

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.

FACTOR

Never.Status.Quo.™