COMMITTED TO INNOVATION + BUILDING THE WORLD'S FASTEST BICYCLES.

Never.™ Status. Quo.

A FEARLESS 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.

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.

IT MOVED FORWARD WITH 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.

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.

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