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.

3...2...1...1...2...3

FACTOR

Never.™
Status.
Quo.

ONE / MISSION BRIEF [01]

THE ONE IS THE FASTEST ROAD BIKE IN THE WORLD, THE PRODUCT OF AMBITION, MASTERY, AND THE REFUSAL TO SETTLE FOR SAFE DESIGN.

FOR ROB GITELIS, FACTOR'S FOUNDER, THE MISSION HAS ALWAYS BEEN CLEAR: BUILD THE BOLDEST AND MOST EXCITING BIKES IN CYCLING. FOR GRAHAM SHRIVE, ONE OF THE WORLD'S LEADING BICYCLE ENGINEERS, THE MISSION IS TO FIND SPEED EVERYWHERE IT HIDES: IN AIRFLOW, IN GEOMETRY, IN MANUFACTURING, AND BRING IT TO LIFE ON THE ROAD. TOGETHER, THEY'VE CREATED A CULTURE WHERE INNOVATION IS NOT A PROJECT, BUT A HABIT.

WITH OUR OWN FACTORY AND AGILE MANUFACTURING CAPABILITIES, WE CAN DESIGN, PROTOTYPE, TEST, AND REFINE AT A PACE FEW CAN MATCH. THAT FREEDOM HAS MADE FACTOR A BRAND WHERE RACING DNA DRIVES ENGINEERING, AND WHERE EVERY BIKE IS FORGED IN THE SAME CONDITIONS IT WILL FACE IN THE WORLD'S TOUGHEST RACES.

THE ONE IS NOT A REVOLUTION PULLED FROM THIN AIR, IT IS THE EVOLUTION OF EVERYTHING WE'VE LEARNED IN RECENT YEARS. FROM THE OLYMPIC-RECORD-BREAKING HANZŌ TRACK TO THE BOUNDARY-PUSHING HANZŌ ROAD INTERNAL TEST PROJECT, TO THE ALL-CONQUERING OSTRO VAM, EACH PROJECT HAS ADDED LAYERS OF KNOWLEDGE: WHAT SHAPES WORK IN REAL-WORLD WIND, HOW TO CONTROL TURBULENCE AROUND A SPINNING WHEEL, HOW TO EXTRACT MORE SPEED WITHOUT SACRIFICING STABILITY.

WHEN THE UCI RELAXED KEY DESIGN REGULATIONS, WE WERE READY. WE PUSHED TO THE VERY EDGE OF WHAT IS NOW POSSIBLE, NOT ONLY AERODYNAMICALLY, BUT IN RIDER FIT AND HANDLING. ADVANCES IN COMPUTATIONAL FLUID DYNAMICS (CFD) GAVE US UNPRECEDENTED INSIGHT INTO AIRFLOW, LETTING US ITERATE HUNDREDS OF VIRTUAL PROTOTYPES BEFORE EVER STEPPING INTO A WIND TUNNEL. EVERY DECISION WAS TESTED, REFINED, AND PROVEN, ON SCREEN AND ON THE ROAD.

BUT THIS ISN'T JUST ABOUT CUTTING THROUGH THE AIR. WE STUDIED THE CHANGING POSITION OF THE MODERN RACER: ROTATED FORWARD OVER THE FRONT OF THE BIKE, SADDLES PUSHED FURTHER FORWARD, SHORTER CRANKS, NARROWER BARS, LONGER REACH. THE UCI HAS RESPONDED TO THESE TRENDS WITH NEW RULES, AND THE ONE IS DESIGNED TO EMBRACE THEM, PUTTING THE RIDER IN THEIR MOST POWERFUL POSITION WHILE MAINTAINING PERFECT HANDLING BALANCE AND CENTRE OF GRAVITY.

IN ITS FIRST PUBLIC APPEARANCE, UNANNOUNCED, IN PROTOTYPE FORM, THE ONE WON A STAGE OF THE CRITÉRIUM DU DAUPHINÉ. THIS WAS NOT A DEBUT. IT WAS A DECLARATION.

FACTOR

MISSION GOAL: REDEFINE THE LIMITS OF A UCI-LEGAL AERO ROAD BIKE, AND IN DOING SO, CHANGE THE INDUSTRY'S EXPECTATION OF SPEED.

[02]

ONE / MISSION ORIGIN & DEVELOPMENT STORY

EVERY MISSION STARTS WITH A TRIGGER. FOR THE ONE, IT WAS A SHIFT IN THE RULES OF THE GAME.

WHEN THE UCI BEGAN RELAXING LONG-STANDING DIMENSIONAL CONSTRAINTS, ESPECIALLY AROUND THE FORK BOX, MOST BRANDS SAW AN INCREMENTAL DESIGN OPPORTUNITY. AT FACTOR, WE SAW AN OPEN CORRIDOR TO THE EDGE OF LEGALITY.

OUR R&D TEAM HAD BEEN HERE BEFORE. THE OLYMPIC-RECORD-BREAKING HANZŌ TRACK RESEARCH AND DEVELOPMENT HAD SHOWN US HOW AIRFLOW "SPILLS" OFF THE FRONT TYRE AND DISRUPTS EVERYTHING BEHIND IT. THE HANZŌ ROAD INTERNAL TEST PROJECT TAUGHT US THAT, FREED FROM TRADITIONAL FORK CONSTRAINTS, WE COULD SIGNIFICANTLY IMPROVE PERFORMANCE. THE OSTRO VAM PROVED THAT AERODYNAMIC SPEED COULD BE PAIRED WITH LOW WEIGHT AND REAL-WORLD HANDLING. THOSE PROJECTS WERE MORE THAN PRODUCTS, THEY WERE RECONNAISSANCE MISSIONS. EACH REVEALED WEAKNESSES IN THE STATUS QUO AND GAVE US THE TOOLS TO ATTACK THEM. BY THE TIME THE UCI CHANGED THE RULES, WE HAD THE EXPERIENCE,

THE FACTORY CAPABILITY, AND THE APPETITE TO GO FURTHER THAN ANYONE ELSE. FROM THE OUTSET, GRAHAM SHRIVE, OUR HEAD OF ENGINEERING, KNEW THIS PROJECT WOULDN'T JUST BE ABOUT MATCHING THE OSTRO'S SPEED, IT HAD TO LEAPFROG IT. THAT MEANT NOT JUST REFINING EXISTING SHAPES, BUT BREAKING THEM APART AND REBUILDING THEM. EARLY IN THE PROCESS, WE ESTABLISHED OUR OWN BENCHMARK. THE HANZŌ ROAD INTERNAL TEST PROJECT ALREADY SHOWED A ~10% AERO GAIN OVER THE OSTRO 2.0. THE GOAL: BEAT IT DECISIVELY IN A UCI-LEGAL CONFIGURATION.

WE BUILT AND TESTED CONCEPTS SO WILD THEY LOOKED LIKE THEY BELONGED ON A TRACK BIKE OR IN A WIND TUNNEL, AND FOR A TIME, THEY DID. HUNDREDS OF CFD RUNS, BOTH WITH FULL RIDER MODELS AND HALF-FRAME ACCELERATED ITERATIONS, LET US TEST VARIATIONS THAT WOULD BE IMPOSSIBLE TO EXPLORE PHYSICALLY IN THE SAME TIMEFRAME. FORK LEG SPACING, CROWN SHAPING, FAIRING PROJECTIONS, BRAKE MOUNT ANGLES, BAR TOP PROFILES, BOTTLE POSITIONS, ALL TUNED, TESTED, AND VALIDATED IN SILICO BEFORE THE BEST IDEAS MADE IT TO THE TUNNEL.

WIND TUNNEL SESSIONS CONFIRMED WE WERE ON THE RIGHT PATH:

>8%
FASTER THAN OSTRO 2.0

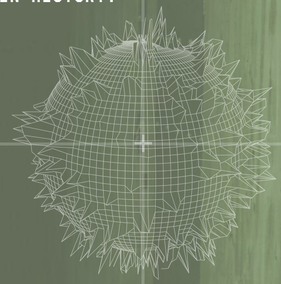
~15%
FASTER THAN CERVÉLO S5 [2024]

>22%
FASTER THAN SPECIALIZED SL8

FACTOR

ONE

FROM THE FIRST CFD SKETCH TO THE FINAL PROTOTYPE'S WIN AT THE DAUPHINÉ, THE ONE'S DEVELOPMENT HAS BEEN A RELENTLESS CYCLE OF DATA, TESTING, AND ITERATION. EACH IMPROVEMENT FED THE NEXT. EACH CHALLENGE FORCED A SOLUTION. AND EVERY DECISION WAS DRIVEN BY A SINGLE OBJECTIVE: TO CREATE THE FASTEST UCI-LEGAL ROAD BIKE IN HISTORY.



BUT AERODYNAMICS WAS ONLY HALF THE MISSION. THE MODERN RACER'S POSITION HAS SHIFTED, NARROWER BARS, MORE FORWARD SADDLES, SHORTER CRANKS, ALL PUSHING THE RIDER'S WEIGHT FURTHER OVER THE FRONT WHEEL. WITHOUT CAREFUL GEOMETRY WORK, THIS CAN UPSET HANDLING BALANCE AND INCREASE CRASH RISK.

THE ONE'S GEOMETRY WAS DESIGNED TO ACCOMMODATE THESE POSITIONS WITHOUT COMPROMISE. BY DECOUPLING HANDLEBAR MOUNT FROM STEERING AXIS, WE CAN GIVE RIDERS THE EXTREME REACH THEY WANT WITHOUT RESORTING TO UNSTABLE, OVERLONG STEMS. WE ADJUSTED BOTTOM BRACKET DROP TO COMPENSATE FOR THE RAISED CENTRE OF GRAVITY FROM SHORTER CRANKS AND LARGER TIRES, PRESERVING STABILITY AND KEEPING FRONT/REAR WEIGHT BALANCE IN CHECK. EVEN IN THE SMALLEST SIZES, THE ONE KEEPS IDENTICAL STEERING GEOMETRY TO THE LARGEST FRAMES, A RARITY IN HIGH-PERFORMANCE ROAD BIKES.

3..2..1...|..1..2..3

FACTOR

Never.™
Status.
Quo.

ONE / ENGINEERING INNOVATIONS - MISSION SYSTEMS [03]

3.1 AERODYNAMIC SYSTEMS

PRIMARY OBJECTIVE: CONTROL AIRFLOW AT THE FRONT END AND SUSTAIN AERODYNAMIC ADVANTAGE DEEP INTO CROSSWIND YAW. THE UCI'S RULE CHANGES ALLOWED US TO ESCAPE THE DIMENSIONAL PRISON OF THE TRADITIONAL FORK BOX. WE USED THAT FREEDOM TO DESIGN THE BAYONET FORK + "CHIN" FAIRING SYSTEM, A FORWARD-PROJECTED STRUCTURE THAT MANAGES THE "SPILLOVER" DRAG CREATED WHEN AIRFLOW DETACHES FROM THE FRONT TYRE AND CROWN AREA.

THIS WASN'T GUESSWORK. IT WAS VALIDATED THROUGH A MATRIX OF CONTROLLED TESTS :
_FORK LEG SPACING: WIDE VS. NARROW
_CHIN FAIRING: DUCTED VS. NON-DUCTED
_BAR TOP PROFILE: UPSWEPT, DOWNSWEPT, NEUTRAL
_BRAKE MOUNT ANGLE: 5° VS. 20°
_BOTTLE POSITION: HIGH VS. LOW CAGE MOUNTING

EVERY VARIABLE WAS RUN THROUGH CFD WITH BOTH HALF-FRAME ACCELERATED MODELS AND FULL RIDER CONFIGURATIONS BEFORE ENTERING THE TUNNEL IN CANADA. WE CONFIRMED THE NUMBERS: THE WIDE FORK WITH DUCTED CHIN PRODUCED THE LOWEST DRAG AND THE MOST STABLE YAW PERFORMANCE, HOLDING ITS ADVANTAGE BEYOND 15° WHERE COMPETITORS FELL APART. THE ONE'S FRONT-END DESIGN ISN'T SIMPLY ABOUT CUTTING THE AIR - IT DICTATES WHERE THE AIR GOES NEXT, ENSURING SMOOTHER FLOW ACROSS THE ENTIRE SYSTEM.

3.2 GEOMETRY & HUMAN INTEGRATION

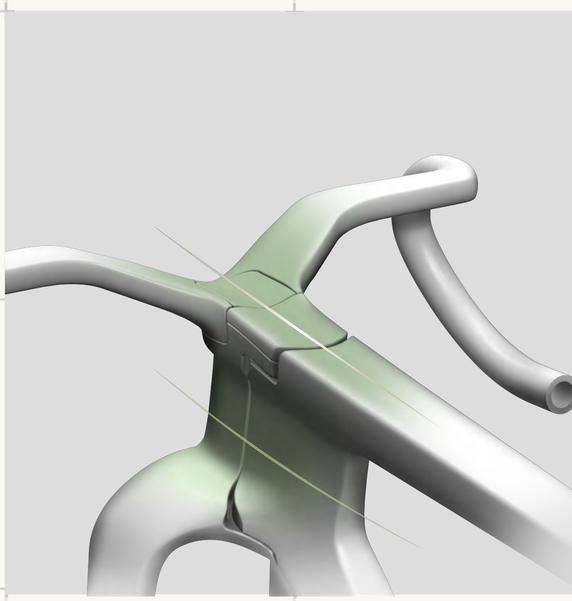
PRIMARY OBJECTIVE: ENABLE THE MODERN RACER'S POSITION WITHOUT DESTABILIZING HANDLING OR RIDER CONFIDENCE.

PROFESSIONAL FIT TRENDS ARE CLEAR: :
_SADDLES MOVING FORWARD
_SHORTER CRANKS BECOMING STANDARD
_NARROWER BARS (AS EXTREME AS 35CM, NEW RULES TO LIMIT TO 38CM MINIMUM)
_EXTENDED REACH THROUGH LONGER COCKPITS

THESE CHANGES PUSH THE RIDER'S WEIGHT FURTHER FORWARD, RAISING THE CENTRE OF GRAVITY AND UNBALANCING THE FRONT/REAR LOAD SPLIT, A RECIPE FOR REDUCED STABILITY AND INCREASED CRASH RISK.

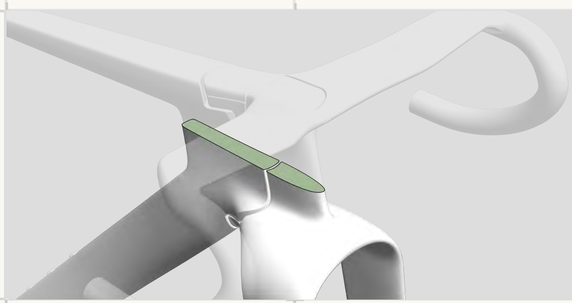
THE ONE RESOLVES THIS WITH:
_EFFECTIVE FIT PARITY WITH THE OSTRO VAM - RIDERS FAMILIAR WITH OUR FLAGSHIP AERO RACE BIKE WILL FIND THEIR CORE COORDINATES UNCHANGED, DESPITE THE ONE'S STEEPER STA.

_VSTA RANGE OF 73.5°-77° VIA ADJUSTABLE SEATPOST HEAD - CATERING TO INDIVIDUAL FIT NEEDS WHILE KEEPING HANDLING CONSISTENT.



AT THE LEADING EDGE OF THE ONE IS THE INTEGRATED HANDLEBAR,

THE DESIGN ALLOWS FOR A SEAMLESS TRANSITION OF AIRFLOW BOTH AT THE HEADTUBE AND OVER THE TOP OF THE BAR INTO THE TOP TUBE.



CROSS SECTION TUNED FOR VERY HIGH AIRSPEED AND MORE DIRECTIONAL.

FACTOR

ONE / ENGINEERING INNOVATIONS - MISSION SYSTEMS [03]

[CONTINUED]**THE ONE RESOLVES THIS WITH:**
_DECOUPLED HANDLEBAR MOUNT FROM STEERING AXIS - ENABLING EXTREME REACH WITHOUT RESORTING TO OVERLONG STEMS (>140MM) THAT SLOW STEERING RESPONSE OR COMPROMISE HANDLING PRECISION.

_COCKPIT SIZING REDEFINED - THE ONE USES AN INTEGRATED BAR SYSTEM WITHOUT A TRADITIONAL STEM. SIZES ARE DESIGNATED 1, 2, 3, 4, 5, CORRESPONDING TO FAMILIAR STEM EQUIVALENTS:

- **SIZE 1 = 110MM**
- **SIZE 2 = 120MM**
- **SIZE 3 = 130MM**
- **SIZE 4 = 140MM**
- **SIZE 5 = 150MM**

_INCREASED BB DROP BY 5MM - COMPENSATING FOR RAISED RIDER COG FROM CRANK/TIRE CHANGES, MAKING THE BIKE FEEL PLANTED IN HIGH-SPEED DESCENTS. TYPICAL RIDERS WILL RAISE THE SADDLE BY ~DOUBLE THE DECREASE IN CRANK LENGTH. DROPPING THE BOTTOM BRACKET EMBRACES THIS BY KEEPING THE RIDERS C OF G IN THE SAME POSITION WHEN THESE CHANGES ARE MADE.

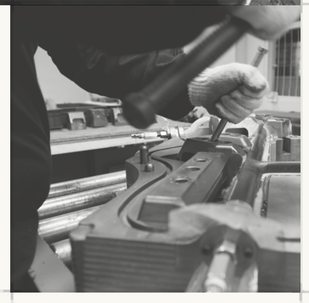
_EXTENDED REACH ACROSS SIZES - ELIMINATING TOE OVERLAP AND MAINTAINING IDENTICAL STEERING GEOMETRY FOR ALL FRAME SIZES, REDUCES THE EFFECTIVE MOMENT ARM OF THE BARSTEM AND SPEEDING UP HANDLING BY DECREASING STEERING SWEEP.

_FRONT/REAR WEIGHT BALANCE RESTORED - REDUCING THE RISK OF REAR-WHEEL TRACTION LOSS AND HIGH-SIDE CRASHES.

BY BUILDING COCKPIT SIZING INTO THE INTEGRATED BAR SYSTEM, THE ONE ELIMINATES THE COMPROMISE OF ULTRA-LONG STEMS WHILE GIVING MODERN RACERS THE FORWARD POSITION THEY DEMAND, WITH STABILITY AND CONTROL PRESERVED. THE STIFFNESS LEVELS OF THE GULL WING BAR ARE EXTRAORDINARY, AS MUCH AS 50% HIGHER THAN AN EQUIVALENT BAR/STEM COMBO.

FACTOR

ONE / ENGINEERING INNOVATIONS - MISSION SYSTEMS [03]



3.3 MANUFACTURING SYSTEMS

PRIMARY OBJECTIVE: BUILD A STRUCTURE NO CONTRACT MANUFACTURER COULD, IN-HOUSE, WITH TOTAL CONTROL FROM CONCEPT TO FINISH.

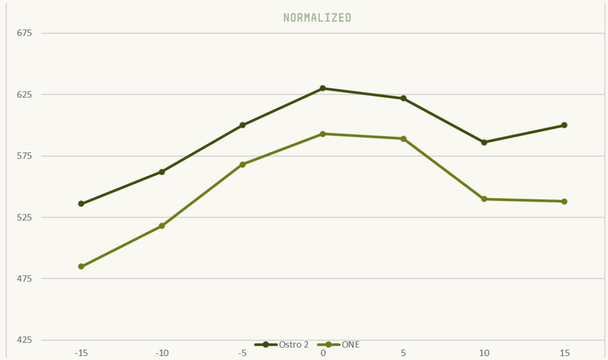
THE ONE'S DESIGN IS TOO RADICAL FOR OUTSOURCED PRODUCTION. FACTOR'S IN-HOUSE MANUFACTURING ALLOWED US TO:
_RAPIDLY PROTOTYPE AND REFINE WITHOUT WAITING FOR THIRD-PARTY TOOLING CYCLES.

_INTEGRATE THE BAYONET FORK, CHIN FAIRING, AND COCKPIT AS A UNIFIED STRUCTURAL/AERO SYSTEM.
_TUNE CARBON LAYUPS FOR STIFFNESS AND RIDE FEEL UNDER EXTREME LOADS.

_ENGINEER INTELLIGENT, USER FRIENDLY SOLUTIONS TO THINGS LIKE BAR ROTATION LIMITERS, DI2 BATTERY INTEGRATION, AND A LOW PROFILE UDH COMPATIBLE INTERFACE.

_DEVELOP A PRECISION COMPRESSION SYSTEM THAT MAINTAINS HEADSET INTEGRITY UNDER PRO-LEVEL SPRINT FORCES, WHILE BEING SIMPLE TO ADJUST AND ROUTE CABLES THROUGH.

BY CONTROLLING EVERY PROCESS, FROM CARBON CUTTING TO CURING TO FINISHING, WE COULD MOVE FROM CFD TO TUNNEL TO RACE WITHOUT COMPROMISE OR DELAY.



SYSTEM OUTCOME:

>8% FASTER THAN OSTRO 2.0
~15% FASTER THAN CERVÉLO S5 (2024)
>22% FASTER THAN SPECIALIZED SL8

THESE GAINS ARE NOT THE RESULT OF A SINGLE TRICK, BUT OF CUMULATIVE MARGINAL ADVANTAGES ACROSS AERODYNAMICS, FIT INTEGRATION, AND MANUFACTURING EXECUTION, EACH ONE MEASURED, VALIDATED, AND LOCKED INTO THE FINAL FORM.

FACTOR

ONE

[04] PERFORMANCE DATA - CLASSIFIED RESULTS

3..2..1...|...1..2..3

CLEARANCE LEVEL:
INTERNAL / ENGINEERING RELEASE - DECLASSIFIED FOR PUBLIC LAUNCH

TEST FACILITIES:

_COMPUTATIONAL FLUID DYNAMICS (CFD) - FACTOR ENGINEERING DIVISION

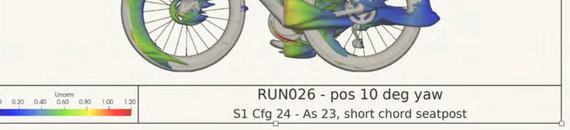
_GUELPH LOW-SPEED WIND TUNNEL

_SASI SPORTS DEDICATED WIND TUNNEL

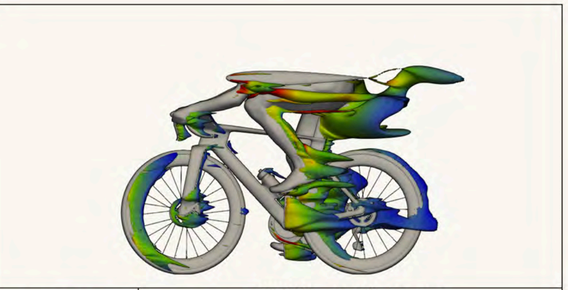
_CONTROLLED WORLDTOUR RACE DEPLOYMENT

FACTOR

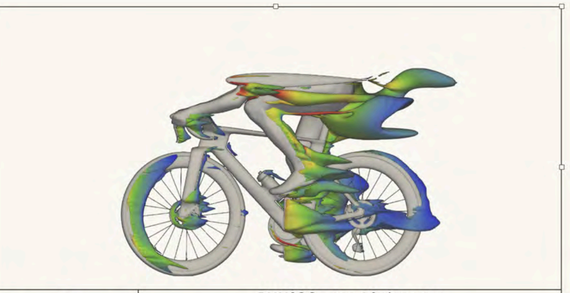
Never.™
Status.
Quo.



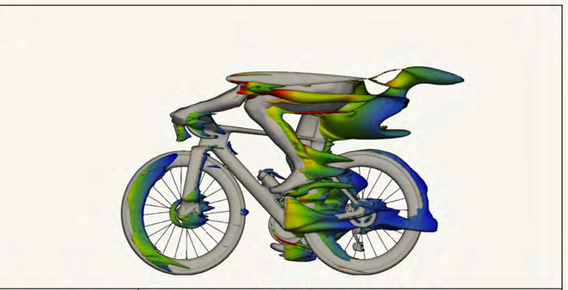
RUN026 - pos 10 deg yaw
S1 Cfg 24 - As 23, short chord seatpost



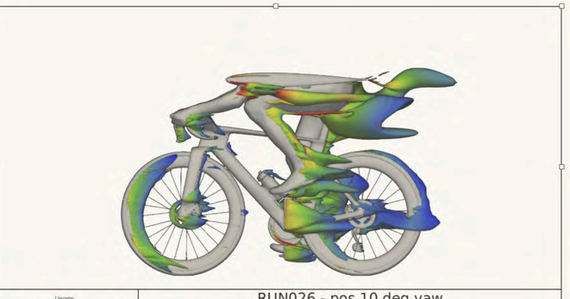
RUN025 - pos 10 deg yaw
S1 Cfg23 - updated low fork leg



RUN026 - pos 10 deg yaw
S1 Cfg 24 - As 23, short chord seatpost



RUN025 - pos 10 deg yaw
S1 Cfg23 - updated low fork leg



RUN026 - pos 10 deg yaw

[04]

ONE / PERFORMANCE DATA - CLASSIFIED RESULTS

AERO PERFORMANCE SUMMARY - BIKE + RIDER

COMPETITOR MODEL	Δ DRAG VS. ONE	RELATIVE SPEED ADVANTAGE
FACTOR OSTRO 2.0	+8%	SUSTAINED ADVANTAGE FROM 0°-15° YAW
CERVÉLO S5 (2024)	+15%	SIGNIFICANT DROP-OFF ABOVE 5° YAW
SPECIALIZED TARMAC SL8	+22%	LARGEST PERFORMANCE GAP AT 10°-15° YAW

YAW SWEEP - DRAG COEFFICIENT VS. YAW ANGLE

PRIMARY OBJECTIVE: ASSESS SUSTAINED AERODYNAMIC PERFORMANCE UNDER REAL-WORLD WIND CONDITIONS.

OBSERVATION:

_MANY COMPETITOR PRODUCTS BEGIN TO RAPIDLY STALL WHEN YAW CONDITIONS ARE PRESENT. THE EFFECT OF THESE AIRFOILS STALLING IS THAT DRAG INCREASES STEEPLY AS THE FLOW BECOMES DETACHED FROM THE FRAME AND ACCOMPANYING SECTIONS, SO RATHER THAN ACTING AS A SAIL AND GENERATING THRUST, THESE SECTIONS ACT AS A BLUFF BODY, CREATING PRESSURE DIFFERENTIALS THAT THE AIRFLOW NEEDS TO NAVIGATE, SPENDING ENERGY AND CREATING DRAG.

_ONE NOT ONLY BESTS ALL AVAILABLE BICYCLES AT LOW YAW THANKS TO ITS INCREDIBLY SMALL FRONTAL AREA, BUT BOTH ITS AERO CROSS SECTIONS AS WELL AS THE TRANSITIONS BETWEEN THESE SECTIONS HAVE BEEN CAREFULLY DESIGNED AND MANAGED TO ENSURE THE AIRFLOW STAYS ATTACHED FOR AS LONG AS POSSIBLE, ADDING A NET THRUST AT YAW, AND MANAGING THE VORTEX SHEDDING OF THE AIRFOILS TO DECREASE THE DRAG GENERATED BY DOWNSTREAM MEMBERS SUCH AS THE RIDERS ARMS AND LEGS.

OUTCOME:

THIS STABILITY DELIVERS CONSISTENT SPEED WITHOUT “DEAD SPOTS” IN PERFORMANCE PROFILE.

FACTOR

ONE / PERFORMANCE DATA - CLASSIFIED RESULTS

SYSTEM OPTIMISATION IMPACT

THE ONE'S HEADLINE DRAG REDUCTION IS THE SUM OF CUMULATIVE MICRO-OPTIMISATIONS VALIDATED INDEPENDENTLY AND IN SYSTEM-LEVEL TESTING:

_BAYONET FORK + CHIN FAIRING: ELIMINATED TIRE SPILLOVER TURBULENCE.
_BRAKE MOUNT ANGLE OPTIMISATION: REDUCED INTERFERENCE DRAG BY MEASURABLE MARGINS BY INFLUENCING DOWNSTREAM AIRFLOW.
_BAR TOP PROFILE: NEUTRAL SECTION SELECTED FOR AERO GAIN + HANDLING STABILITY.
_COCKPIT SIZING SYSTEM: RIDER POSITION OPTIMISATION WITHOUT STEM-INDUCED INSTABILITY.
_CENTRE OF GRAVITY CONTROL: IMPROVED HIGH-SPEED HANDLING, PRESERVING AERO POSTURE IN CORNERING AND SPRINTS.

RACE VALIDATION

EVENT: CRITÉRIUM DU DAUPHINÉ STAGE 3: SAINT PRIEST - MÂCON 183KM
RIDER: JAKE STEWART
CONDITIONS: MIXED CROSSWIND SECTIONS, 50+ KPH SUSTAINED EFFORTS.
OUTCOME: STAGE VICTORY, JAKE JUMPING EARLY OUT OF LEAD-OUT TRAIN AT HIGH SPEED AND WINNING BUNCH SPRINT. THE ONE WINS ITS FIRST COMPETITIVE APPEARANCE, MATCHING TUNNEL-PREDICTED ADVANTAGE WITH ON-ROAD REALITY.

FINAL ASSESSMENT:

THIS IS THE FASTEST UCI-LEGAL ROAD BIKE FACTOR HAS EVER PRODUCED. ANY FASTER, AND IT WOULD BE ILLEGAL.

FACTOR

FACTOR

3..2..1..|..1..2..3

ONE

[05] PILOT FEEDBACK - TEST PILOT REPORTS

CLEARANCE LEVEL:
INTERNAL TEST DATA -
APPROVED FOR PUBLIC RELEASE

COMPILED BY:
FACTOR ENGINEERING DIVISION
PERIOD:
MARCH-JUNE 2025
LOCATIONS:
TORONTO LSWT / GIRONA PROVING LOOPS /
WORLDTOUR RACE DEPLOYMENTS

Never.™
Status.
Quo.

ONE / PILOT FEEDBACK - TEST PILOT REPORTS

FLIGHT TEST REPORT 01 - AERODYNAMIC ACCELERATION

TEST ID: FTR-ONE-2503-JS **PILOT:** JAKE STEWART - ISRAEL PREMIER TECH
ENVIRONMENT: GIRONA LOOP, CALM CONDITIONS, REPEATED ACCELERATIONS FROM 40 → 55 KPH

OBSERVATIONS:
"HOLY SHIT, WHEN IT HITS 50KPH IT REALLY STARTS TO FLY."
_NOTED DISTINCT "LIFT" SENSATION AT ~50 KPH, CORRELATING WITH TUNNEL-VERIFIED DROP IN DRAG AT HIGHER YAW ANGLES.
_REPORTED SENSATION OF THE BIKE "HELPING" THE RIDER SUSTAIN SPEED, PARTICULARLY IN EXPOSED CROSSWIND SECTIONS.
_NO INSTABILITY OR STEERING LAG DESPITE AGGRESSIVE FORWARD FIT.

FLIGHT TEST REPORT 02 - SPRINT HANDLING & STABILITY

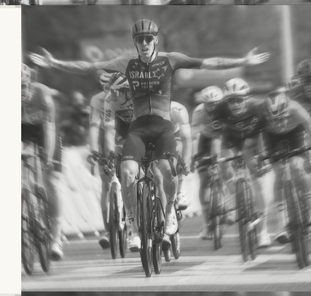
TEST ID: FTR-ONE-2703-PA **PILOT:** PASCAL ACKERMANN - ISRAEL PREMIER TECH
ENVIRONMENT: CONTROLLED SPRINT INTERVALS, BARCELONA TRAINING BASE

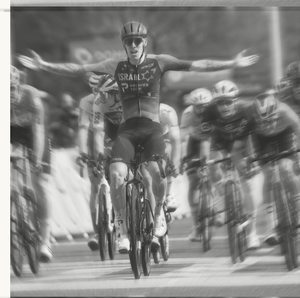
OBSERVATIONS:
"IT FEELS LIKE THE BIKE IS HELPING YOU - NOT JUST CUTTING THE AIR, BUT PULLING YOU THROUGH IT."
_RIDER NOTED BOTH THE FRONT-END STIFFNESS AND BALANCED WEIGHT DISTRIBUTION ALLOWED FULL SPRINT TORQUE WITHOUT STEERING DEFLECTION.
_FULL SPRINT TORQUE WITHOUT STEERING DEFLECTION.
_MAINTAINED AERO POSTURE THROUGH CORNER EXITS AT >60 KPH.

FACTOR

THE POSITION OF THE FORK LEGS CREATES A UNIQUE CHANNEL OF UNOBSTRUCTED AIRFLOW.

WITH THE FORK LEGS MOVED OUTBOARD WE CAN ALIGN AND CONTROL THE FLOW OFF THE FORK WITH THE RIDER'S LEGS WHILE CREATING A MORE CONTROLLED FLOW FROM THE WHEELS TO THE TUBE PROFILES.





ONE / PILOT FEEDBACK - TEST PILOT REPORTS [05]

FLIGHT TEST REPORT 03 - RACE DEPLOYMENT

TEST ID: FTR-ONE-2503-JS **PILOT:** JAKE STEWART - ISRAEL PREMIER TECH
EVENT: CRITÉRIUM DU DAUPHINÉ - STAGE [X]

OBSERVATIONS:

_FIRST COMPETITIVE APPEARANCE OF ONE IN UNMARKED PROTOTYPE LIVERY.
_STAGE VICTORY ACHIEVED AFTER SUSTAINED HIGH-SPEED SOLO EFFORT IN MIXED CROSSWINDS.
_RIDER FEEDBACK CONFIRMED AERODYNAMIC STABILITY ALLOWED FULL POWER DELIVERY WITHOUT "FIGHTING" THE BIKE'S HANDLING.

ENGINEERING NOTES:

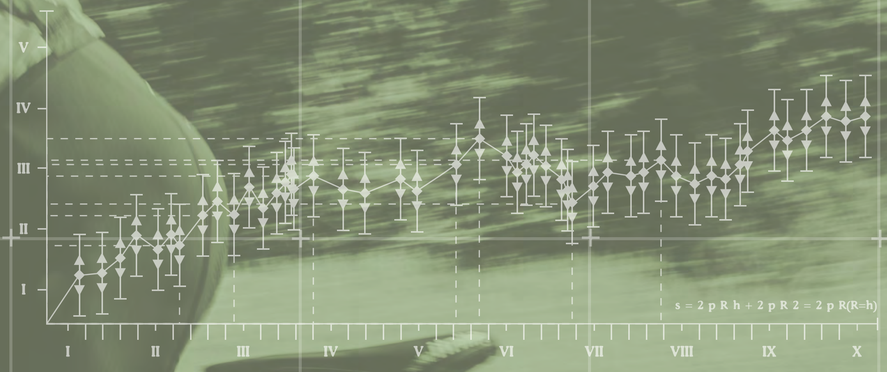
_CONSISTENT PILOT REPORTS CONFIRM CORRELATION BETWEEN TUNNEL-PREDICTED AERO GAINS AND REAL-WORLD PERCEIVED SPEED.
_FORWARD-BIASED RACE FIT PRODUCES NO ADVERSE HANDLING EFFECTS WHEN COMBINED WITH THE ONE'S ADJUSTED BB DROP AND FRONT/REAR WEIGHT BALANCE.
_ALL TEST PILOTS REPORTED INCREASED HIGH-SPEED CONFIDENCE COMPARED TO THEIR OSTRO 2.0 RACE SETUPS.

FACTOR

ONE

MISSION PROFILE - TARGET OPERATORS [06]

FACTOR



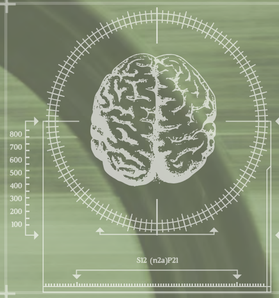
3...2...1...|...1...2...3

CLEARANCE LEVEL:
RESTRICTED - NEED-TO-KNOW BASIS

PREPARED BY:
FACTOR ENGINEERING DIVISION,
RIDER INTEGRATION UNIT

PURPOSE:
IDENTIFY OPTIMAL OPERATORS FOR
DEPLOYMENT OF THE FACTOR ONE PLATFORM.

Never.™
Status.
Quo.



FACTOR

ONE / OPERATOR DOSSIER 01

ROLE - PRIMARY MISSION PILOT

PROFILE:
_COMPETITIVE RACER AT ELITE OR SERIOUS AMATEUR LEVEL.
_AGGRESSIVELY PURSUES TECHNICAL ADVANTAGE IN EQUIPMENT.
_UNDERSTANDS AND ADAPTS TO UNCONVENTIONAL DESIGN IF IT DELIVERS RESULTS.

MISSION FIT:
_WILL EXPLOIT THE ONE'S AERODYNAMIC EFFICIENCY IN BREAKAWAYS, SPRINTS, AND SOLO EFFORTS.
_WILL ADAPT QUICKLY TO PROGRESSIVE GEOMETRY FOR MAXIMUM SPEED POSTURE.
_COMFORTABLE WITH THE CONCEPT: PROGRESS ISN'T FOR EVERYONE.

RECOMMENDATION: HIGHEST DEPLOYMENT PRIORITY.

ONE / OPERATOR DOSSIER 02

ROLE - PRECISION STRIKE SPECIALIST

PROFILE:
_NON-PROFESSIONAL RIDER; FAST AND SLOW, FAR AND HARD, THEY DECIDE WHERE THEY GO AND HOW THEY RIDE, THE PERFORMANCE ENTHUSIAST.
_RIDES WITH A RACING AESTHETIC; VALUES THE STATUS OF OWNING PINNACLE-LEVEL EQUIPMENT.
_UNDERSTANDS PERFORMANCE METRICS BUT MOTIVATED EQUALLY BY EMOTION AND STYLE.

MISSION FIT:
_WILL LEVERAGE THE ONE'S VISUAL IMPACT AND UNMATCHED SPEED TO DOMINATE LOCAL RIDES.
_WILL USE AERO ADVANTAGE IN SHORT, HIGH-INTENSITY EFFORTS AND VISIBLE KOM PURSUITS
_ACTS AS A BRAND AMPLIFIER WITHIN CLUB AND ONLINE COMMUNITIES.

RECOMMENDATION: STRONG SECONDARY DEPLOYMENT; KEY IN CULTURAL HALO EFFECT.

ONE / OPERATOR DOSSIER 03

ROLE - BRAND ADVOCATE OPERATIVE

PROFILE:
_EXISTING FACTOR OWNER OR LONG-TERM ASPIRANT.
_CONSUMES CYCLING MEDIA OBSESSIVELY; STAYS AHEAD OF INDUSTRY TRENDS.
_WILL CHAMPION FACTOR'S ENGINEERING-FIRST NARRATIVE WITHOUT EXTERNAL PROMPTING.

MISSION FIT:
_WILL INTEGRATE THE ONE INTO AN EXISTING FLEET, PROMOTING IT IN HIGH-VISIBILITY CONTEXTS
_ACTS AS A TRUSTED VOICE IN PEER GROUPS, INFLUENCING POTENTIAL BUYERS.

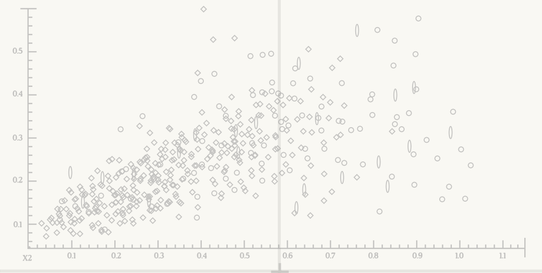
RECOMMENDATION: SELECTIVE DEPLOYMENT; LIMITED IN VOLUME BUT HIGH ADVOCACY VALUE.

RESTRICTED ACCESS / NON-TARGET OPERATORS

[redacted] MEDITATION [redacted]
[redacted] FASHION [redacted]
[redacted] BESPOKE [redacted]
[redacted] LIVE-EDGE [redacted]
[redacted] COFFEE [redacted]
[redacted]
LIVE-EDGE [redacted]
[redacted] FOUR [redacted]

_**THE TRADITIONALIST:** RESISTANT TO PROGRESSIVE DESIGN.
_**THE CONNOISSEUR:** PRIORITISES COMFORT AND HERITAGE OVER CUTTING-EDGE PERFORMANCE.
_**THE CLIMBER:** EQUIPMENT CHOICES OPTIMISED FOR LOW WEIGHT OVER AERO ADVANTAGE.
_**THE COST-CONSCIOUS:** UNLIKELY TO INVEST IN PINNACLE-LEVEL PRODUCT.

MISSION GUIDANCE: DO NOT ENGAGE FOR **ONE** PLATFORM DEPLOYMENT.



[07]

ONE / VISUAL EVIDENCE ARCHIVE

CLEARANCE LEVEL:
PUBLIC RELEASE - SELECTED IMAGES ONLY

PREPARED BY:
FACTOR ENGINEERING DIVISION - IMAGING & ANALYSIS UNIT

PURPOSE:
PROVIDE VISUAL CONFIRMATION OF FACTOR ONE'S SURFACE DESIGN LIVERY

FACTOR

CODE NAME : ONYX BLACK
MATE / GLOSS EMBOSSED CLEAR COAT BLACK.

CODE NAME : NIMBUS GREY
MATTE CLEARCOAT WORDMARK CAMO.

Never.™
Status.
Quo.

[07]

ONE / VISUAL EVIDENCE ARCHIVE

CLEARANCE LEVEL:
PUBLIC RELEASE - SELECTED IMAGES ONLY

PREPARED BY:
FACTOR ENGINEERING DIVISION - IMAGING & ANALYSIS UNIT

PURPOSE:
PROVIDE VISUAL CONFIRMATION OF FACTOR ONE'S SURFACE DESIGN LIVERY

FACTOR

CODE NAME : BLUSH
GLOSS CLEARCOAT WORDMARK CAMO.

CODE NAME : SILVERSTONE
GLOSS CLEARCOAT ANODIZED CHROME / METALLIC / RAW CRABON FADE.

Never.™
Status.
Quo.

[08]

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

FRAME PLATFORM

PARAMETER	VALUE / RANGE	NOTES
FRAME TYPE ///	FACTOR ONE - AERO ROAD, UCI LEGAL	DEVELOPED IN-HOUSE; BAYONET FORK + CHIN FAIRING
MATERIAL ///	*HIGH-MODULUS CARBON COMPOSITE	PROPRIETARY LAYUP; STIFFNESS OPTIMISED FOR SPRINT LOADS
FORK ///	FACTOR ONE BAYONET W/ CHIN FAIRING	WIDE-SET, FORWARD-PROJECTED LEGS
CABLE ROUTING ///	FULLY INTERNAL	INTEGRATED COCKPIT SYSTEM

*PROPRIETARY BLEND OF MITSUBISHI AND TORAY PRE-PREG CARBON FIBRE, INCLUDING HIGH STRENGTH PITCH FIBRES, INCLUDING NANO-LOADED RESINS SUCH AS T1000 AND T1100, AS WELL AS VERY HIGH MODULUS PAN FIBRES SUCH AS HR40 AND M60J. FACTOR CONTINUES TO MAKE EXTENSIVE USE OF LOW FAW SPREAD TOW FIBRE IN PLACE OF LESS EXPENSIVE TRADITIONAL WOVEN FIBRES TO SAVE WEIGHT.

Never.™
Status.
Quo.

FACTOR

[08]

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

GEOMETRY

SIZE	STACK[MM]	REACH[MM]	STA[°]	HTA[°]	BB DROP [MM]	TRAIL [MM]	FORK OFFSET [MM]	CHAINSTAY [MM]	WHEELBASE [MM]
47	503	390	76.5	72.5	77	57.4	48	405	972
52	523	396	76.0	73.3	77	57.5	43	405	972
54	542	404	76.0	73.3	75	57.5	43	405	988
56	565	412	76.0	73.3	75	57.5	43	405	1002
58	587	421	75.5	73.3	75	57.5	43	408	1020

NOTES:
_STA RANGE VIA SEATPOST ADJUSTABILITY: 73.5°-77°.
_EFFECTIVE FIT MATCHES OSTRO VAM DESPITE STEEPER NOMINAL STA.
_IDENTICAL STEERING GEOMETRY ACROSS SIZES; TOE OVERLAP ELIMINATED IN SMALL FRAMES.

Never.™
Status.
Quo.

FACTOR

[08]

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

STANDARD COCKPIT SYSTEM

SIZE CODE	EQUIVALENT STEM LENGTH	RECOMMENDED USE CASE
1	110MM	BALANCED FIT - CLIMBERS & SPRINTERS
2	120MM	AGGRESSIVE RACE FIT
3	130MM	AGGRESSIVE RACE FIT
4	140MM	TIME TRIAL STYLE FORWARD BIAS
5	150MM	EXTREME PRO FIT

HI-RIZE COCKPIT SYSTEM

SIZE CODE	EQUIVALENT STEM LENGTH	RECOMMENDED USE CASE
1H	110MM	BALANCED FIT - CLIMBERS & SPRINTERS
2H	120MM	AGGRESSIVE RACE FIT
3H	130MM	AGGRESSIVE RACE FIT

SHORTER NEED NOT APPLY.

Never.™
Status.
Quo.

FACTOR

[08]

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

COMPONENT CLEARANCE & COMPATIBILITY

COMPONENT	SPEC	NOTES
TYRE CLEARANCE	34MM MEASURED / 28MM NOMINAL	BASED ON 28MM TYRE ON 23MM INTERNAL RIM
CRANK LENGTH	OPTIMISED FOR 165-170MM	SHORTER CRANK GEOMETRY FACTORED INTO COG
DRIVETRAIN	ELECTRONIC SHIFTING ONLY	FULL INTEGRATION WITH INTERNAL ROUTING
BRAKE TYPE	FLAT-MOUNT DISC	OPTIMISED CALIPER POSITIONING FOR AERO

Never.™
Status.
Quo.

FACTOR

[08]

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

WEIGHTS

COMPONENT	WEIGHT [SIZE 54]	NOTES
FRAME	900G	DETAILS
FORK	540G	DETAILS
COCKPIT [SIZE 3]	210G	DETAILS
SEATPOST	230G	EQUIVALENT ZERO AND 30MM SETBACKS

Never.™
Status.
Quo.

FACTOR

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

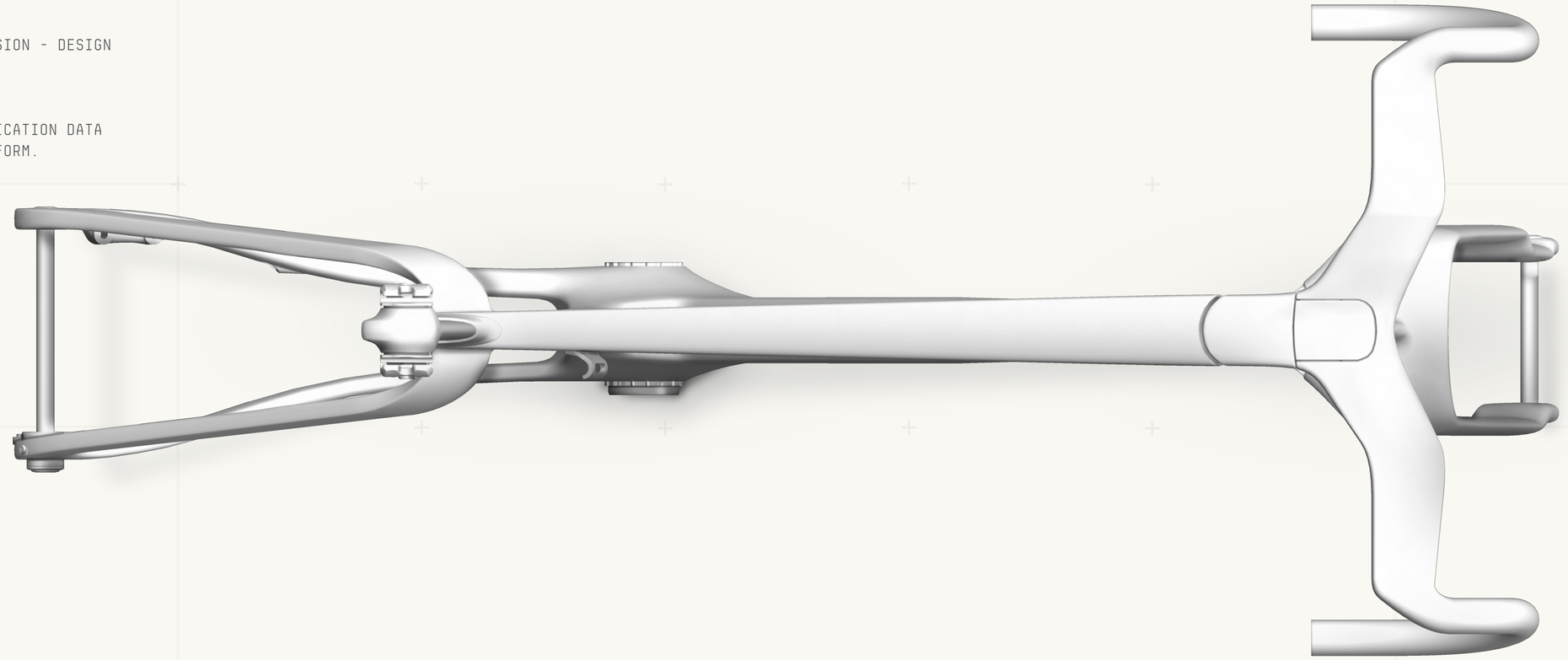


FIG. A01 : FRAME ORTHOGRAPHIC PROJECTION - TOP VIEW

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

FIG. A02 : FRAME ORTHOGRAPHIC PROJECTION - FRONTAL VIEW

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

FIG. A03 : FRAME ORTHOGRAPHIC PROJECTION - PROFILE VIEW

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

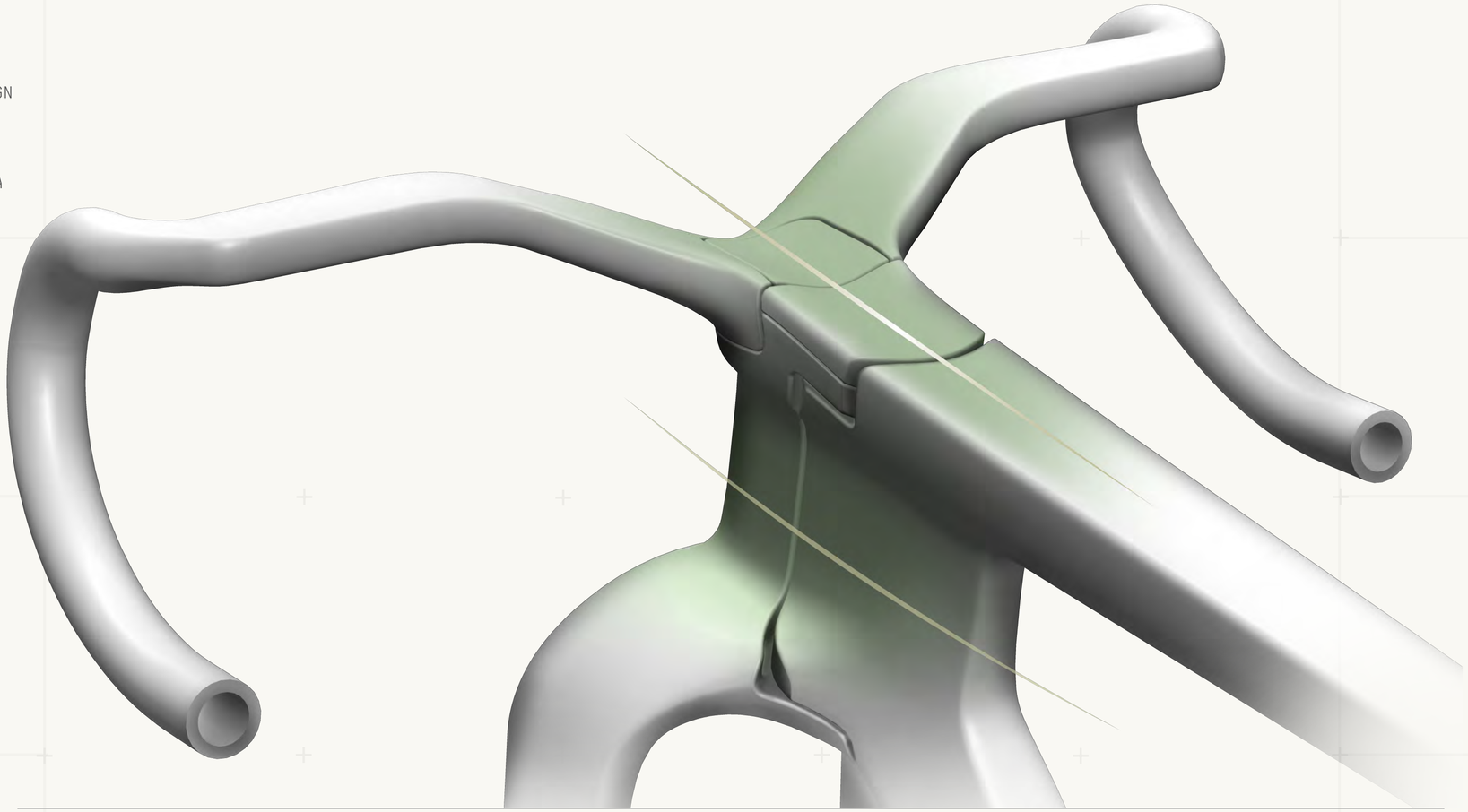


FIG. A04 : COCKPIT / TOP TUBE DIRECTIONAL AIRFLOW

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION -
DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION
DATA FOR THE FACTOR ONE PLATFORM.

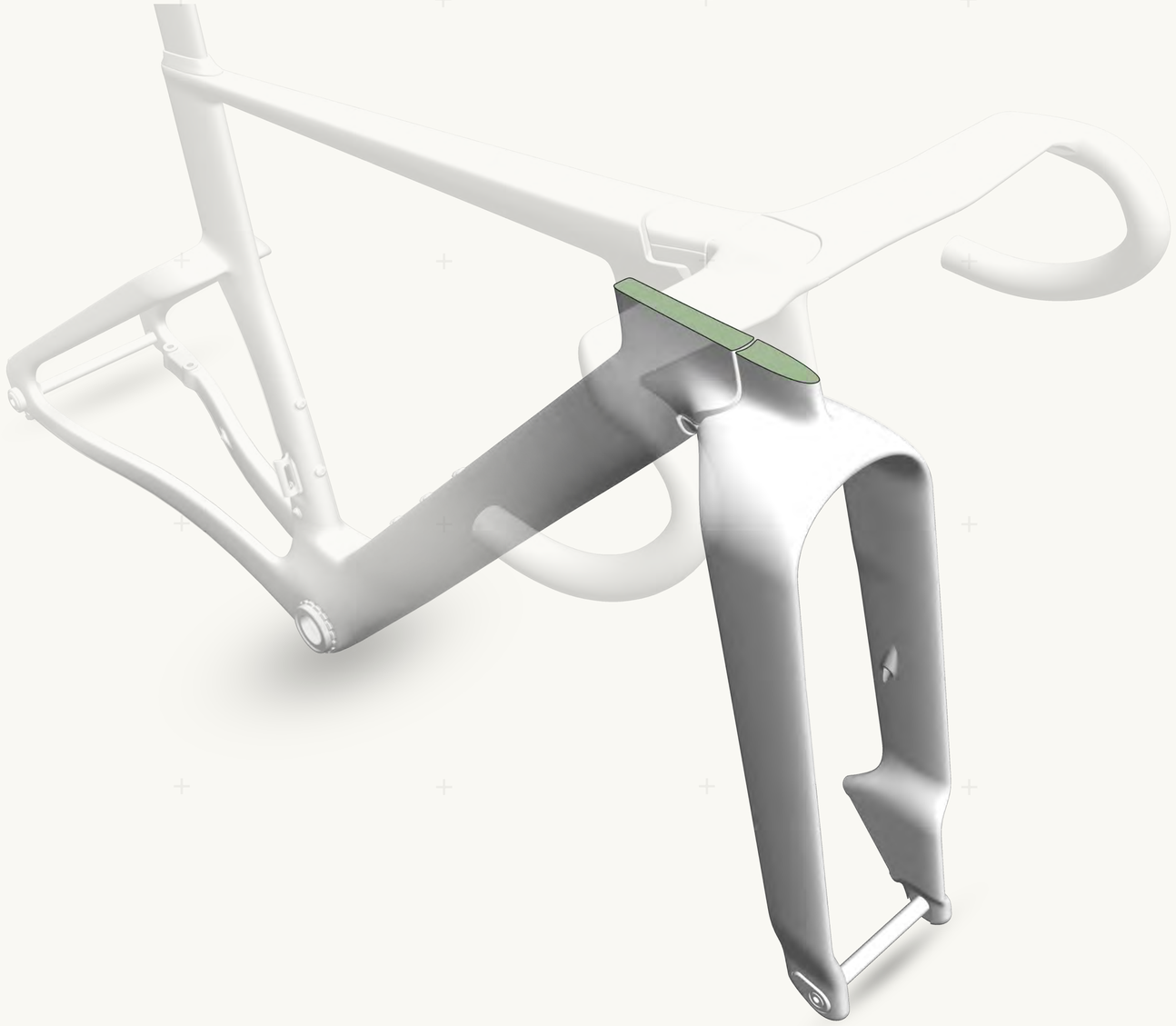


FIG. A05 : BAYONET FORK & CHIN FAIRING SECTION CUTAWAY

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

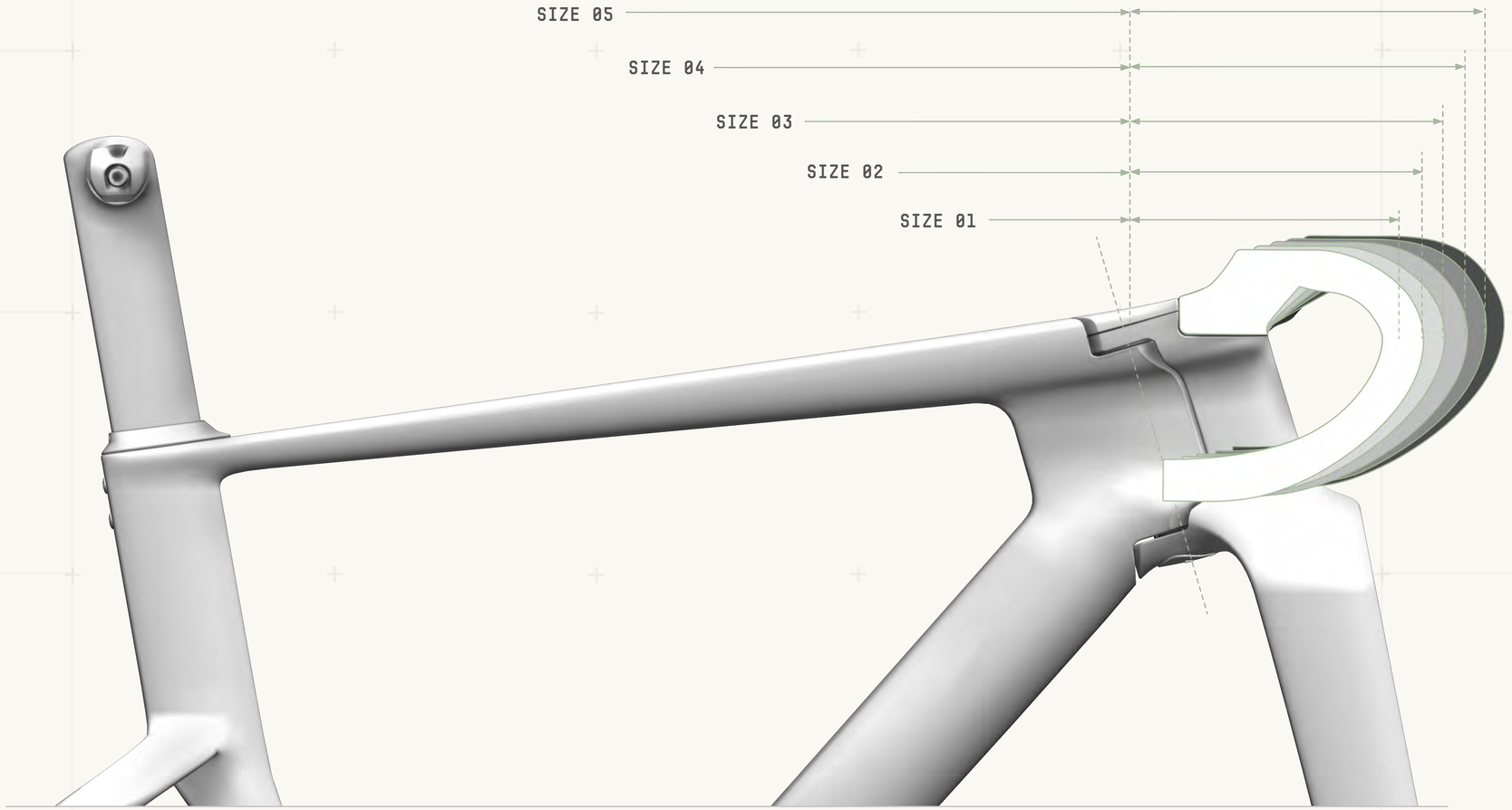


FIG. A06 : COCKPIT SYSTEM SIZING

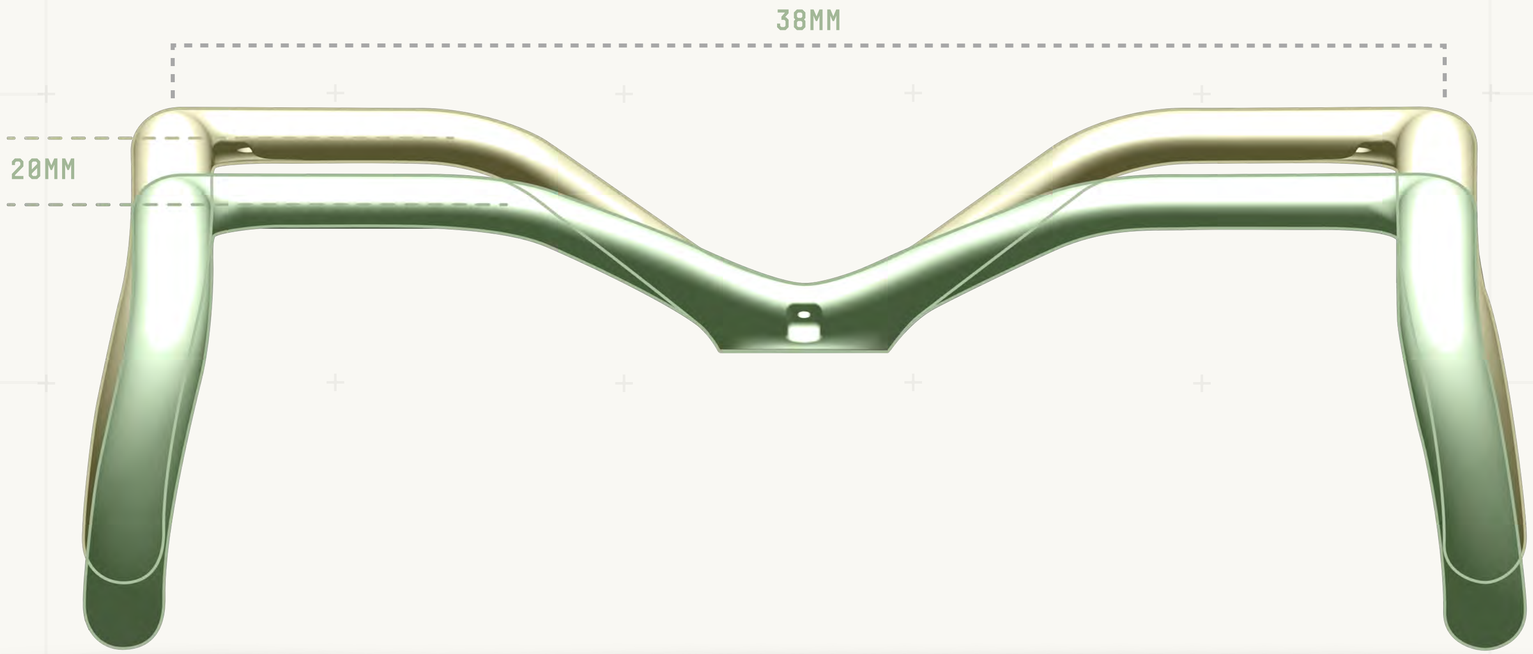
ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.



BARSTEM 1
ADJUSTABILITY: 15MM

BARSTEM 1H
ADJUSTABILITY: 35MM

FIG. A06.1 : COCKPIT SYSTEM SPACING

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

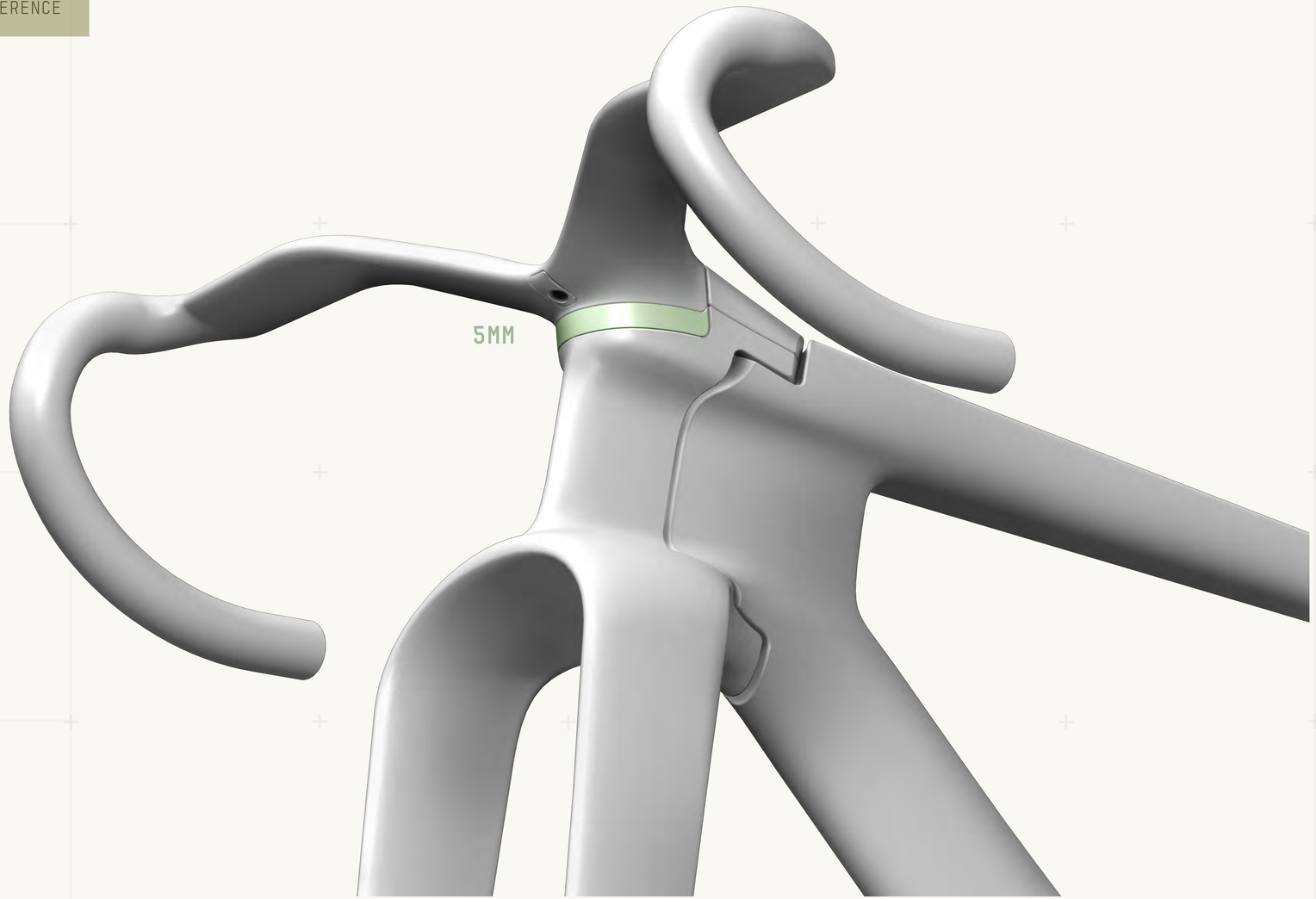


FIG. A06.2 : COCKPIT SYSTEM SPACING

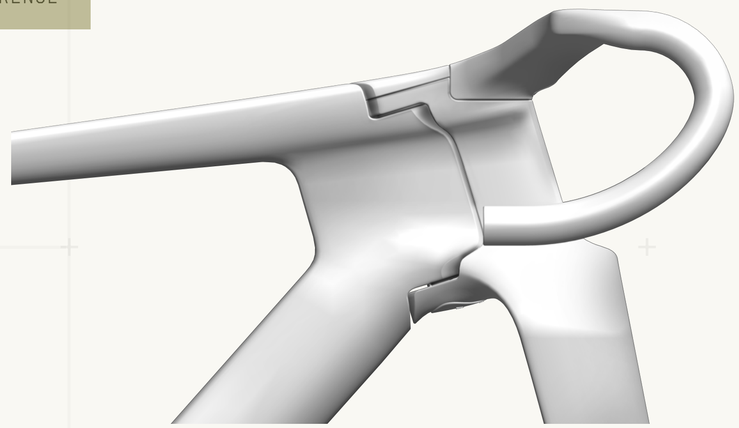
ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

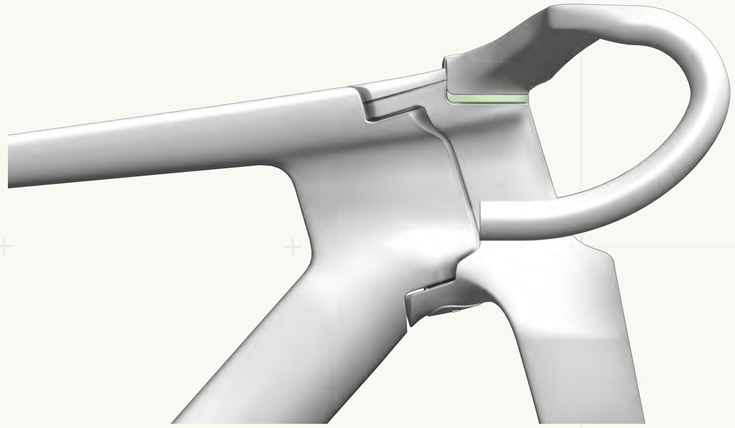
SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION -
DESIGN AND FIT UNIT.

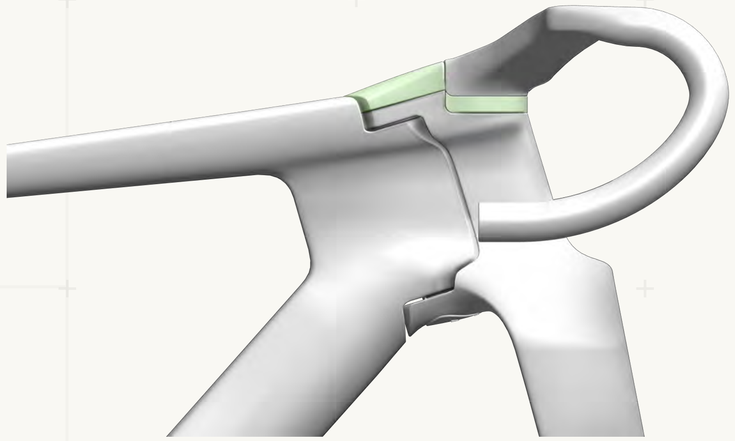
PURPOSE:
PROVIDE COMPLETE SPECIFICATION
DATA FOR THE FACTOR ONE PLATFORM.



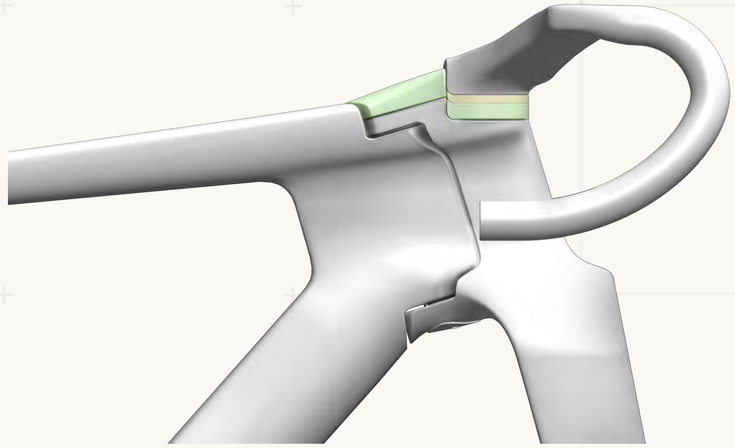
SLAMMED (LO)



5MM



10MM



15MM

FIG. A06.3 : COCKPIT SYSTEM SPACING

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

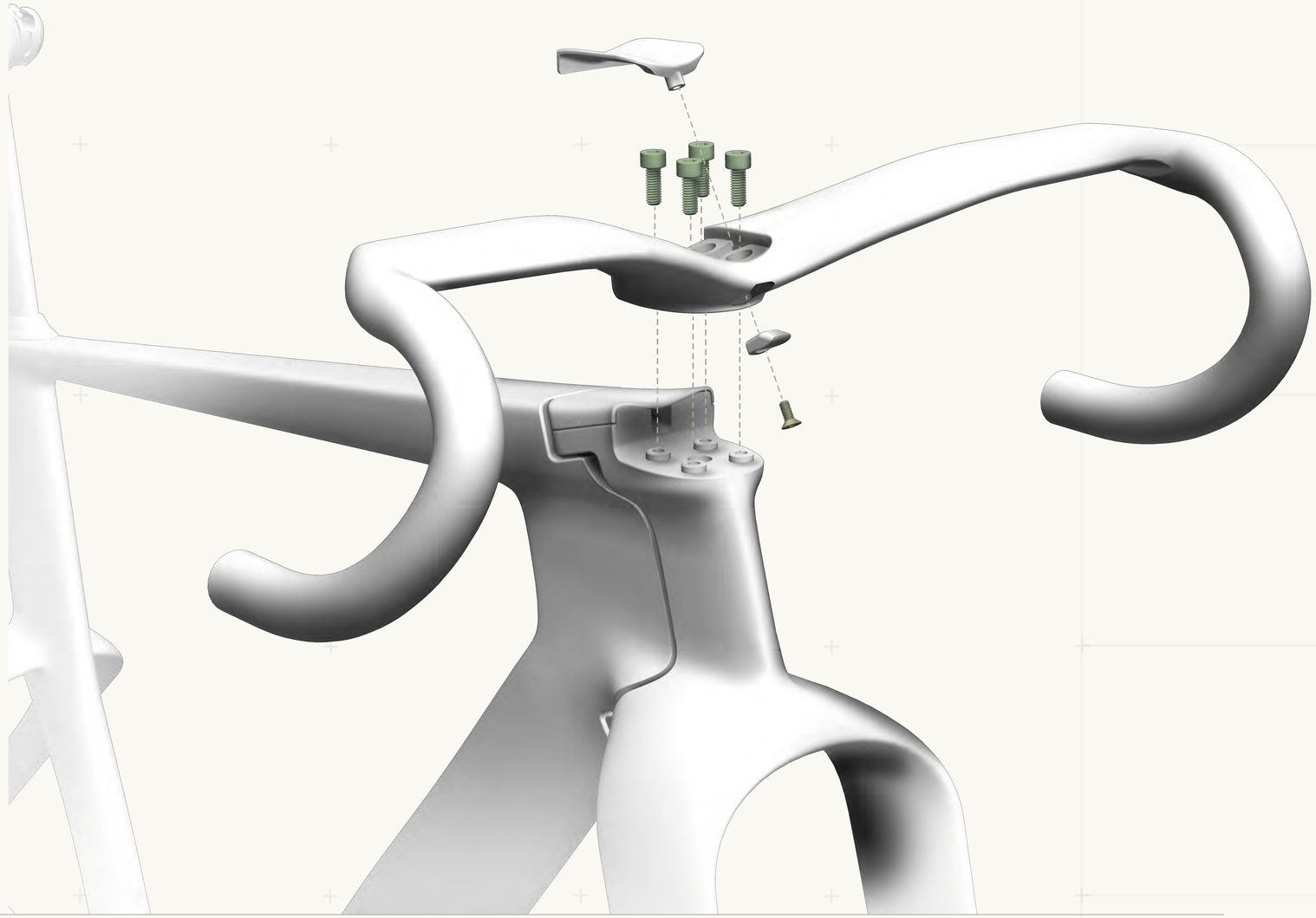


FIG. A07 : COCKPIT DECOUPLED MOUNT INTERFACE

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

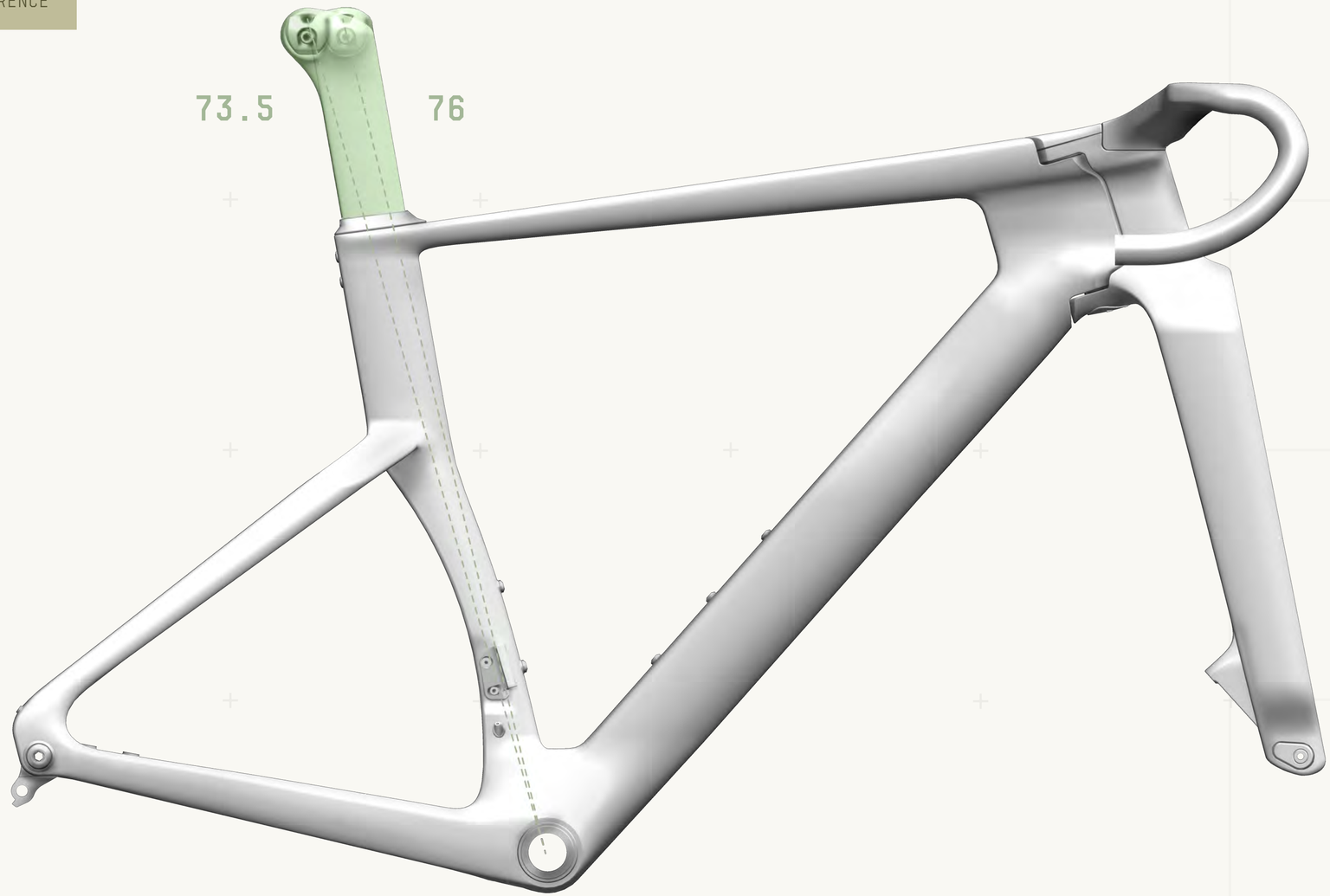


FIG. A08 : ADJUSTABLE SEATPOST HEAD - STA RANGE

ONE / TECHNICAL APPENDIX

CLEARANCE LEVEL:
PUBLIC RELEASE - TECHNICAL REFERENCE

SCHEMATIC REFERENCES

PREPARED BY:
FACTOR ENGINEERING DIVISION - DESIGN AND FIT UNIT.

PURPOSE:
PROVIDE COMPLETE SPECIFICATION DATA FOR THE FACTOR ONE PLATFORM.

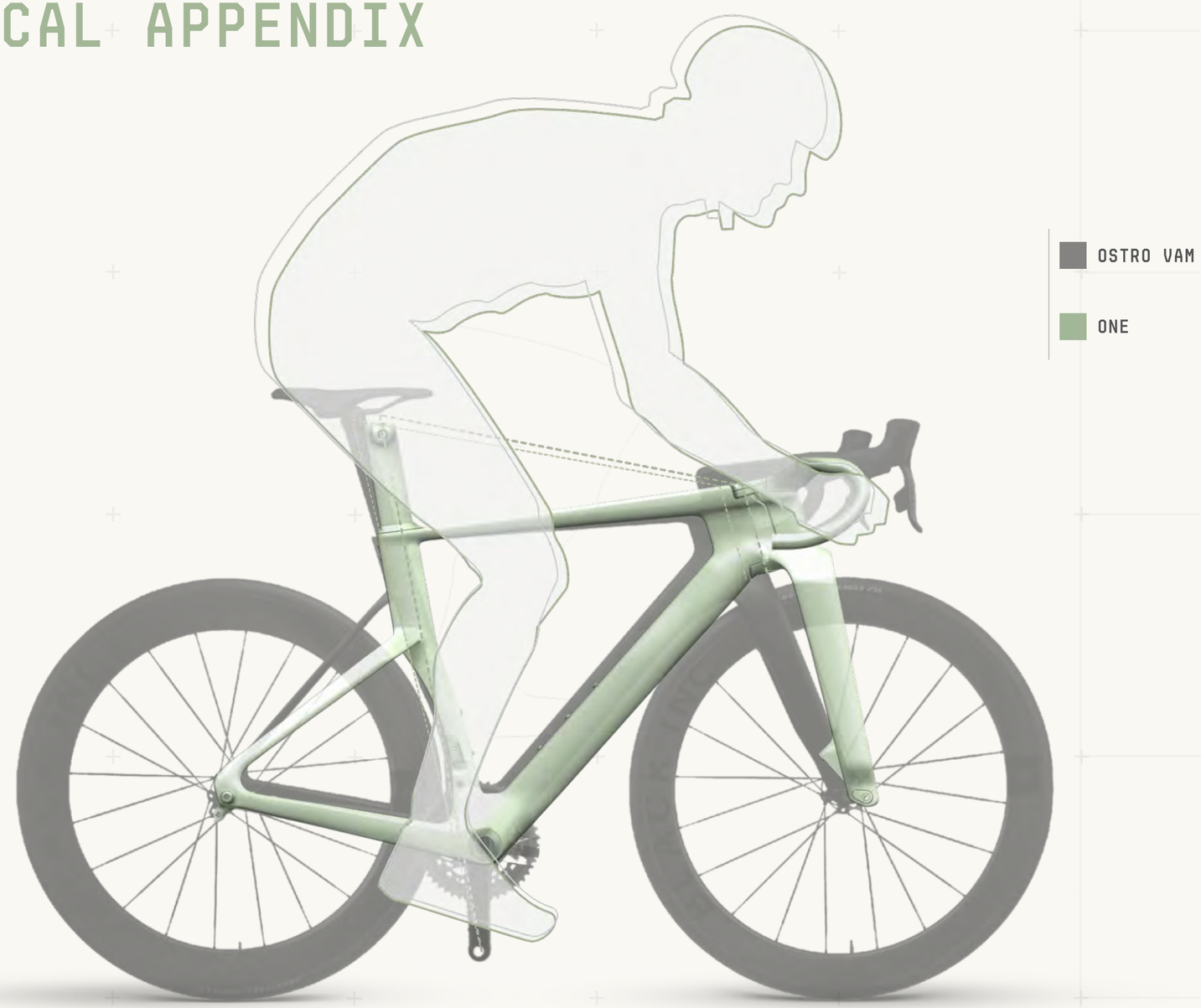


FIG. A09: RIDER FIT / POSITION

THIS IS THE BIKE WE HAVE ALWAYS WANTED TO MAKE. THE REASON WE EXIST IS TO BUILD THE BOLDEST, MOST EXCITING, AND MOST UNCOMPROMISING MACHINES IN THE SPORT, AND TO DO IT OUR WAY.

ONE

CLOSING STATEMENT [09]
– THE FACTOR DOCTRINE

THE LIMITATIONS PLACED ON PRODUCTS BY NON-PERFORMANCE MINDED ACTORS LIKE PRODUCT MANAGERS, SUPPLY CHAIN DIRECTORS, AND WORST OF ALL, “INDUSTRY EXPERTS” ARE SIMPLY PUT, NOT A FACTOR.

MANY BRANDS LAY CLAIM TO THIS STYLE OF OPEN-MINDEDNESS HOWEVER ONE ONLY NEEDS TO LOOK AT OUR RESPECTIVE PRODUCT LINES TO REVEAL THE TRUTH OF THE MATTER. AT FACTOR OUR ONLY LIMITATIONS ARE THE CREATIVITY AND IMAGINATION OF OUR DESIGNERS, THE UCI RULEBOOK, AND THE LIMITATIONS OF COMPRESSIBLE FLOW.

WHEN THE UCI RULES SHIFTED, MOST OF THE INDUSTRY SAW NEW BOUNDARIES. WE SAW NEW HORIZONS.

WITH ROB GITELIS’ VISION, GRAHAM SHRIVE’S ENGINEERING MASTERY, AND OUR OWN FACTORY’S ABILITY TO PROTOTYPE, TEST, AND REFINE AT RACE SPEED, WE PUSHED EVERY LIMIT, AERODYNAMIC, STRUCTURAL, ERGONOMIC, TO THE EDGE OF WHAT’S POSSIBLE. FROM THE HANZŌ TRACK TO THE OSTRO VAM, EVERY GRAM OF KNOWLEDGE WE’VE GAINED, EVERY WIND TUNNEL HOUR, EVERY WORLDTOUR FEEDBACK LOOP, LIVES INSIDE THE ONE.

THE RESULT IS NOT A CONCEPT. NOT AN EXPERIMENT. IT’S A NEW REALITY. IT IS THE FASTEST ROAD BIKE IN THE WORLD, PROVEN IN THE ONLY WIND TUNNEL THAT MATTERS: THE OPEN ROAD, UNDER THE WORLD’S BEST RIDERS, IN THE PELOTON. 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.

MISSION COMPLETE.