKES, HE WASN'T BUILDING THE BIKES HE WANTED TO, HE WANTED TO GO BEYOND THE NORM, BREAK THE STATUS QUO AND CREATE BIKES ONLY HE COULD MAKE.



IN 2013 HE WAS APPROACHED BY BF1, A NORFOLK BASED COMPANY AT THE PINNACLE OF MOTORSPORT, THE LEADER IN ENGINEERING AND DESIGN FOR THE WORLD'S PREEMINENT RACE CARS. BF1 CREATED A BIKE CALLED THE FACTOR VIS VIRES, AN INTERNAL SKUNKWORKS PROJECT CREATED AS A TEST APPLICATION OF THEIR TECH, IT WENT ON TO WIN NUMEROUS DESIGN AWARDS. SEEKING TO MOVE BEYOND THE CONCEPT PROJECT THEY WERE DIRECTED TOWARDS ROB GITELIS, THE MOST SOUGHT-AFTER NAME IN CARBON BICYCLES. BF1 AGREED ROB SHOULD TAKE OVER THE FACTOR PROJECT, AND DURING THE 2016 TOUR DOWN UNDER THE DEAL WAS DONE AND FACTOR WAS TRULY FOUNDED. ONLY NINE MONTHS LATER, WITH LESS THAN 250 BIKES PRODUCED, ROB SIGNED AG2R. FACTOR, WITHIN A YEAR OF ROB'S OWNERSHIP, WAS ENTERING THE WORLD TOUR.

OUR HISTORY



IT MOVED FORWARD WITH UNPRECEDENTED SPEED, WITHIN TWO YEARS FACTOR WAS AT THE 2017 TOUR DE FRANCE WITH FRENCH TEAM AG2R, NO BIKE BRAND HAD EVER BEEN AT THE PINNACLE OF THE SPORT SO SOON AFTER ITS CREATION. THE FACTOR O2 BIKE THAT AG2R RACED AT THAT YEAR'S TDF WASN'T EVEN OFFICIALLY LAUNCHED AT THE TIME, ROMAIN BARDET RACED IT TO A STAGE WIN AND GC PODIUM.



THIS WAS UNHEARD OF, NO BIKE MANUFACTURER HAD EVER DONE ANYTHING LIKE IT BEFORE, MOST PEOPLE THOUGHT FACTOR WAS ONLY A YEAR OLD, THOSE IN THE KNOW KNEW IT WAS ACTUALLY FOUNDED IN 1996, WHEN ROB ARRIVED IN TAIWAN AS A PROFESSIONAL CYCLIST. RACING IS IN THE DNA OF FACTOR, IT IS THE CORE INSPIRATION FOR EVERYTHING WE DO.



ONE

08 THE ONE

THE ONE IS EVOLUTION REIMAGINED, THE CULMINATION OF EVERYTHING WE'VE LEARNED, AND THE BEGINNING OF WHAT COMES NEXT. BORN FROM RELENTLESS EXPERIMENTATION AND INFORMED BY AERODYNAMIC INTELLIGENCE DEVELOPED AT THE HIGHEST LEVEL OF WORLD SPORT, THE ONE HAS BEEN INDEPENDENTLY VERIFIED AS THE FASTEST ROAD BIKE IN THE WORLD. ITS NEW ERGONOMIC PHILOSOPHY REFLECTS THE MODERN REALITY OF RACING, A POSITION CRAFTED FOR SUSTAINED AERODYNAMIC EFFICIENCY, CONTROL, AND POWER, REDEFINING HOW A RIDER AND BIKE BECOME ONE. THE ERA OF INCREMENTAL GAINS IS OVER. THE ONE FORCES A RESET.

08 THE ONE



WORLD
RECORD

3:40.730
4 MAN PURSUIT

GOLD
MEDAL

PARIS
OLYMPICS

FACTOR



DESIGNED FOR THE AUSTRALIAN NATIONAL TEAM TO WIN GOLD AT THE 2024 OLYMPICS, THE HANZŌ TRACK PUSHED THE LIMITS OF THE NEW UCI RULES TO CREATE THE FASTEST PURSUIT BIKE EVER BUILT. DEVELOPED ALONGSIDE THE BLACK INC ZERO TRACK WHEELS, ITS BREAKTHROUGH AERODYNAMIC INSIGHTS CONTINUE TO SHAPE FUTURE FACTOR ROAD BIKES.

Never.[™]
Status.
Quo.



ROAD

ROAD IS A COMBINATION OF SPEED AND STRUGGLE, ENCOURAGING THE RIDER TO GO DEEP, PUSH HARD, THE IMAGERY MUST CAPTURE THE EFFORT. RESPECT THE AESTHETIC RULES OF ROAD CYCLING: CO-ORDINATED APPAREL, MODERN HELMET/GLASSES/SHOES - THE RIDER MUST LOOK SLEEK, PRECISE AND DYNAMIC. BIKE TO BE PRISTINE, UNLESS THE SITUATION DICTATES OTHERWISE I.E. BAD WEATHER. LOCATIONS TO BE ASPIRATIONAL, PLACES PEOPLE WANT TO GO AND RIDE.

10
ROAD

10
ROAD

ROAD

ONE

THE ONE IS MORE THAN A BIKE. IT IS THE SUM OF EVERY LESSON WE'VE LEARNED, EVERY
LIMIT WE'VE PUSHED, AND EVERY RISK WE'VE TAKEN TO MAKE SPEED TANGIBLE. YOU DON'T
JUST RIDE THE ONE. YOU COMMIT TO IT. AND IN RETURN, IT COMMITS TO YOU,
TO TAKE YOU FASTER THAN YOU THOUGHT POSSIBLE.



FACTOR

ROAD

OSTRO VAM

HARNESSING AERODYNAMICS, LIGHTNESS, RESPONSIVENESS AND COMFORT IN ONE BIKE IS NO LONGER A DREAM. THANKS TO OUR ENGINEERS' EXPERT CARBON FIBRE LAY-UP TECHNIQUES, OUR COMMITMENT TO PREMIUM MATERIALS, AND THE UNIQUE CONTROL OUR OWN FACTORY OFFERS, THE NEW OSTRO VAM PERFORMS IN ALL AREAS. THIS ISN'T JUST INNOVATION; IT'S A REIMAGINING OF PERFORMANCE ON TWO WHEELS, ALL DESIGNED TO DELIVER AN UNMATCHED CYCLING EXPERIENCE.



FACTOR

ROAD

MONZA

RACE SUNDAY, TRAIN MONDAY. NOT ALL RACERS ARE PROS. ACROSS THE WORLD, PASSIONATE COMPETITORS BALANCE FAMILY, CAREERS, AND LIFE'S RESPONSIBILITIES WHILE STILL PUSHING THEMSELVES TO THEIR LIMITS ON THE BIKE. THEIR "WORLD CHAMPIONSHIPS" HAPPEN AT LOCAL CRITS, CLUB RACES, FAST GROUP RIDES, AND SOLO BREAKAWAYS AT DAWN. THEY COMMUTE TO WORK, TRAIN IN THE DARK, RACE ON WEEKENDS, AND PUSH FOR PERSONAL BESTS WHENEVER THEY RIDE. THE MONZA IS BUILT FOR THOSE WHO WANT TO WIN ON SUNDAY AND TRAIN ON MONDAY. IT'S A TRUE HIGH-PERFORMANCE RACE BIKE THAT BALANCES SPEED, EFFICIENCY, AND REAL-WORLD USABILITY, WITHOUT UNNECESSARY COMPLEXITY. THE FACTOR MONZA IS NOT A STEP DOWN—IT'S A STEP IN THE RIGHT DIRECTION.



FACTOR

ROAD

O2 VAM

THE O2 VAM IS THE DEFINITIVE AERO CLIMBING BIKE. WE DIDN'T INVENT THIS CATEGORY, BUT WE DID PERFECT IT: NOTHING ELSE THIS LIGHT IS AS FAST, NOTHING THIS FAST IS AS LIGHT. IT'S ALSO EXTREMELY STIFF, BEAUTIFULLY SMOOTH AND DESCENDS WITH THE PRECISION, CONFIDENCE AND SPEED OF A FIGHTER PILOT. IT'S THE ULTIMATE CHOICE FOR RIDERS SEEKING FULL-COURSE PERFORMANCE ON BIG DAYS IN THE MOUNTAINS, WHETHER YOU'RE RIDING THE ÉTAPE DU TOUR OR RACING THE TOUR DE FRANCE. IT'S EVERYTHING YOU DREAMED OF AND DIDN'T THINK POSSIBLE, A UNICORN AMONG BIKES.



FACTOR

TIME TRIAL

HANZŌ

IT HAS BECOME FASHIONABLE TO SAY THAT BIKES HAVE GOTTEN AS AERO AS POSSIBLE. HOWEVER, THE FACTOR HANZŌ PROVES OTHERWISE. WHEN DESIGNING IT, WE DECIDED TO CAPITALIZE ON THE REVISED UCI RULES WITH THE GOAL OF MAKING THE FASTEST PURPOSE-BUILT TIME TRIAL BIKE IN THE WORLD.



15
TIME TRIAL

15
TIME TRIAL

Never.[™]
Status.
Quo.



GRAVEL

GRAVEL IS ABOUT ADVENTURE AND EXPLORATION, FACTOR GRAVEL BIKES ARE ENGINEERED FOR AGILE EXPLORATION. RESPECT THE AESTHETIC RULES OF GRAVEL RIDING: RUGGED, RESILIENT, PREPARED. HIGHLIGHT OFF-ROAD SETTINGS WITH BEATEN TRAIL TERRAIN, DUST, OR MUD TO EVOKE DURABILITY AND EXPLORATION. LOCATIONS TO BE ASPIRATIONAL, PLACES PEOPLE WANT TO GO AND RIDE.

GRAVEL

OSTRO GRAVEL

SPEED IS YOUR GOAL. EVERY RIDE, WHATEVER THE SURFACE, FASTER IS WHAT COUNTS, AND THIS IS THE GRAVEL BIKE YOU'VE BEEN WAITING FOR.

THE OSTRO GRAVEL TAKES ITS 'WIN EVERYWHERE' MENTALITY FROM ITS ROAD RACER STABLEMATE, THE OSTRO VAM, AND IS LIKewise DEVELOPED TO DOMINATE ITS CATEGORY WITH INCREDIBLE AERO, SUPERIOR HANDLING,

HIGH STIFFNESS AND LOW WEIGHT. WITH A TIRE CAPACITY OF 45MM,

IT'S READY TO GO ANYWHERE, FAST.



FACTOR

GRAVEL

ALUTO

THE ALUTO DOESN'T SIT BELOW THE OSTRO GRAVEL - IT STANDS BESIDE IT. IT'S AS SHARP, FAST, AND TECHNICALLY FOCUSED AS ANYTHING IN THE CATEGORY. BUT IT'S ALSO CENTERED, BALANCED, AND BUILT TO GO LONG. FROM DIRTY SHORT COURSES TO 300KM ADVENTURES, THIS IS THE RACE-CAPABLE GRAVEL BIKE FOR RIDERS WHO DO IT ALL AND DEMAND MORE.



FACTOR

18 GRAVEL

18 GRAVEL

Never.[™]
Status.
Quo.

Never.[™]
Status.
Quo.



MTB

MTB IS TECHNICAL AND DEMANDING, SHOWCASING SINGLE TRACK AND OFF-THE-BEATEN TRAIL. RESPECT THE AESTHETIC RULES OF MOUNTAIN BIKING, MTB SPECIFIC HELMET/SHOES/APPAREL. IMAGERY SHOULD HIGHLIGHT THE BIKE'S ABILITY TO HANDLE CHALLENGING TERRAINS LIKE ROCKY PATHS STEEP DESCENTS, AND DENSE FORESTS. FOCUS ON THE RIDER'S CONNECTION WITH THE ENVIRONMENT, CAPTURING RAW ENERGY AND TECHNICAL PRECISION. LOCATIONS SHOULD EVOKE A SENSE OF ADVENTURE AND MASTERY OF THE WILD, THE RIDER AND BIKE ARE WRAPPED IN THE SCENERY.

MTB

LANDO XC

INTRODUCING THE FACTOR LANDO XC, THE ULTIMATE MOUNTAIN BIKE DESIGNED FOR THOSE SEEKING SPEED AND EXCITEMENT. WITH ITS NEW FOX RACING SUSPENSION PARTNERSHIP, THIS LIGHTWEIGHT FULL SUSPENSION 29ER OUTPERFORMS THE COMPETITION. PACKED WITH A RACE-ORIENTED GEOMETRY AND A SUSPENSION SYSTEM THAT WORKS SEAMLESSLY, IT GUARANTEES AN EXHILARATING RIDE. WHETHER YOU'RE A CAPE EPIC ASPIRANT, A GRAVEL CROSSOVER, OR A ROADIE SEEKING OFF-ROAD ADVENTURES, THE FACTOR LANDO XC FOX DELIVERS UNMATCHED PERFORMANCE AND THRILLS.



FACTOR

Never.[™]
Status.
Quo.



TRIATHLON

TRIATHLON IS A MULTI-DISCIPLINARY TEST OF ENDURANCE, CYCLING IS THE LONGEST AND FASTEST PART OF THE EVENT, THE ONLY ELEMENT OF THE SPORT THAT REQUIRES EQUIPMENT, THIS IS WHERE FACTOR GIVES AN ADVANTAGE AS THE BEST TRI-BIKE IN THE WORLD WITH THE SLICK. TRIATHLON IS NOT AN AESTHETIC SPORT, THIS IS BECAUSE THE ATHLETES HAVE TO BE KITTED OUT IN A FUNCTIONAL MODULAR PERFORMANCE WAY, FACTOR NEEDS TO BRING OUR AESTHETIC STANDARDS TO TRIATHLON IMAGERY, MAKING IT FEEL MORE LIKE OUR ROAD AND VELODROME IMAGERY THAN USUAL TRIATHLON CONTENT. FOCUS ON THE ELEGANT PERFORMANCE SOLUTIONS THAT FACTOR BRING TO TRIATHLON, TRANSFERRING OUR RELENTLESS PURSUIT FOR SPEED INTO TRIATHLON.

TRIATHLON

SLICK

LEVERAGING FACTOR'S MANUFACTURING KNOW-HOW AND EXCEPTIONAL SKILL IN CARBON FIBER, THE SLICK IS THE MOST VERSATILE TRIATHLON BIKE IN THE WORLD, BUILT TO WIN RACES OF ALL DISTANCES AND TERRAINS, WITH MORE TRIATHLON SPECIFIC ACCESSORIES THAN ANY OTHER BIKE AT THE PRICE POINT. IT FILLS THE GAP FOR THE HIGH-VOLUME TRIATHLETE LOOKING TO ADD AN AERO OPTIMIZED TRIATHLON BIKE THAT ALSO THOUGHTFULLY CONSIDERS THEIR PRACTICALITY NEEDS THROUGHOUT EVERY DESIGN ELEMENT. SUPERIOR AERODYNAMICS COMBINE WITH CLEVER UTILITARIAN FEATURES.



FACTOR

Never.[™]
Status.
Quo.



VELODROME

THE VELODROME IS A MAN-MADE/ARTIFICIAL ENVIRONMENT, IMAGERY SHOULD CAPTURE THIS FEELING. RESPECT THE AESTHETICS RULE OF TRACK RACING, EVERYTHING IS ABOUT AERODYNAMICS, SPEED, PRECISION, AND CONTROL - EMPHASIZING PERFORMANCE. HIGHLIGHT THE CLEAN, SMOOTH CURVES OF THE TRACK WITH THE RIDER CUTTING THROUGH THE AIR IN SEAMLESS MOTION. SHOTS SHOULD USE DYNAMIC ANGLES TO SHOWCASE THE BIKE'S AERODYNAMIC EFFICIENCY AND SLEEKNESS, WITH LIGHTING THAT EMPHASIZES THE SMOOTH LINES AND TEXTURES OF THE VELODROME.

VELODROME

RAIDEN

COMING OFF THE BACK OF TWO MASSIVE DEVELOPMENT CYCLES FOR FACTOR BIKES WHICH RESULTED IN THE NEW OSTRO VAM AND THE HANZŌ TRACK, THE FACTOR RAIDEN TAKES FULL ADVANTAGE OF EVERYTHING OUR DEVELOPERS LEARNED WHILE CREATING THOSE EPIC BIKES. THE RAIDEN IS A FUSION OF KNOWLEDGE. 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 MIXES THE AERO EFFICIENCY OF A STRAIGHT-LINE SOLO TRACK BIKE WITH THE ABILITY TO EXCEL IN GROUP RACING DYNAMICS. THE RAIDEN IS A MASS START TRACK BIKE WITH A GEOMETRY TAILORED TO A WIDE CROSS-SECTION OF TRACK RIDERS. FROM SPRINT TO MADISON TO OMNIUM RACES, THE RAIDEN CAN DOMINATE THE SPRINTER'S LANE.



FACTOR

VELODROME

HANZŌ TRACK

WHEN ONE OF THE TOP TRACK RACING COUNTRIES IN THE WORLD REQUESTS THAT WE DESIGN THE FASTEST TRACK BIKE IN THE WORLD, THE FACTOR HANZŌ TRACK IS THE RESULT. IN DEVELOPMENT FOR OVER 2 YEARS, RACED AT THE HIGHEST LEVEL ON THE BIGGEST STAGE IN THE WORLD, THE HANZŌ TRACK PURSUIT RACING BIKE IS THE ABSOLUTE PINNACLE OF STREAMLINE SPEED. TAILOR MADE FOR THE AUSTRALIAN NATIONAL TRACK TEAM, THE HANZŌ TRACK OFFERS ULTRA-EFFICIENT AERODYNAMICS WHILE MAINTAINING SUPREME RIGIDITY FOR POWER TRANSFER. WE'VE ACCOMPLISHED THIS BY MAINTAINING THE STIFFNESS IN THE LAYUP WHILE METICULOUSLY DEVELOPING THE AERODYNAMIC DESIGN. AS A PURE PURSUIT RACING BIKE, AERODYNAMICS AND STRAIGHT-LINE SPEED ARE THE ULTIMATE GOAL. DEVELOPED IN TANDEM WITH THE BLACK INC ZERO TRACK WHEELS, THE HANZŌ TRACK PROVES TO BE AN ELITE TOOL FOR WORLD RECORD PERFORMANCES.

25
VELODROME



25
VELODROME



Never.[™]
Status.
Quo.

FACTOR

CUSTOMER PROFILES

FACTOR BIKES APPEALS TO A DIVERSE RANGE OF CYCLISTS, EACH WITH UNIQUE MOTIVATIONS AND ASPIRATIONS. OUR AUDIENCE SEGMENTS ARE DEFINED BY THEIR CONNECTION TO PERFORMANCE, EXCLUSIVITY, AND LIFESTYLE. THESE PROFILES GUIDE HOW WE CRAFT OUR MESSAGING, PRODUCTS, AND EXPERIENCES.

THE PERFORMANCE RIDER

WHO THEY ARE: PASSIONATE AND COMPETITIVE CYCLISTS WHO STRIVE TO IMPROVE PERSONAL BESTS AND DOMINATE IN RACES OR WEEKEND RIDES. THEY ARE DEEPLY CONNECTED TO THE SPORT AND ARE OFTEN UP-TO-DATE ON PROFESSIONAL CYCLING TRENDS.

HOW THEY RIDE: HARD TRAINING, EVENT-FOCUSED, AND CONSTANTLY SEEKING TO PUSH THEMSELVES, WHETHER AGAINST OTHERS OR THEIR OWN LIMITS.

ATTITUDE TO PRODUCT: WILLING TO INVEST IN HIGH-PERFORMANCE BIKES FOR COMPETITIVE ADVANTAGE. VALUE TECHNICAL INNOVATION AND ARE DRAWN TO PRODUCTS THAT OFFER MEASURABLE GAINS. SEEK THE LIGHTEST, FASTEST, AND MOST ADVANCED BIKES.

CONTENT INTERESTS: PERFORMANCE DATA AND COMPARISON CONTENT. INSPIRATIONAL STORIES FROM ELITE ATHLETES. DREAM PRODUCTS THAT SYMBOLIZE PEAK CYCLING PERFORMANCE.

FACTOR

CUSTOMER PROFILES



THE EXCLUSIVE RIDER

WHO THEY ARE: AFFLUENT BUSINESS PEOPLE OR PROFESSIONALS WHO VIEW CYCLING AS PART OF THEIR LIFESTYLE AND A REFLECTION OF THEIR STATUS. THEY VALUE THE EXCLUSIVITY AND PRESTIGE OF OWNING A FACTOR BIKE.

HOW THEY RIDE: REGULAR RIDERS WHO PRIORITIZE LONG, ENJOYABLE RIDES THAT BALANCE FITNESS AND LEISURE.

ATTITUDE TO PRODUCT: VIEW HIGH-END PURCHASES AS PERSONAL REWARDS. EXPECT SUPERIOR CRAFTSMANSHIP AND CUTTING-EDGE DESIGN. SEEK BIKES THAT ALIGN WITH THEIR CULTURAL TASTES AND PERSONAL STYLE.

CONTENT INTERESTS: DEEP CULTURAL STORIES THAT CONNECT CYCLING WITH ART, DESIGN, AND ENGINEERING. INFORMATIVE AND ASPIRATIONAL CONTENT ABOUT HIGH-END GEAR. PRODUCTS THAT SYMBOLIZE LUXURY AND EXCLUSIVITY.

CUSTOMER PROFILES



2026

THE FUTURE RIDER

WHO THEY ARE: NEW OR CASUAL CYCLISTS WITH AN AFFINITY FOR PREMIUM BRANDS, INFLUENCED BY SOCIAL TRENDS AND DIGITAL CULTURE. THEY ASPIRE TO OWN HIGH-QUALITY GEAR BUT MAY CURRENTLY BE LIMITED BY BUDGET.

HOW THEY RIDE: FROM CASUAL CITY COMMUTES TO SOCIAL RIDES WITH FRIENDS, CYCLING FOR THEM IS A LIFESTYLE EXTENSION.

ATTITUDE TO PRODUCT: MOTIVATED BY STYLE, DESIGN, AND EXCLUSIVITY. MAY NOT AFFORD PREMIUM BIKES YET BUT ASPIRE TO OWN THEM IN THE FUTURE. SEEK PRODUCTS THAT PROJECT INDIVIDUALITY AND FIT WITHIN A CULTURAL IDENTITY.

CONTENT INTERESTS: LIFESTYLE-FOCUSED STORIES AND INCLUSIVE COMMUNITY CONTENT. SOCIALLY SHAREABLE MOMENTS TIED TO ASPIRATIONAL BRANDS. RESEARCH-DRIVEN CONTENT ABOUT PRODUCT DESIGN AND INNOVATION.

FACTOR



BRAND GUIDANCE

BRAND MARKS

ORIGINAL WORDMARK

FACTOR

SQUARED WORDMARK

FACTOR

(ONLY USED FOR SMALL AREA APPLICATIONS)

NSQ WORDMARK

Never.[™]
Status.
Quo.

(ONLY USED IN CONJUNCTION WITH FACTOR WORKMARK)

FACTOR RACING LOGO

FACTOR
RACING

WORLD'S FASTEST WORDMARK

FACTOR

THE WORLD'S FASTEST BICYCLES

(ONLY USED FOR NON-CYCLING MESSAGING)

FACTOR PRIMARY LOGOS, WORDMARKS AND ICONS FOR ALL BRANDING.

THESE SHOULD NOT BE ALTERED OR ADJUSTED IN ANYWAY.

COLOUR VARIANTS

FACTOR

FACTOR

Never.[™]
Status.
Quo.

FACTOR
RACING

FACTOR

THE WORLD'S FASTEST BICYCLES

FACTOR

FACTOR

Never.[™]
Status.
Quo.

FACTOR
RACING

FACTOR

THE WORLD'S FASTEST BICYCLES

FACTOR

FACTOR

Never.[™]
Status.
Quo.

FACTOR
RACING

FACTOR

THE WORLD'S FASTEST BICYCLES



BRAND GUIDANCE

COLOUR

A color palette grid consisting of a 2x3 grid of colored squares. The top row contains three squares: a light grey square with hex code #F9F9F2, a white square with hex code #FFFFFF, and a red square with hex code #E17A6D. The bottom row contains three squares: a dark grey square with hex code #333333, a light grey square with hex code #F2F2F1, and a white square with hex code #FFFFFF.



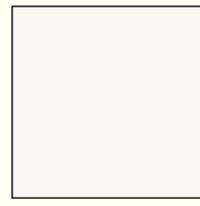
PANTONE
2345C



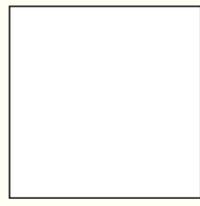
PANTONE
COOL GREY
01C



PANTONE
OBSIDIAN



FACTOR
CHANTILLY



WHITE



BRAND GUIDANCE

TYPOGRAPHY

PRIMARY FONT : DIN - 2014 BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT : DIN - 2014 EXTRA BOLD ITALIC

***A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z a b c d e f g h i j
k l m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0***

SECONDARY FONT : DIN - 2014 REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0

TERTIARY FONT : DIN - 2014 BOLD ITALIC

***A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0***

FACTOR
Never.[™]
Status.
Quo.