

THE PINNACLE OF ENGINEERING + DESIGN

BUGATTI | *FACTOR*

BUGATTI | *FACTOR*

BUGATTI CUES, INTERPRETED THROUGH SPEED.

A DISTINCTIVE TWO-TONE GRAPHIC, SYNONYMOUS WITH BUGATTI, CREATES A BOLD VISUAL DIVISION TO ACCENTUATE THE BIKE'S SCULPTED SURFACES AND AERODYNAMIC FORMS, MIRRORING BUGATTI'S HYPER SPORTS CARS. AT THE FRONT: THE DANCING ELEPHANT, REINTERPRETED AS A QUIET MARK OF BUGATTI'S ARTISTIC HERITAGE.





FACTOR IS A PERFORMANCE ENGINEERING BRAND DEDICATED TO ONE THING: BUILDING THE FASTEST BIKES POSSIBLE THROUGH VALIDATED DESIGN. USING CFD, WIND-TUNNEL DEVELOPMENT, RACE TESTING, IN-HOUSE ENGINEERING AND MANUFACTURING, FACTOR CREATES A COMPLETE SYSTEM, DESIGNED TO DELIVER REAL GAINS AT REAL SPEEDS. BUGATTI FACTOR ONE BEGINS WHERE THE RULES END, TO CREATE THE FASTEST ROAD BIKE IN THE WORLD.

BUGATTI | *FACTOR*

NEVER.
STATUS.
QUO.



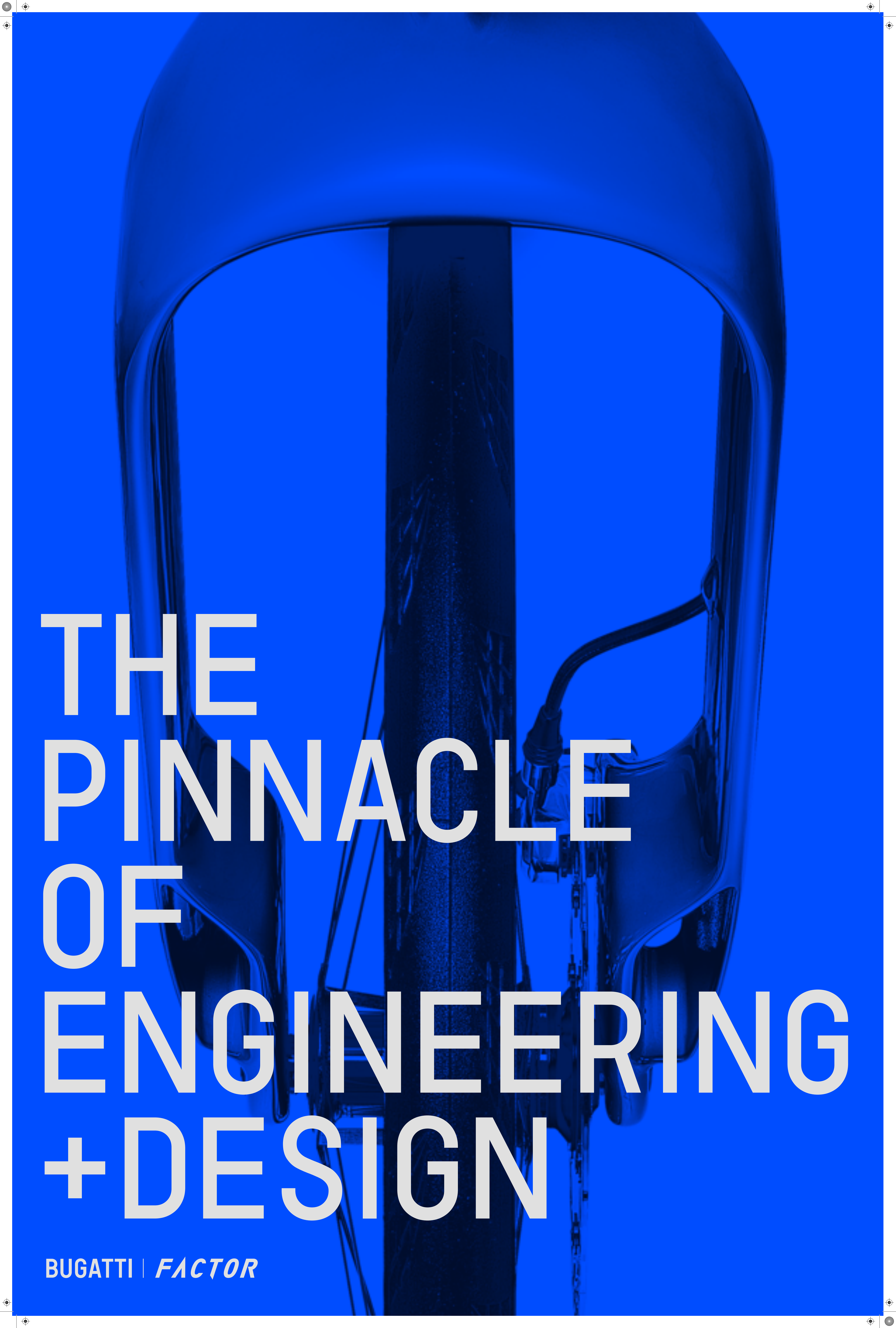
BUGATTI | *FACTOR*

BEYOND THE RULEBOOK

BUGATTI | *FACTOR*

THE FACTOR ONE BEGAN WITH A CHANGE IN WHAT WAS ALLOWED, AND AN AMBITION TO REACH THE EDGE OF LEGALITY WITH REAL, PROVABLE SPEED. IT EVOLVED FROM YEARS OF AERO LEARNINGS ACROSS HANZŌ TRACK AND OSTRO VAM, BUILT AND VALIDATED THROUGH CFD, WIND TUNNEL WORK, AND RACING REALITY. THE FACTOR ONE IS PROVEN THE WORLD'S FASTEST UCI-LEGAL ROAD BIKE. BUGATTI FACTOR ONE STARTS FROM THAT TRUTH, THEN REMOVES THE FINAL CONSTRAINT IMPOSED BY THE UCI, CYCLING'S GOVERNING BODY.





THE
PINNACLE
OF
ENGINEERING
+ DESIGN

BUGATTI | *FACTOR*

BUGATTI | *FACTOR*

A RADICAL FUSION OF HYPERCAR ENGINEERING + ELITE CYCLING PERFORMANCE.

Born from a shared philosophy of obsessive attention to detail and performance without limits, the Bugatti Factor ONE represents a new benchmark in pioneering cycling design. Every element of the bike has been meticulously engineered to deliver uncompromising aerodynamic efficiency and ride quality, drawing directly from Bugatti's legacy of engineering excellence and Factor's proven expertise in elite-level bicycle design.



BUGATTI | *FACTOR*



UNITS. INDIVIDUALLY NUMBERED.

PRODUCED IN STRICTLY CONTROLLED QUANTITY.
BUILT FOR COLLECTORS, ENTHUSIASTS, AND ATHLETES SEEKING THE RAREST EXPRESSION OF PERFORMANCE
CYCLING, WHERE ENGINEERING PRECISION AND DESIGN INTENT ARE INSEPARABLE.

BUGATTI | *FACTOR*