



**FACTOR**

FRONTIER MANIFESTO  
Project: SARANA

## THE REASON IT EXISTS

THE SARANA REPRESENTS FACTOR'S DELIBERATE EXPANSION OF THE GRAVEL SPECTRUM. OUR HERITAGE LIES IN ROAD RACING, THE PURSUIT OF AERODYNAMIC PERFECTION AND UNCOMPROMISING SPEED. THAT SAME PHILOSOPHY SHAPED THE OSTRO GRAVEL, AN ALL-OUT GRAVEL RACER. THE ALUTO FOLLOWED, COMBINING PRECISION AND ADAPTABILITY INTO AN ALL-ROUNDER BUILT FOR VERSATILITY.



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The Sarana extends that lineage into new territory. It was created for the discipline of ultra-distance racing, events measured in days rather than hours, where riders are entirely self-supported and performance depends as much on efficiency and resilience as on outright speed. Races that stretch across countries, through days and nights, where riders are their own mechanics, navigators, and occasionally, their own worst enemies.

As we explored the ultra world, we saw a new expression of racing, one we hadn't yet approached at an engineering level.

The speeds, durations, and demands were unlike anything we'd optimised for before, yet the principles were the same: efficiency, responsiveness, control. It became a new test for the way we think, design, and build; a challenge that felt inevitable for Factor. Another racer we hadn't yet built for.

The Sarana is our interpretation of what a true ultra-race bike should be. It reflects the same instincts that drive every Factor: curiosity, precision, and the belief that speed is something to be felt as much as measured. It completes our gravel range and redefines how far performance can go.





OSTRO GRAVEL – Race speed.  
ALUTO – Race balance.  
SARANA – Race endurance.

WHAT BEGAN AS CURIOSITY BECAME A NEW  
UNDERSTANDING OF WHAT PERFORMANCE CAN MEAN.

## HOW IT BEGAN



The idea for the Sarana began as a question inside Factor's engineering team: *What would a Factor built specifically for ultra-distance racing look like?* At the time, the team was finalizing the ALUTO, refining how geometry and lay-up could balance agility and comfort for mixed-surface racing. But in the background, another conversation had started, sparked by Canadian ultra racer Rob Britton, whose approach to competition had caught the engineers' attention.

ROB BROUGHT US A NEW WAY OF THINKING ABOUT SPEED.  
HE UNDERSTOOD THAT ULTRA ISN'T SLOWER RACING,  
IT'S RACING UNDER A DIFFERENT KIND OF PRESSURE.

- Graham Shrive, Factor Chief Engineer

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Britton had built a reputation for tackling some of the hardest self-supported races in the world, from Unbound XL to the BC Epic, with the same discipline and precision as a WorldTour pro. His style wasn't about adventure; it was about control, efficiency, and pacing over enormous distances.

Working directly with Rob, the engineering team began translating that mindset into design parameters. They studied how fatigue changes handling, how load shifts centre of gravity, and how efficiency could be sustained long after comfort fades.

British Columbia became the Sarana's testing ground, long, rough, and relentlessly varied. It was there, through thousands of kilometres, that the prototypes evolved from theoretical sketches into working machines.

**“WE WERE DESIGNING FOR THE WAY A RIDER FEELS ON HOUR TWENTY, NOT HOUR TWO. THAT CHANGES EVERYTHING ABOUT STIFFNESS, FLEX, AND CONTROL.”**

- Mike McGinn, Factor Industrial Designer

Each prototype was ridden, refined, and redefined by feedback from the field. Rob's rides became data, not just in numbers, but in feel.

The engineering team learned where responsiveness gave way to fatigue, and how geometry could hold composure when the rider was running on instinct.

**“WE WEREN'T TRYING TO MAKE ENDURANCE EASIER, WE WERE TRYING TO MAKE IT FASTER.”**

- Graham Shrive, Chief Engineer

From that collaboration came the foundation of the Sarana, a race-handling platform engineered to perform when everything else is breaking down.



**THE SARANA EXPANDS FACTOR'S DEFINITION OF WHAT A RACE BIKE CAN BE. IT COMPLETES A TRILOGY OF PURPOSE WITHIN OUR GRAVEL RANGE, THREE PLATFORMS CONNECTED BY PHILOSOPHY, YET EACH BUILT FOR A DISTINCT WAY OF RACING.**



OSTRO GRAVEL was designed for uncompromising speed, the purest expression of aerodynamics and power transfer on loose terrain.



ALUTO followed as the multi-surface specialist, light, balanced, and agile, a bike made to adapt.

**THE SARANA PUSHES FURTHER, ENGINEERED FOR THE LONGEST, HARDEST RACES ON EARTH. IT'S A BIKE DESIGNED NOT FOR SURVIVAL, BUT FOR SUSTAINED PERFORMANCE THROUGH THE MOST DEMANDING CONDITIONS IMAGINABLE.**

**IT'S FACTOR'S PUREST TAKE ON ENDURANCE RACING, BUILT FOR SELF-RELIANT COMPETITION, WHERE EFFICIENCY AND CONTROL DEFINE PERFORMANCE.**

The Sarana is not an all-road compromise; it's a focused tool for a specific kind of rider, one who treats distance as a race, not an escape.

Geometry, compliance, and integration have all been reimagined to serve that purpose: to maintain speed, control, and precision when fatigue becomes the defining variable.

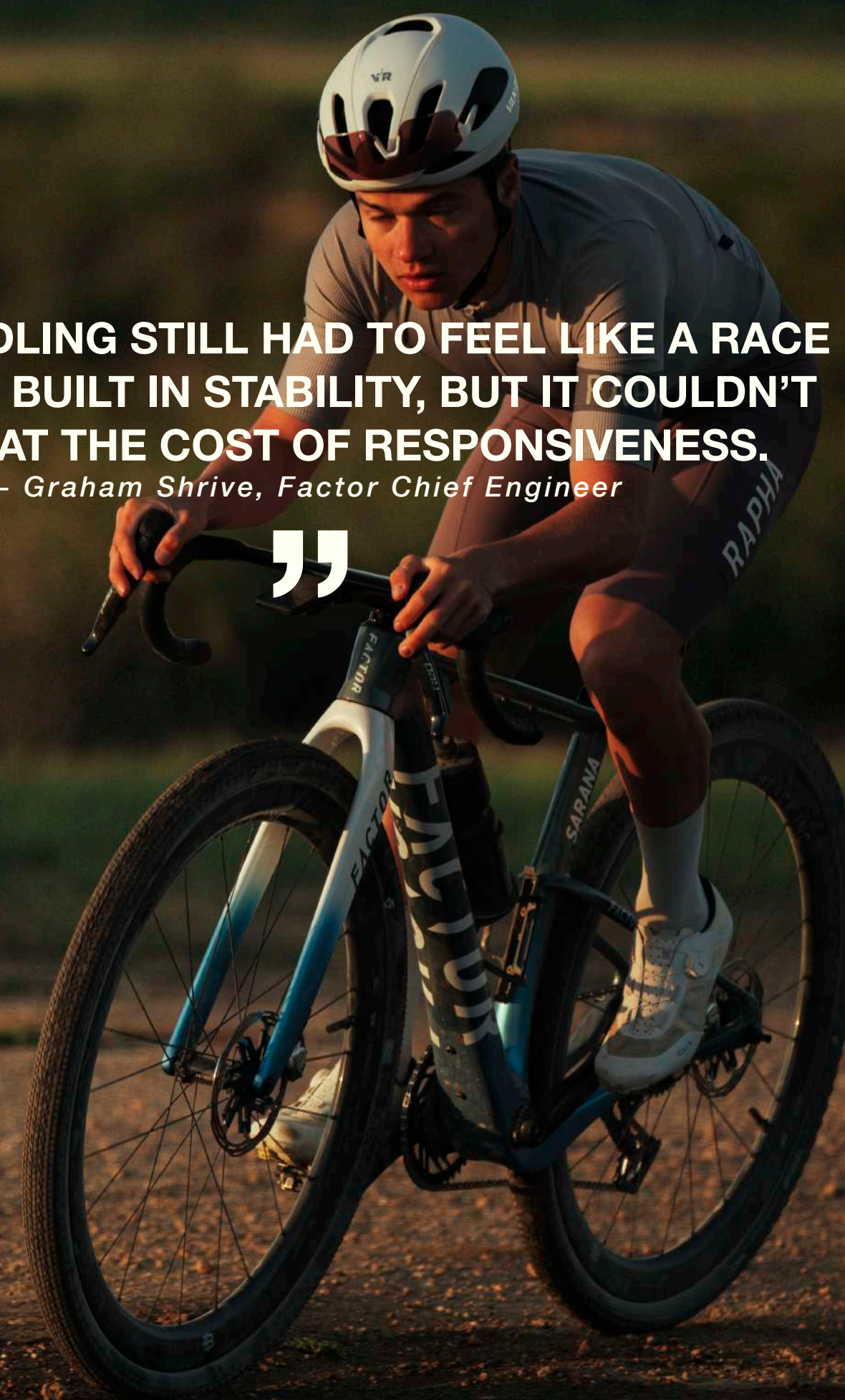
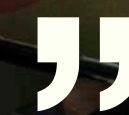
TAGLINE:

**Where Speed Meets Distance.**

The Sarana doesn't chase adventure; it redefines endurance as a discipline of precision. It's the racer's answer to the unknown.

**THE HANDLING STILL HAD TO FEEL LIKE A RACE BIKE, WE BUILT IN STABILITY, BUT IT COULDN'T COME AT THE COST OF RESPONSIVENESS.**

*- Graham Shrive, Factor Chief Engineer*



## DESIGN AND ENGINEERING

EVERY FACTOR BEGINS WITH A QUESTION OF PERFORMANCE.  
FOR THE SARANA, THAT QUESTION WAS SIMPLE:



HOW CAN A RACE BIKE STAY FAST WHEN THE RIDER CAN NO LONGER THINK ABOUT SPEED?

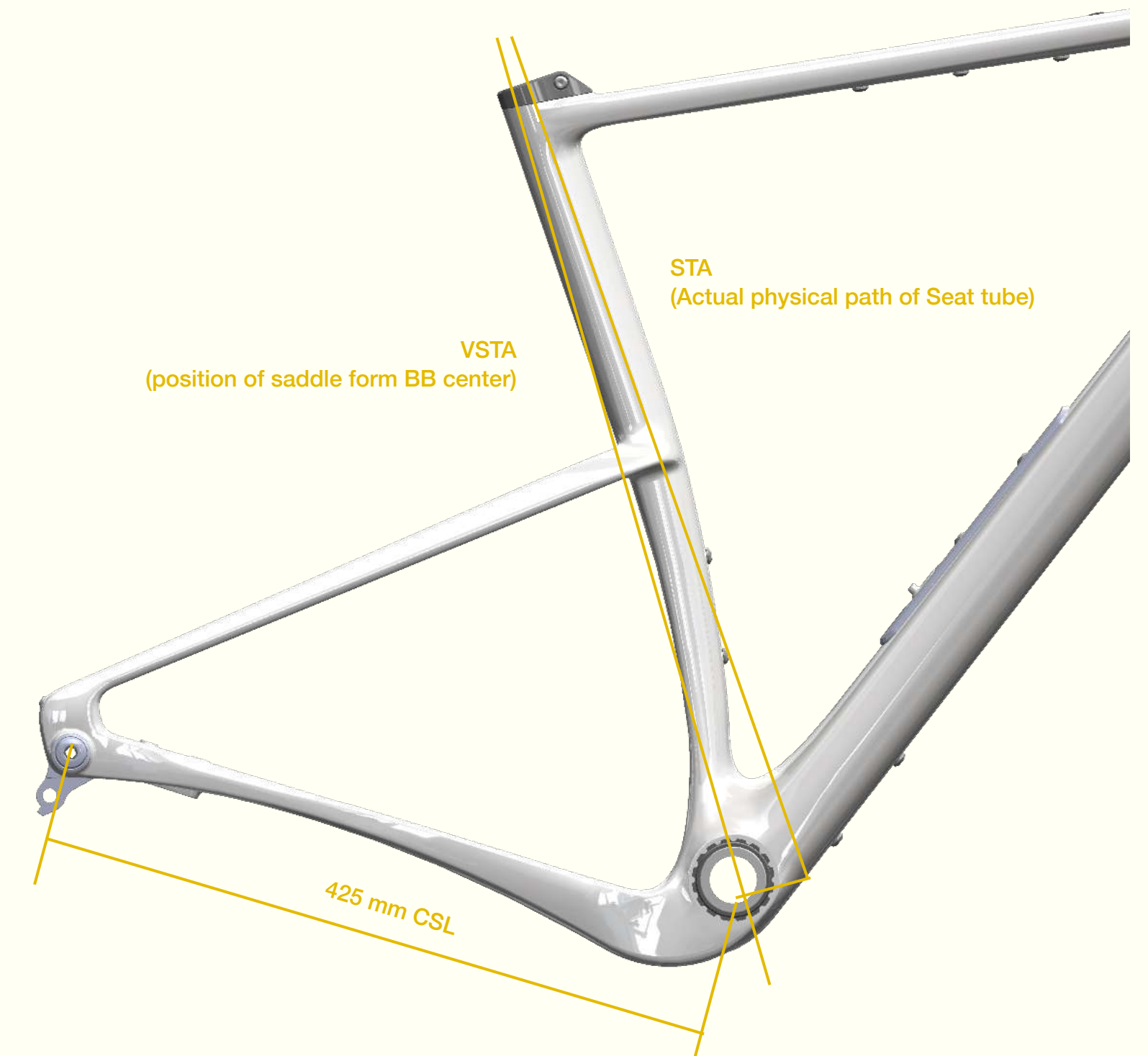
**FACTOR**

THE ANSWER STARTED WITH THE FRAME. IT'S AN ENTIRELY NEW DESIGN, A STRUCTURE BUILT AROUND STABILITY, EFFICIENCY, AND STORAGE IN ONE CONTINUOUS FORM. THE DOWN TUBE IS THE BACKBONE OF THE BIKE: OVERSIZED FOR TORSIONAL STIFFNESS AND AERODYNAMICS, BUT HOLLOWED TO HOUSE AN INTEGRATED INTERNAL STORAGE BAY LARGE ENOUGH FOR TOOLS, SPARES, AND NUTRITION. THE DESIGN ALLOWS RIDERS TO CARRY WHAT THEY NEED WITHOUT DISTURBING AIRFLOW OR BALANCE, PRESERVING THE BIKE'S CLEAN LINES AND CENTRE OF GRAVITY.

**"WE DESIGNED THE FRAME AS A COMPLETE SYSTEM. YOU CAN'T CHANGE ONE THING WITHOUT IT AFFECTING EVERYTHING ELSE."**

*- Graham Shrive, Chief Engineer*

At the rear, the Sarana introduces a leaf-spring seat-stay system. Dropped stays and a subtly offset seat tube create in-plane flex that smooths vibration while maintaining lateral drive. The lay-up is directional: high modulus fibres channel power through the bottom bracket and chainstays, while intermediate layers manage fatigue and traction over rough terrain.



**"WE WERE TRYING TO GET THE RIGHT FLEX, NOT SOFT, JUST ENOUGH MOVEMENT TO KEEP IT TRACKING PROPERLY WHEN YOU'RE TIRED."**

*- Mike McGinn, Industrial Designer*

Geometry defines feel, and the Sarana's geometry was drawn from racing, not comfort. A 71.5° head angle, 425 mm chainstays, and an 80 mm bottom-bracket drop combine to give precise, predictable handling with a centred mass, the bike tracks straight when loaded yet remains reactive at speed. Stack and reach proportions are tuned to maintain control through fatigue, allowing riders to stay low and efficient without collapsing posture.



Clearance for 29 × 2.2-inch tires, T47 wide bottom bracket, and compatibility with both rigid and 30 mm-travel forks make the platform adaptable to the realities of ultra racing without changing its intent. One-by only, dropper-ready, and built for 160/180 mm rotors, every element was decided for reliability and race function.

Throughout development, data and intuition moved together. Laboratory tests verified stiffness and compliance, but the decisive validation came from Rob Britton on British Columbia's vast gravel networks. His rides informed lay-up adjustments, damping thresholds, and steering response until the bike felt seamless, fast, composed, and instinctive, as if it were an extension of the rider himself.



57mm tire clearance without compromise

The result is a chassis that feels alive yet composed, a structure designed not to hide the road, but to keep you connected to it long after fatigue would normally take that connection away. It is precision engineered for endurance, built to translate every effort, and to endure every distance.

**“YOU STOP NOTICING THE BIKE, THAT’S WHEN WE KNOW WE’VE DONE OUR JOB.”**

- Graham Shrive, Chief Engineer

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Testing the Sarana wasn't about checking boxes; it was about finding the limits of endurance and understanding how the bike behaves when everything else begins to fail.

From the first prototypes onward, Rob Britton became both test rider and collaborator. Over months of riding in British Columbia, through heat, rain, altitude, and isolation, he pushed each iteration of the Sarana through the kind of punishment only real ultra events deliver. Every ride produced a set of numbers, but more importantly, a set of sensations that shaped the next version.

**“ROB’S FEEDBACK WAS NEVER ABOUT COMFORT, IT WAS ABOUT CONTROL, WHAT THE BIKE’S DOING WHEN HE’S FALLING APART.”**

*- Graham Shrive, Chief Engineer*

Laboratory testing verified the structure's stiffness and compliance targets, but the truest validation came from those long, silent hours on the road. Lay-ups were adjusted to stabilise fatigue response; steering input refined to hold accuracy under load; vibration tuned to keep power steady across rough terrain.

**“YOU CAN'T MODEL WHAT HAPPENS AFTER TWENTY HOURS ON THE BIKE, YOU ONLY FIND THAT OUT IN THE REAL WORLD.”**

*- Mike McGinn, Factor Industrial Designer*

**BY THE FINAL PROTOTYPE,  
THE DATA TOLD THE SAME STORY THE RIDER DID.**

- 18 % REDUCTION IN VIBRATION AMPLITUDE COMPARED WITH PREVIOUS ENDURANCE BASELINES.
- ZERO STRUCTURAL DRIFT IN STIFFNESS AFTER 40 HOURS OF CONTINUOUS SIMULATION.
- STABLE STEERING AND AERODYNAMIC BALANCE EVEN WITH ENDURANCE LOAD SETUPS AT 30-40 KPH

## DESIGN LANGUAGE



The Sarana's design began with the same question as its engineering: what's essential for the job, and what isn't? Every surface, junction, and line exists because it needs to, nothing more. At first glance, it shares the clean geometry that defines every Factor. Look closer and the intent becomes clear. The down tube grows broader to integrate storage without losing stiffness. The dropped stays and offset seat tube bring subtle compliance while keeping the bike's direct, race-driven feel. Everything about the form serves duration, precision, and control.

FOR THE COLOUR AND FINISH, THE GOAL WAS TO CAPTURE THE ATMOSPHERE OF ENDURANCE RATHER THAN SPEED.

WE WANTED THE COLOURS TO FEEL LIVED-IN, THEY SHOULD REFLECT THE ENVIRONMENT, NOT FIGHT AGAINST IT. IT'S ABOUT CONFIDENCE THROUGH SIMPLICITY. YOU SHOULD SENSE THE PURPOSE BEFORE YOU NOTICE THE PAINT."  
- Jay Gundzik, Factor Creative Director

"THE SARANA HAD TO LOOK CAPABLE, NOT COMPLICATED, IT'S A BIKE BUILT FOR EXTREMES, BUT WE WANTED IT TO FEEL COMPOSED AND CONTROLLED"  
- Mike McGinn, Factor Industrial Designer



The Metallic Blue finish carries depth, the feeling of distance and motion, while the Gold with prismatic pink reflects heat and fatigue, light and dust. Both finishes were chosen to feel natural, timeless, and grounded in experience. The Sarana's design language is one of restraint. It looks the way it rides, calm, deliberate, and built to go the distance.

“THE BIKE JUST STAYED COMPOSED, NO MATTER WHAT ROB DID TO IT, IT STAYED PREDICTABLE, THAT’S WHAT MAKES IT QUICK.”

- Graham Shrive, Chief Engineer

Performance for the Sarana isn't measured by a lap time; it's measured by the rider's ability to stay efficient when the world starts to blur. It's revealed in the moments when fatigue blurs everything except the road ahead. When the rider begins to question whether they can go the distance, they need to know the bike will hold the line, stay the course.

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**THE SARANA REPRESENTS A NEW DIMENSION OF FACTOR PERFORMANCE, ONE THAT EXTENDS BEYOND THE FINISH LINE INTO THE UNKNOWN. IT'S THE FIRST EXPRESSION OF A BROADER IDEA WE CALL EXPEDITION ENGINEERING: DESIGN BUILT TO GO FURTHER, FOR LONGER, WITH THE SAME PRECISION AND INTENT AS OUR FASTEST RACE BIKES.**

Expedition Engineering isn't about adventure for its own sake. It's about control, efficiency, and trust, applying racing intelligence to the realities of endurance. The result is a system that helps the rider focus on what matters: movement, navigation, survival, and speed.

The Sarana leads this philosophy. Its structure integrates what ultra riders need most, stability, self-sufficiency, and resilience, while maintaining the ride feel of a pure race bike. Alongside it, new components and accessories developed for Factor Expedition, including frame storage systems, modular mounts, and performance packs, extend that capability across future models.

**WE NEVER SAW ENDURANCE AS SEPARATE FROM RACING, IT'S STILL RACING, IT JUST DOESN'T STOP WHERE IT NORMALLY DOES**

*- Graham Shrive, Factor Chief Engineer*

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From this point, every Factor designed under the Expedition banner will share the same principles: clarity of purpose, efficiency under pressure, and composure over distance. The Sarana is the beginning of that story, where endurance meets engineering, and where racing simply keeps going.

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**PLATFORM CLASSIFICATION:**

Ultra-distance gravel race / endurance performance system.

**DEVELOPMENT OBJECTIVE:**

Create a gravel race bike with road-level efficiency and off-road resilience, a self-sufficient speed system for the world's toughest events.

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**Geometry Reference (Size 56 – sagged at 20%)**

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- **Head Tube Angle:** 71.5°
- **Seat Tube Angle:** 74°
- **Bottom Bracket Drop:** 80 mm
- **Chainstay:** 425 mm
- **Wheelbase:** 1,040 mm
- **Stack:** 592 mm
- **Reach:** 410 mm
- **Trail:** ≈ 60 mm
- **Fork Axle-to-Crown:** 435 mm (30 mm travel)
- **Fork Offset:** 51 mm



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## Key Systems

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- **Frame:** Full carbon monocoque with directional lay-up tuned for lateral stiffness and in-plane compliance.
- **Down Tube:** Large-section aerodynamic storage system with integrated AirTag recess.
- **Seat Stays:** Leaf-spring shaping for controlled flex response.
- **Seatpost:** 30.9 mm dropper-compatible.
- **Drivetrain:** 1x only / UDH-compatible / max 52T chainring.
- **Tire Clearance:** 29 x 2.2" (57 mm OD).
- **Bottom Bracket:** T47a
- **Rotor Compatibility:** 160 / 180 mm.
- **Suspension Compatibility:** Rigid or 30 mm-travel fork.
- **Finish:** Dual-texture matte/gloss with metallic blue and gold colourways.
- **Sizes:** 49 / 52 / 54 / 56 / 58

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## Performance Summary

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- 18% reduction in vibration amplitude vs previous endurance prototypes.
- Structural stiffness retained under full load over 40-hour simulation.
- Aerodynamic stability maintained with bag configurations at 30–40 kph.
- Real-world validation through Traka 560, BC Epic 1000, and Unbound XL.

ONE BIKE. DUAL SPEC.





SIZE	47	52	54	56	58
A STACK	544	558	573	593	613
B REACH	378	388	398	408	418
C HEAD TUBE ANGLE	71.5	71.5	71.5	71.5	71.5
D BB DROP	82	82	80	80	80
E TRAIL	65	65	65	65	65
F FORK RAKE/OFFSET	51	51	51	51	51
G CHAINSTAY LENGTH	425	425	425	425	425
H WHEELBASE	1003	1018	1032	1051	1067
I SEAT TUBE ANGLE	75.3	74.5	74.5	74	74



The Sarana began as a question inside Factor's engineering team and ended as a new way of thinking about performance. It takes everything we know about racing, precision, efficiency, control, and applies it to the longest, hardest events in cycling.

From the first prototype to the final frame, the process was defined by real testing and real feedback. Rob Britton's rides across British Columbia shaped every detail, while the engineering team refined the design until it behaved exactly as intended: calm, predictable, and fast over time.

The result is a race bike built for endurance, not by softening the experience, but by making it faster, steadier, and more efficient when fatigue takes over. It's built for those who race the distance itself, who find speed in the act of carrying on.

The Sarana doesn't chase adventure. It carries racing into places it hasn't been before.

**FACTOR SARANA**  
WHERE SPEED MEETS DISTANCE.

**FACTOR**  
Never.<sup>™</sup>  
Status.  
Quo.