

FACTOR

FACTOR ELARA - SALES BRIEF

WHAT IS ELARA?

ELARA is Factor's pure-speed gravel race platform, built for the fastest expression of modern gravel racing.

It replaces OSTRO Gravel with a complete redesign focused on one clear objective:

Maintain speed when the surface becomes unpredictable.

FACTOR ELARA

Speed Over Everything

THE CUSTOMER PROBLEM

Modern gravel racing has become faster, more technical and more specialised.

Riders now need:

- Road-race levels of speed and efficiency
- Stability over broken terrain
- More traction and impact control
- Confidence when visibility and line choice deteriorate
- Equipment that helps preserve momentum as fatigue builds

ELARA was designed around that conflict.

THE 4 THINGS TO KNOW

1. LARGE-VOLUME TYRES ARE A SPEED TOOL

ELARA provides clearance for tyres up to 57 mm on approved 700c rim widths.

The reason is not simply comfort.

Larger race tyres can help the rider:

- Maintain traction
- Manage impacts
- Reduce rolling losses across rough surfaces
- Improve puncture resilience
- Reduce the penalty for imperfect line choice
- Carry speed through terrain that might otherwise require braking or hesitation

The simple sales explanation

“The bigger tyre isn’t there just to make the ride softer. It helps reduce the number of situations where the rider has to slow down.”

2. ROAD-RACE URGENCY, BUILT FOR ROUGH GROUND

ELARA takes important cues from Factor’s road race bikes.

The aim is to give the rider a bike that feels:

- Precise
- Reactive
- Direct under power
- Stable at race speed
- Controlled over rough terrain

The phrase to remember

“Road-race urgency applied to rough ground.”

3. THE ENGINEERING WORKS AS A SYSTEM

The story is not one specification.

ELARA combines:

- Up to 57 mm tyre clearance
- Compact 423 mm chainstays
- Approved 1× and 2× drivetrain compatibility
- Race-led geometry
- Aerodynamic development around contemporary gravel tyre sizes
- New frame, fork and carbon architecture

The important point is that Factor solved these requirements together.

The simple sales explanation

“The difficult part wasn’t fitting a big tyre. It was fitting that tyre without giving up race geometry, responsiveness, aerodynamics or drivetrain choice.”

4. BLACK INC COMPLETES THE PERFORMANCE STORY

ELARA launches alongside two key Black Inc products.

SIXTY FOUR Gravel Wheelset

- 64 mm rim depth
- 30 mm internal width
- Developed around high-speed gravel racing
- Designed around large-volume tyres
- Built to combine aerodynamic efficiency with rough-surface control

AB07 Aero Gravel Bar

- Aero-focused hood position
- Flared drops for leverage and stability
- Designed around the changing hand positions of high-speed gravel racing

AB07 in one line

“Fast on the hoods. Committed in the drops. Controlled throughout.”

ELARA remains the hero bike, but SIXTY FOUR and AB07 help demonstrate how Factor and Black Inc approach the bike as a complete performance system.

WHO IS ELARA FOR?

ELARA is for riders who approach gravel with a race mentality.

Think:

- Fast gravel events
- High average speeds
- Aggressive positioning
- Aero awareness
- Equipment optimisation
- Racing in groups
- Holding momentum across rough terrain
- Marginal gains that can influence the result

ELARA does not need to suit every gravel rider.

Its strength comes from its clear purpose.

WHERE ELARA FITS IN THE FACTOR GRAVEL RANGE

ELARA - RACE SPEED

For riders prioritising outright speed, aerodynamics, precise handling and momentum.

ALUTO - RACE BALANCE

For riders competing across a broader range of terrain, conditions and technical demands.

SARANA - RACE ENDURANCE

For ultra-distance and self-supported racing, where sustained efficiency, stability and fatigue management become the priority.

Remember

This is not good / better / best.

Each bike answers a different racing problem.

ELARA VS OSTRO GRAVEL

ELARA replaces OSTRO Gravel.

But ELARA is not:

- A model-year update
- A minor evolution
- OSTRO Gravel with larger tyres

It is a complete redesign and reset of Factor's pure-speed gravel race platform.

The simple sales explanation

"Gravel racing changed enough that Factor chose to start again rather than simply update OSTRO Gravel."

KEY PROOF POINTS

Use these when the customer wants more detail:

- Tyre clearance up to 57 mm
- 423 mm chainstays
- Approved 1× and 2× drivetrain compatibility
- Approved 52-tooth chainring clearance in the relevant 1× configuration
- Aero development around real gravel tyre volumes
- CFD development followed by wind-tunnel confirmation
- In the approved 45 mm tyre test configuration, ELARA recorded a 5–8% lower drag coefficient than OSTRO Gravel
- New front triangle
- New rear triangle
- New fork
- New carbon lay-up
- Development progressed through modelling, prototypes, athlete testing and racing

Important: comparative aerodynamic data should always retain its stated test context.

USE THIS LANGUAGE

- Pure-speed gravel race platform
- Race Speed
- Built to maintain speed when the surface becomes unpredictable
- Large-volume tyres as a speed tool
- Road-race urgency applied to rough ground
- Precise and reactive without becoming nervous
- Developed around contemporary gravel-racing conditions
- Complete redesign from OSTRO Gravel
- Developed as a complete performance system

AVOID THIS LANGUAGE

- Do-everything gravel bike
- Adventure bike
- Comfort-led gravel bike
- Aero road bike with gravel tyres
- Updated OSTRO Gravel
- OSTRO Gravel with bigger tyres
- Better than ALUTO
- Game-changing
- Revolutionary
- Fastest gravel bike in the world

The engineering story is strong enough without exaggeration.

COMMON CUSTOMER QUESTIONS

Why does ELARA use such large tyres?

Because larger-volume race tyres can help the rider maintain speed across rough terrain through better traction, impact management, rolling behaviour and greater tolerance for imperfect line choice.

Is ELARA designed around comfort?

No. ELARA is a race-speed platform. Control comes from the interaction of tyre volume, geometry, structural behaviour and rider position.

Does ELARA replace OSTRO Gravel?

Yes. ELARA replaces OSTRO Gravel as Factor's pure-speed gravel race platform and is a complete redesign.

Can ELARA use both 1× and 2× drivetrains?

Yes, in approved configurations.

Is ELARA better than ALUTO?

No. They solve different racing problems.

ELARA = Race Speed

ALUTO = Race Balance

Where does SARANA fit?

SARANA is Race Endurance, designed around ultra-distance and self-supported competition.

Is ELARA an aero road bike adapted for gravel?

No. ELARA was developed specifically around contemporary gravel-racing conditions, including large-volume tyres, rough surfaces and gravel-specific handling demands.

THE 30-SECOND CUSTOMER PITCH

“ELARA is Factor's pure-speed gravel race bike. It replaces OSTRO Gravel with a completely new platform designed around how fast modern gravel racing has become. The bike uses large-volume tyres as a speed tool, while preserving compact race geometry, precise handling and aerodynamic efficiency. The goal is simple: help the rider maintain speed when the terrain becomes rough and unpredictable.”

THE 10-SECOND VERSION

“ELARA is Factor’s pure-speed gravel race platform: large-volume tyres, road-race urgency and aerodynamic development, all designed around maintaining speed over rough ground.”

THREE THINGS TO REMEMBER

If nothing else, remember:

1. ELARA = Race Speed
2. Large-volume tyres are a speed tool
3. Built to maintain speed when the surface becomes unpredictable

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