

# **WHO WE ARE**

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.



FACTOR



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.

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.

FACTOR

## **HISTORY**

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

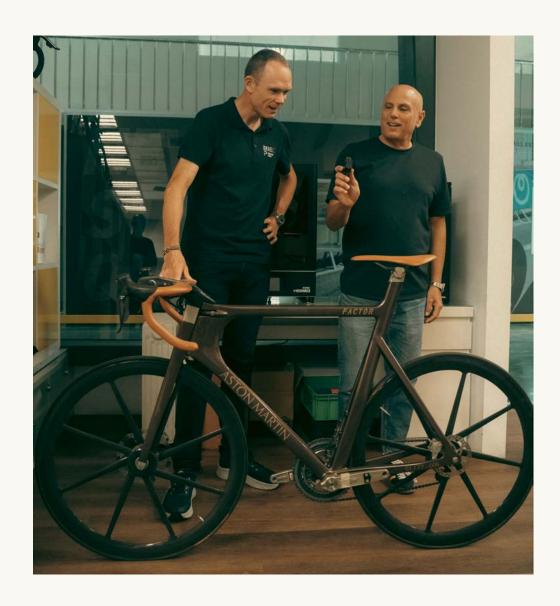
AND MAKE RACE BIKES LIKE NOBODY HAD DONE BEFORE.



FACTOR

#### **HISTORY**

ROB GITELIS HAS A BOLD AND FEARLESS ATTITUDE TO BIKE DESIGN AND MANUFACTURING RARELY SEEN IN THE CYCLING WORLD, WHILE THE CRAFTSMANSHIP IS A 21ST CENTURY VERSION OF THE MOST RENOWNED HISTORIC FRAME BUILDERS, IT IS 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.

## HISTORY



UNPRECEDENTED SPEED, WITHIN TWO
YEARS FACTOR WAS AT THE 2017 TOUR
DE FRANCE, NO BIKE BRAND HAD EVER
BEEN AT THE PINNACLE OF THE SPORT
SO SOON AFTER ITS CREATION. THE
FACTOR O2 THAT AG2R RACED AT THAT
YEAR'S TDF WASN'T EVEN OFFICIALLY
LAUNCHED AT THE TIME,

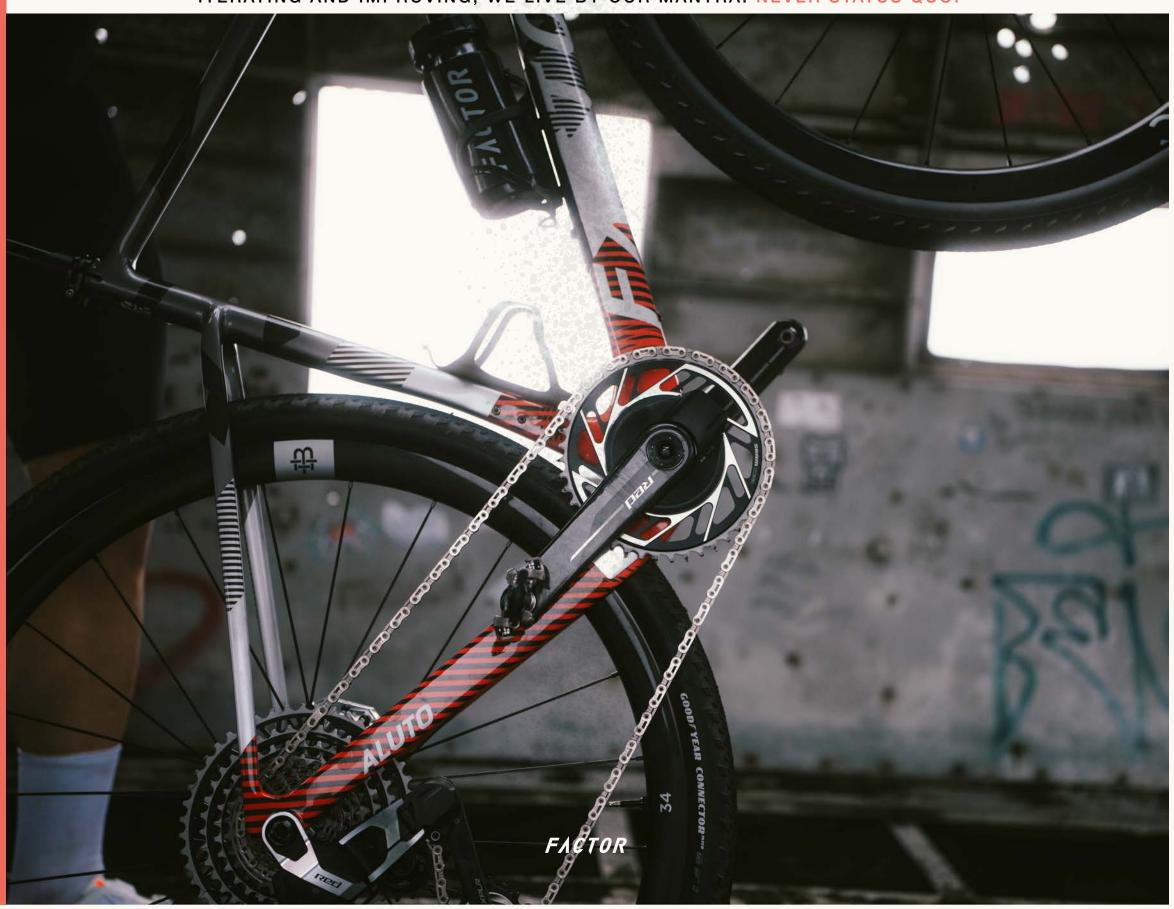
ROMAIN BARDET RACED IT TO A STAGE WIN AND GC PODIUM. THIS WAS UNHEARD OF, NO
BIKE MANUFACTURER HAD EVER DONE ANYTHING LIKE IT BEFORE, MOST PEOPLE THOUGHT
FACTOR WAS ONLY A YEAR OLD, THOSE IN THE KNOW KNEW IT WAS ACTUALLY FOUNDED IN
1996, WHEN ROB ARRIVED IN TAIWAN AS A PROFESSIONAL CYCLIST. RACING IS IN THE DNA
OF FACTOR, IT IS THE CORE INSPIRATION FOR EVERYTHING WE DO. SINCE THAT FIRST TOUR
DE FRANCE, FACTOR BIKES HAVE BEEN WINNING THE BIGGEST RACES IN THE WORLD,
BREAKING WORLD RECORDS, AND LEADING INDUSTRY INNOVATION IN ROAD, GRAVEL, MTB
AND TRACK RACING. IN 2021 SEVEN-TIME GRAND TOUR WINNER AND FOUR-TIME WINNER OF
THE TOUR DE FRANCE, CHRIS FROOME, INVESTED IN FACTOR, JOINING ROB
AS AN OWNER. ONE OF THE GREATEST RACERS IN THE HISTORY OF CYCLING, HE
UNDERSTOOD THE VISION FOR FACTOR, SEEING THE CHANCE TO SHARE AND IMPLEMENT HIS
RACING EXPERIENCE AND PRODUCT UNDERSTANDING WITH OUR ENGINEERS TO DEVELOP
THE FASTEST BIKES IN THE WORLD.

# FACTOR

### **HISTORY**

SINCE THAT FIRST TOUR DE FRANCE, FACTOR BIKES HAVE BEEN WINNING THE
BIGGEST RACES IN THE WORLD, BREAKING WORLD RECORDS, AND LEADING
INDUSTRY INNOVATION IN ROAD, GRAVEL, MTB, TRIATHLON AND TRACK RACING.

AT THE 2024 TOUR DOWN UNDER, EIGHT YEARS AFTER ROB FOUNDED FACTOR, THE OSTRO VAM WAS LAUNCHED. INDEPENDENTLY TESTED AND PROVEN TO BE THE WORLD'S FASTEST ROAD BIKE, IT WAS RACED FOR THE FIRST TIME, AND STEVIE WILLIAMS RODE IT TO VICTORY. SINCE OUR CREATION WE HAVE NEVER STOPPED ITERATING AND IMPROVING, WE LIVE BY OUR MANTRA: NEVER STATUS QUO.





# **LAUNCH BRIEF**

#### THE EVOLUTION OF GRAVEL — AND FACTOR'S RESPONSE

GRAVEL RIDING HAS COME A LONG WAY IN A SHORT TIME — FROM BACKROAD EXPLORATION TO ONE OF THE MOSTECHNICALLY DEMANDING AND FASTEST-GROWING CATEGORIES IN THE SPORT. WHAT BEGAN AS A REBELLIOUS

AT FACTOR, WE'VE APPROACHED GRAVEL WITH THE SAME CLARITY WE BRING TO THE ROAD AND TRACK: BY

DESIGNING PURPOSE-BUILT TOOLS FOR DISTINCT TYPES OF RACING AND RIDING. THE RESULT IS AN EXPANDING

LINEUP THAT REFLECTS THIS EVOLUTION WITH PRECISION:

- OSTRO GRAVEL OUR AERO-DRIVEN GRAVEL RACE BIKE, FOR HIGH-SPEED, SHORT-COURSE DOMINATION
- ALUTO THE SHARPEST-HANDLING GENERALIST ON THE MARKET. AGILE. CENTERED. PURPOSEFULLY VERSATILE.

Never.<sup>™</sup> Status. Quo. THE ALUTO IS NOT A SOFTENED RACE BIKE. IT'S A THOROUGHBRED WITH BROADER UTILITY. BUILT FOR RIDERS WHO EXPECT FACTOR-LEVEL HANDLING AND STIFFNESS, WITH GEOMETRY TUNED TO PERFORM ACROSS CHANGING TERRAIN AND LONGER RIDES. WITH 47 MM REAR TYRE AND 52 MM FRONT TYRE CLEARANCE, THE WHOLE BIKE HAS BEEN ENGINEERED TO FEEL ALIVE EVEN ON BIGGER TYRES BY USING SHORT CHAINSTAYS, A STEEP HEAD TUBE, SHORT WHEELBASE, AND LOWERED BOTTOM BRACKET TO REDUCE CENTRE OF GRAVITY AND ACCOMMODATE THE INCREASED HEIGHT OF LARGER VOLUME TYRES. THE TUBE SHAPING AND LAY-UP HAS BEEN ENGINEERED TO DELIVER STIFFNESS WHERE IT'S NEEDED AND TO BE FORGIVING WHERE IT'S WANTED. IT IS A BIKE THAT FEELS BRIGHT, LIGHT AND ALIVE.

FACTOR

#### **LAUNCH BRIEF**

#### HOW WE POSITION ALUTO

- THE POCKETKNIFE. WITH A RAZOR EDGE AGILE AND ADAPTABLE, WITH THE AGGRESSIVE RIDE QUALITY OF A TRUE RACE MACHINE.
- FACTOR RACE DNA, REFINED FOR RANGE -TIGHTER HANDLING, CENTERED GEOMETRY, AND LOW CENTRE OF GRAVITY - ENGINEERED TO DELIVER SPEED WITH CONTROL.
- ONE BIKE. EVERY MISSION FROM TEMPO RIDES TO 300 KM RACES, THE ALUTO ADAPTS WITHOUT LOSING ITS EDGE.
- PURPOSE-DRIVEN SIMPLICITY NO GIMMICKS. JUST PERFORMANCE-FIRST DECISIONS THAT RESULT IN A FAST, BALANCED, MODERN GRAVEL BIKE.

#### CORE TECHNOLOGIES & ENGINEERING APPROACH

#### 1.RACE GEOMETRY TAILORED TO BIGGER TYRES, REFINED FIT 3. FUNCTIONAL INTEGRATION

- TYRE CLEARANCE OF 47 MM IN THE REAR AND 52 MM IN THE FRONT.
- STEEP HEADTUBE ANGLE (SLIGHTLY STEEPER THAN THE OSTRO GRAVEL) TO MAINTAIN A SHORTER WHEELBASE AND AGILE FEEL.
- SHORT CHAINSTAYS (IDENTICAL TO OSTRO GRAVEL) MAINTAIN A TIGHT REAR END IMPROVING HANDLING AGILITY.

#### 2. BALANCED FRONT-END FEEL

- MINIMAL-DESIGN FORK WITH REDUCED VOLUME DELIVERS FORGIVENESS WITHOUT SOFTNESS, WHILE INCREASING RESPONSIVENESS. THE HANDLING OF THE ALUTO IS SHARP BUT TUNED FOR FATIGUE RESISTANCE.
- LAY-UP AND SHAPING DECISIONS OF THE FRAME CONSTRUCTION TRADE AERO MARGINAL GAINS FOR A BRIGHTER, LIGHTER RIDE FEEL OVER LONG HOURS.

- DOWNTUBE STORAGE INTEGRATED INTO FRAME DESIGN FOR TOOLS OR ESSENTIALS.
- FULL INTERNAL ROUTING FOR CLEAN AESTHETICS AND OPTIMAL CABLE PROTECTION.
- ELECTRONIC/HYDRAULIC ONLY DRIVETRAIN COMPATIBILITY (SHIMANO 12S, SRAM AXS) - NO MECHANICAL COMPROMISE.

#### 4. BUILT FOR MODERN GRAVEL RACING

- UDH-COMPATIBLE REAR DROPOUT FOR DRIVETRAIN FLEXIBILITY AND FUTURE-PROOFING.
- ROUND SEATPOST (27.2) WITH EXTERNAL CLAMP FOR EASE OF ADJUSTMENT AND DROPPER POST COMPATIBILITY.
- MULTIPLE MOUNTS (BENTO, BOTTLE, UNDER-DOWNTUBE) TO SUPPORT EVERYTHING FROM RACE-DAY MINIMALISM TO LIGHT ADVENTURE SETUPS
- 1X AND 2X COMPATIBILITY. GIVING RIDERS DRIVETRAIN CHOICE WITHOUT CLUTTER.

## **LAUNCH BRIEF**

#### **KEY MESSAGING FOR ALUTO'S LAUNCH**

- RACE GEOMETRY. REAL RANGE. ALUTO RIDES WITH THE TIGHT HANDLING AND CENTERED WEIGHT DISTRIBUTION OF A PUREBRED RACE BIKE — NO MATTER THE TERRAIN.
- FASTER. LONGER. SHARPER. DESIGNED FOR MODERN GRAVEL ATHLETES WHO DEMAND RESPONSIVENESS AND ENDURANCE IN THE SAME BIKE.
- PERFORMANCE, NOT PRETENSE. BUILT WITH CLARITY, NOT COMPROMISE. EVERY DETAIL ON THE ALUTO SERVES THE RIDE.
- FACTOR FAST. GRAVEL READY. A TRUE FACTOR MACHINE, DESIGNED FOR RIDERS WHO REFUSE TO SETTLE FOR "GOOD ENOUGH" GRAVEL.

#### WHY ALUTO MATTERS TO FACTOR

- REINFORCES FACTOR'S COMMITMENT TO HIGH-PERFORMANCE GRAVEL, OFFERING TWO DISTINCT BIKES FOR TWO REAL-WORLD USE CASES — NO ONE-SIZE-FITS-ALL COMPROMISE.
- INTRODUCES A NEW STANDARD IN THE "ALL-ROUNDER" SPACE - FAST ENOUGH FOR PODIUMS, REFINED ENOUGH FOR ENDURANCE.
- PROVES THAT A GENERALIST CAN BE A RACER AS LONG AS IT'S FACTOR ENGINEERED.

# FINAL STATEMENT: THE POCKETKNIFE, SHARPENED.

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 FACTOR



#### **DESIGN INTENT**

The Aluto is designed with humility in mind while maintaining the dynamism that is synonymous with Factor's visual language. Primary lines focus on dynamic and converging visual cues to convey speed/velocity.

Linear cues are pragmatic where strength and structure are conveyed.

Subtle and complex curvature blends between elements again support the dynamic nature of Factor, with variable curvature accelerating to peak values throughout the blends.

Never.<sup>™</sup> Status. Quo.

**1.** The headtube and fork are visually driven by converging contours with the offsets of the primary lines. surface. **3.** The BB sees a concentration of parallel elements that anchor the design around 5. the central point. 4. The tubes are blended by subtle 2. sections. Each set of tubes are driven by their own individual points of convergence.

leading and trailing edge being radial

2. The signature crease is removed in the effort to support the product's humility. There is a subtle flow of surfaces which still follow the same trajectory however the blend is spread over the larger

compound curves with G2 variable continuity to give a natural flow to the volume. Additionally, these blends support manufacturing as it allows natural placement of fibres without dramatic changes of direction or physical

The Toptube, Seatstay and Chainstay support the dynamic elements of the bike with tighter converging lines to complement the small profiled tube

FACTOR

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FRAME + FORK



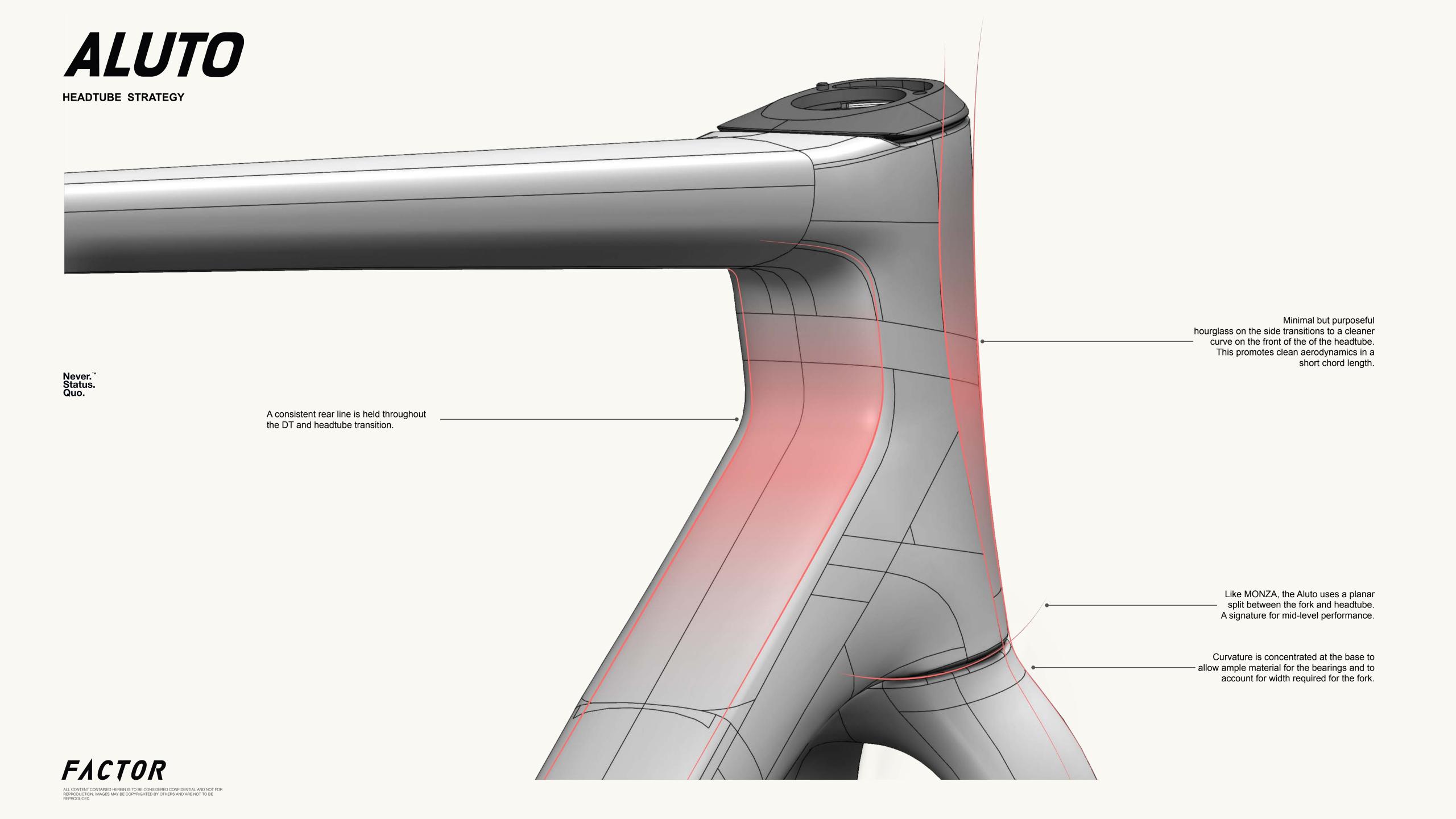
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**DESIGN DETAILS** Toptube shape inspired from the structural work on the 02 VAM yielding excellent strength to weight properties. "FACTOR" signature headtube design with minimal chord length. Standard round clamp supports versatility and simplicity. Integrated fork with "planar" interface. SS blend promotes a smooth transition of forces while maintaining the airflow. D-shaped minimal volume ST gives a slight aero advantage while being light and humble. Never.<sup>™</sup> Status. Quo. UDH to be future proof for upcoming 1 x and adaptable to 2x solutions. DT barrows top surface from slick to re-use storage but gradually becomes more blunt and voluminous near BB. \_\_\_ Dropped CS design to allow clearance for 2x an 47mm tyres.





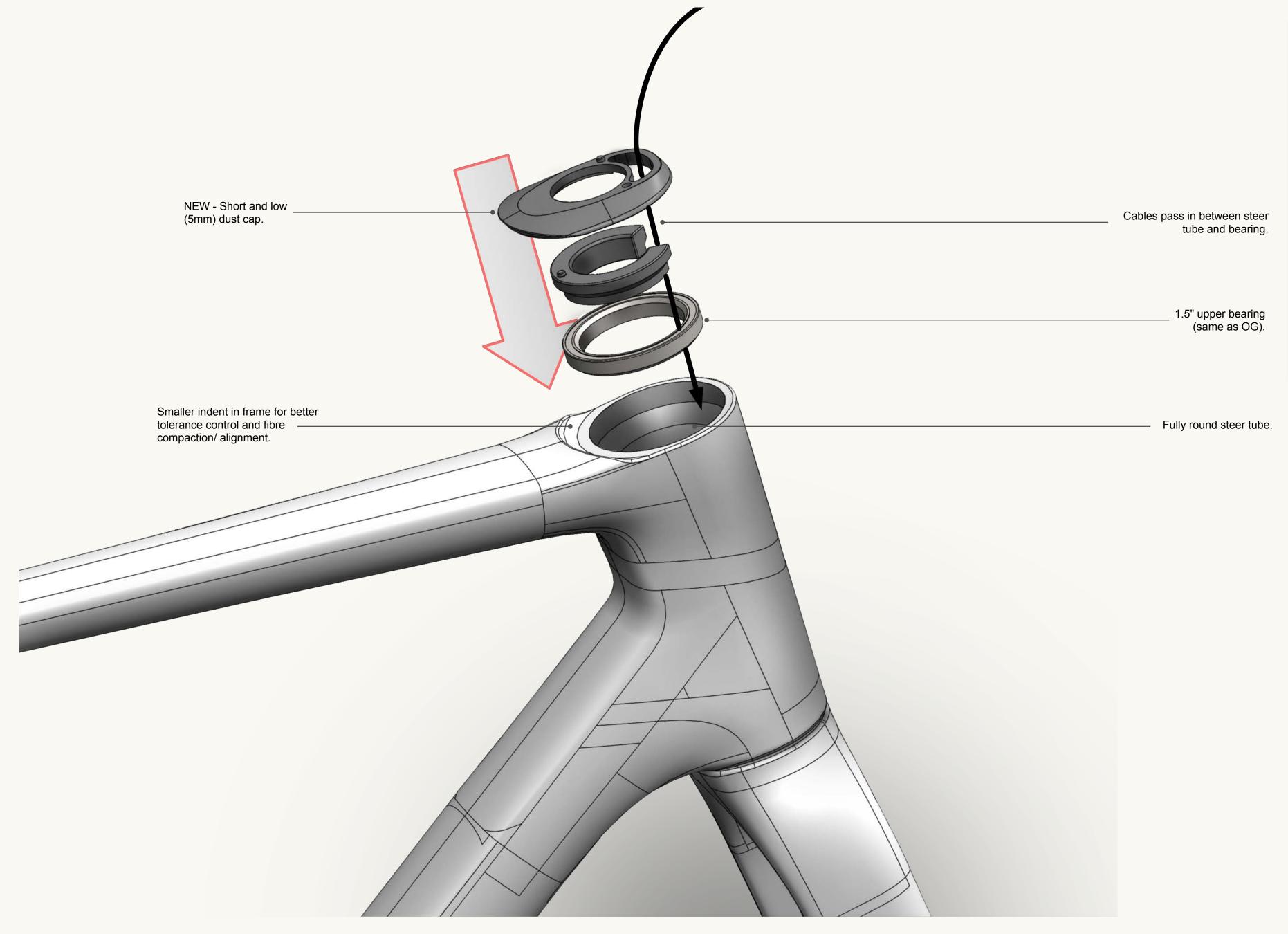


The Aluto adopts the relative flat top and rounded bottom design of the 02 VAM top tube that proved to be a lightweight and strong configuration for a top tube. The headtube uses the same "inflow" design and is tuned for The truncation is designed to keep maximum width at the trailing edge to allow for smooth airflow into frame bags. the waterline, in this case the foil is less aggressive given the smaller form factor and minimal hour glassing. The almost round lower surface allows for integration without the dynamic language of the aero road category.

FACTOR

## HEADTUBE

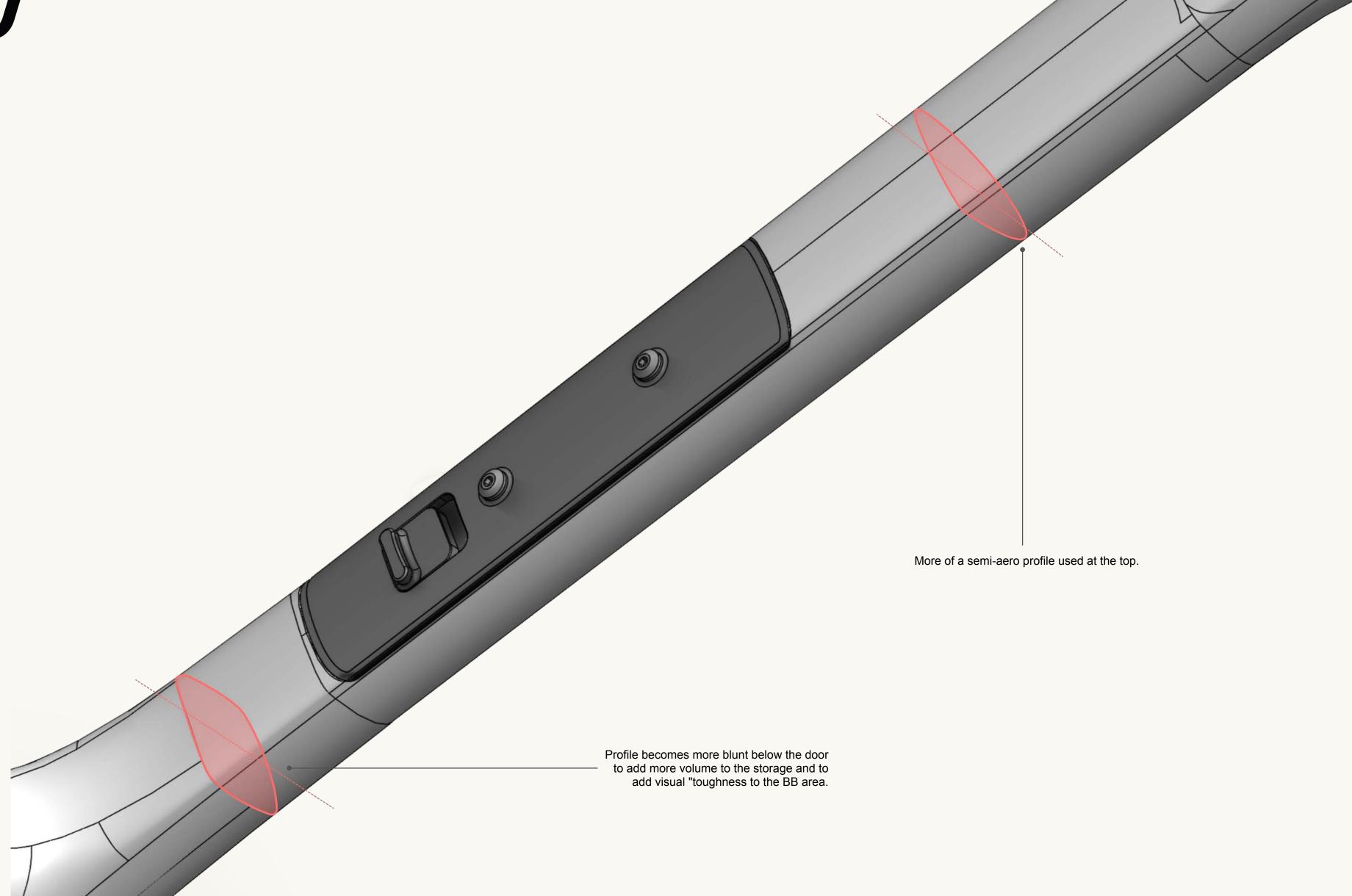
The headtube assembly is designed with pragmatic priorities first, then packaged in an aerodynamic envelope. A simple round steerer was used for ease and cost of manufacturing. A larger 1.5" bearing allows internal routing with the round steer tube. Both of these also provide more room for the cable to pass between the steer tube and the headtube interior, making the assembly quicker and more repeatable on the shop floor. A new short and low dust cap provides an integrated look while minimizing the path that fibres need to wrap, making compaction easier and more reliable.





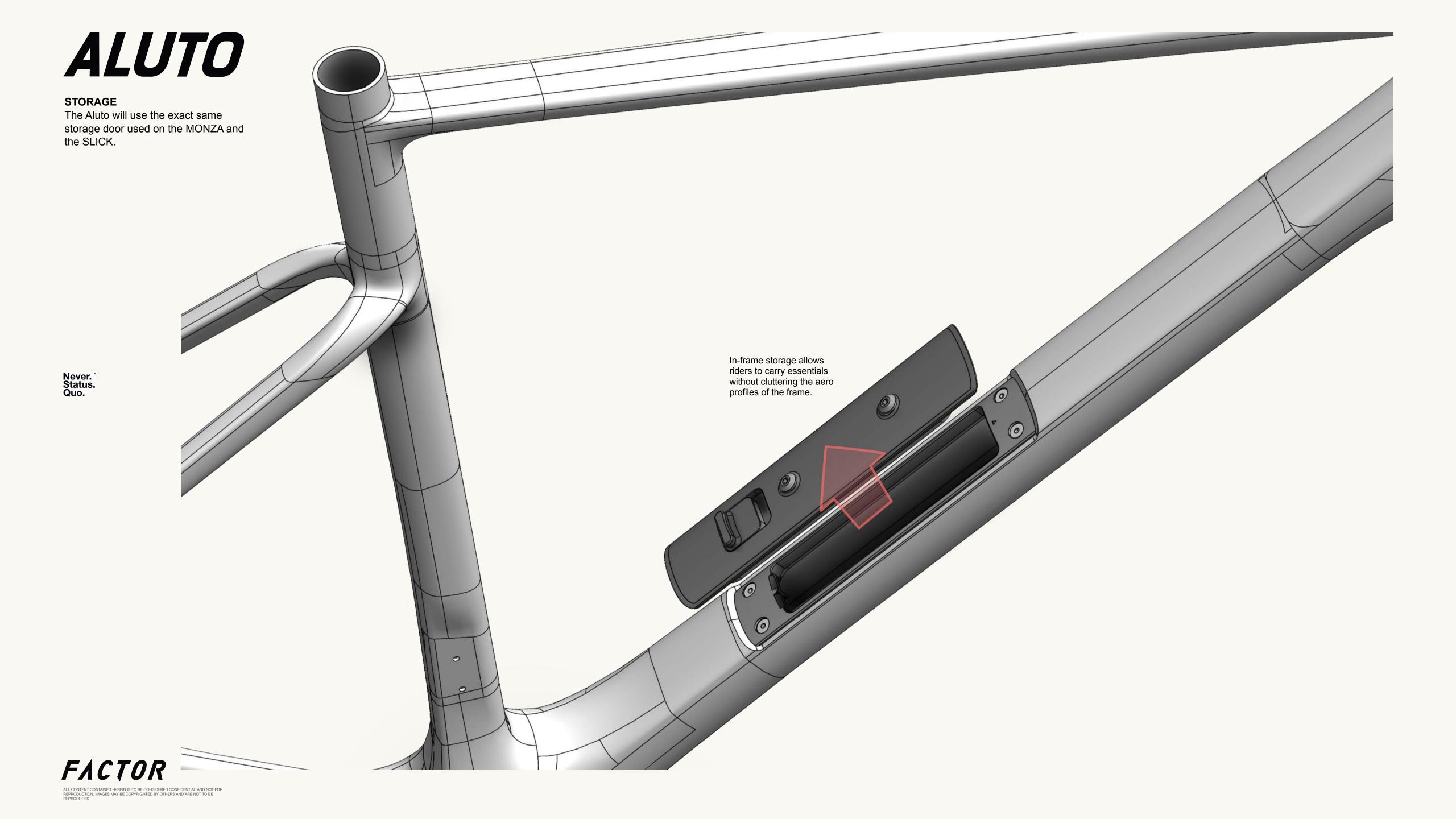
**DOWNTUBE** 

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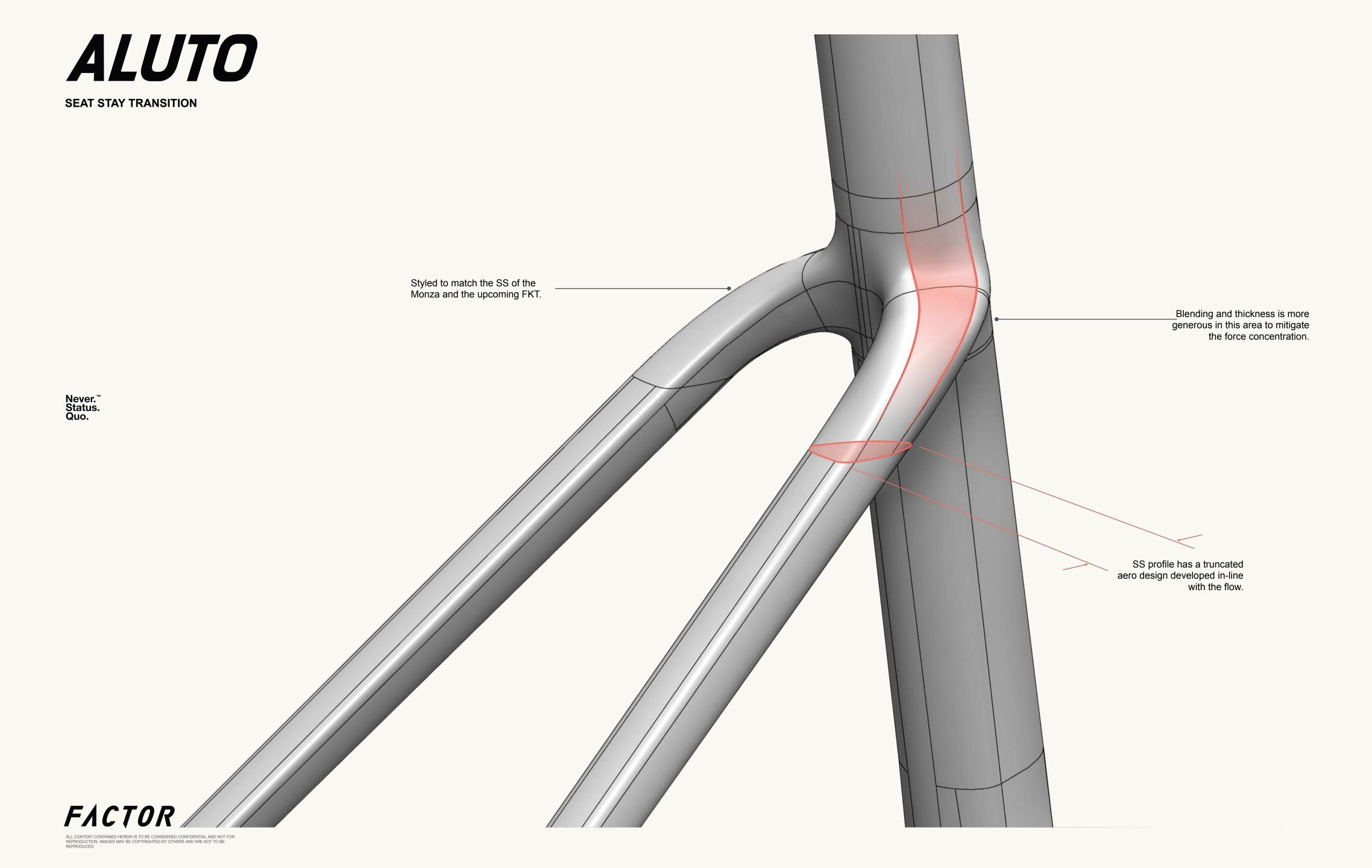


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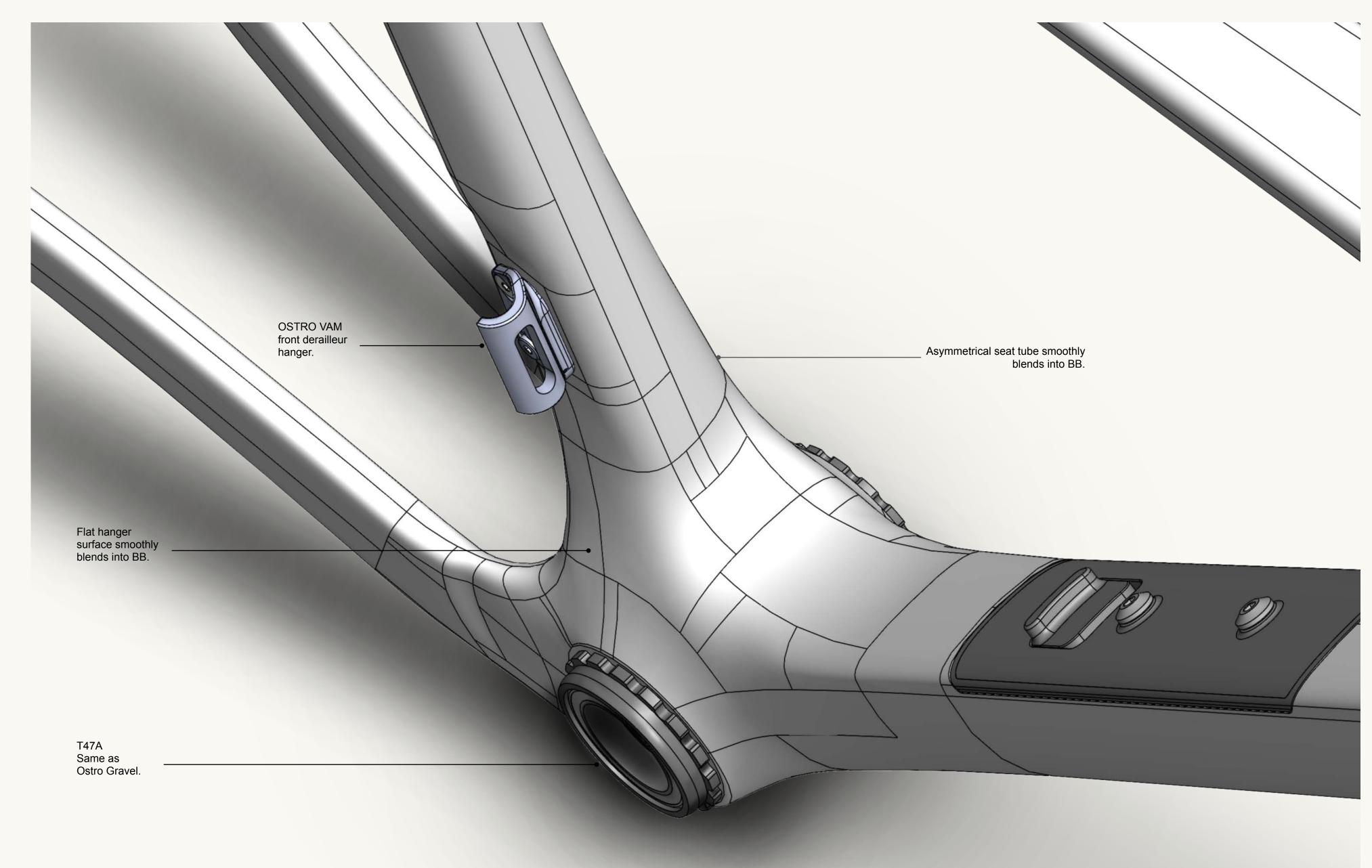
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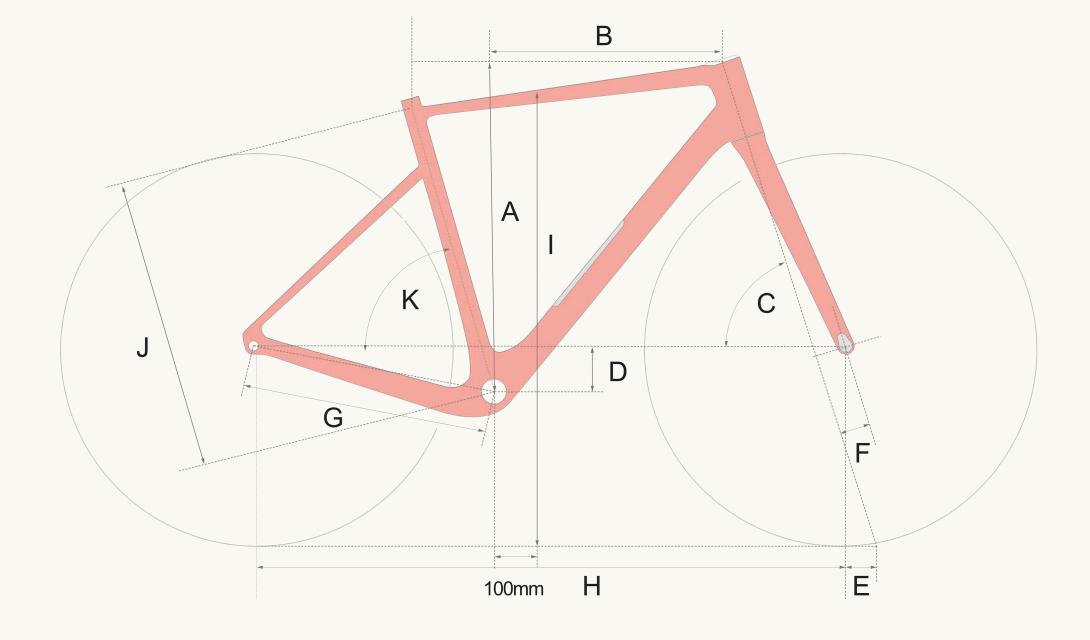








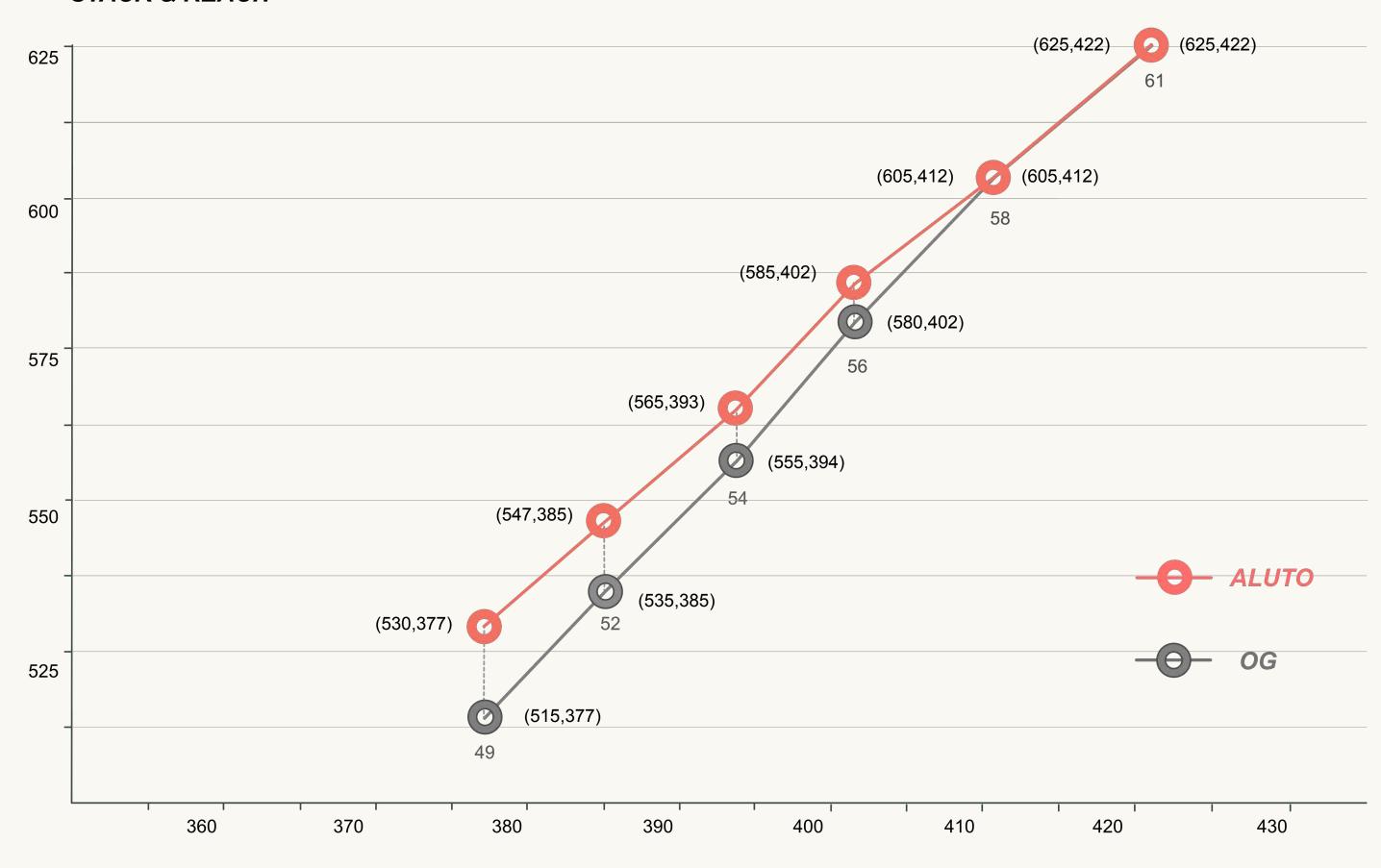




SIZE	49	52	54	56	58	61
A STACK	530	547	565	585	605	625
B REACH	377	385	393	402	412	422
C HEAD TUBE ANGLE	71.5	71.9	72	72	72	72
D BB DROP	80	80	78	78	78	78
E TRAIL	64.4	61.8	61.2	61.2	61.2	61.2
F FORK RAKE/OFFSET	50	50	50	50	50	50
G CHAINSTAY LENGTH	420	420	420	423	425	425
H WHEELBASE	992.6	1002.5	1016.5	1035	1053	1070
I BIKE STAND OVER HEIGHT	XX	XX	XX	XX	XX	XX
J SEAT TUBE LENGTH	455	480	505	525	549	549
K SEAT TUBE ANGLE	74.5	74	74	73.5	73.5	73.5



# STACK & REACH



# FIT

The Aluto Geometry is derived from the the geometry of the OG having a slightly taller stack that converges on larger sizes. This will make it easier to fit most riders that might not desire as aggressive of a drop to the bar.

## **HANDLING**

Similarly, the Aluto has handling features compared to the Ostro Gravel. The Aluto has a slightly slacker HT angle (by 0.3 degrees) that will dial back the handling a fraction while extending the wheelbase slightly. Identical chainstay lengths and seat tube angles centre the rider while a larger drop to the BB will compensate for the added stack height lending towards stability.



# **BOM**

Never.<sup>™</sup> Status. Quo.

We reused existing components where it offered the most value.

This eases compatibility and makes it easier for retailers to have replacement parts available for multiple models.

Reuse existing hardware Reuse BI 27.2mm SP01. **NEW** HB05 **NEW** SP Clamp. Reuse existing BI spacers . NEW top caps shared with MONZA and upcoming FKT. Reuse storage door assembly from the Slick and Monza Reuse axle assembly from the OG 1.5 change. Reuse Swing style FDH from the Ostro VAM. T47A BB Reuse existing axle and fork hardware



SURFACE DESIGN

Never.<sup>™</sup> Status. Quo.







RAPTOR BLUE



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**RAPTOR BLUE** 



SURFACE DESIGN







**QUATTRO GREY** 



