

Speed Over Everything.

ELARA

Speed Over Everything.

ELARA

ELARA

THE REASON IT EXISTS

GRAVEL RACING HAS OUTGROWN BEING ONE THING. IT EVOLVED FROM A SINGLE CATEGORY INTO A HORIZONTAL SPECTRUM OF SPECIALISATION, FROM MULTI-DAY BIKE-PACKING ADVENTURES TO HIGH-SPEED, NO-HOLDS-BARRED RACING.

Factor has evolved with it.

Each model is a specialist, engineered for its own frontier of performance.

ALUTO brings agility and balance to mixed terrain, a specialised generalist that refuses to dull the racing instinct.

SARANA redefines endurance, an ultra-race bike built to stay fast for days on end.

And now, ELARA enters as the purest expression of gravel speed.

It sits at the edge of the gravel spectrum's horizon.

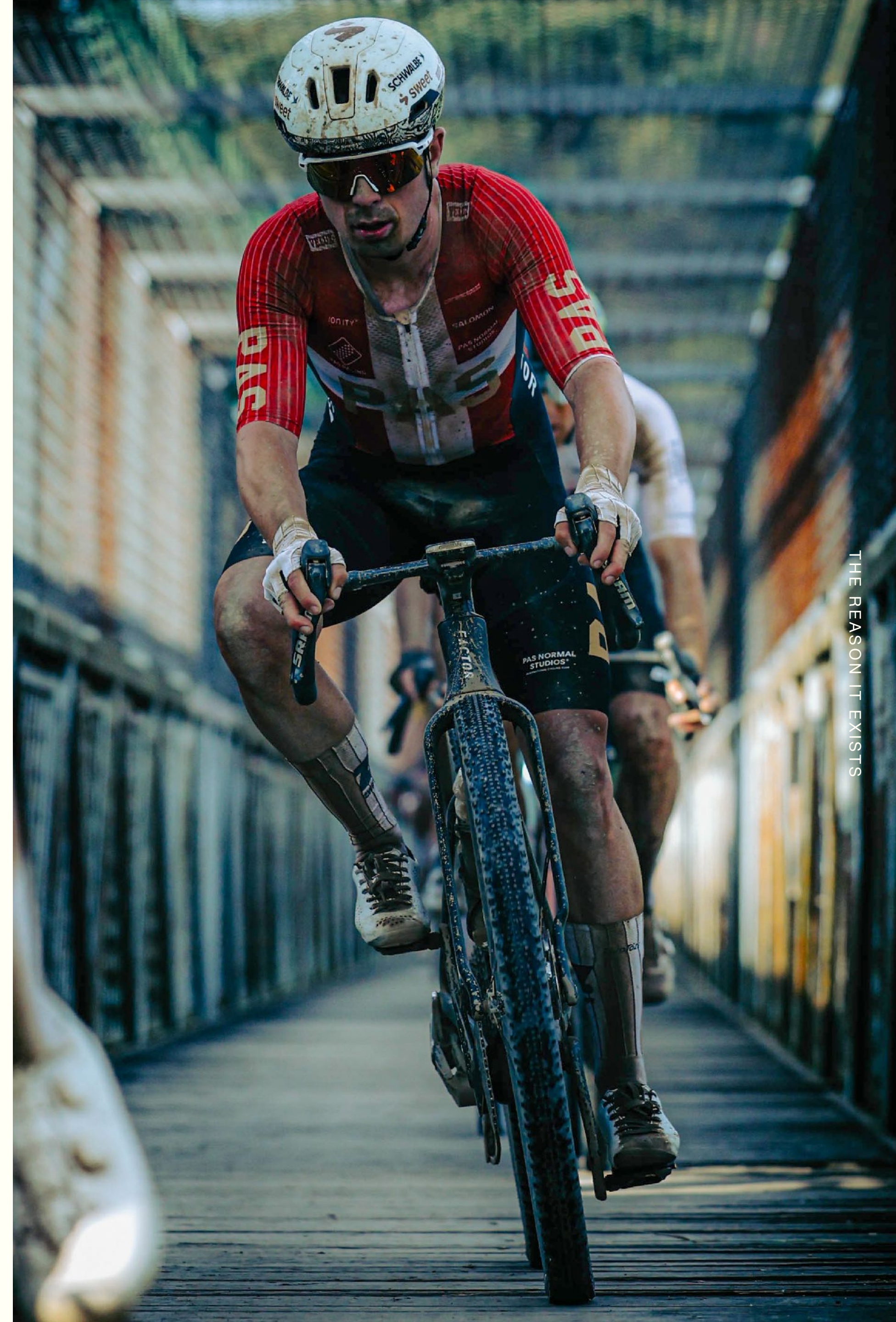
This is the bike for the fastest gravel races in the world, the UCI Gravel World Series, the Gravel Earth Series, the World Championships, and every event where seconds, handling, and marginal gains decide outcomes.

It's where the sport is becoming sharper, faster, and more competitive, and where Factor belongs.

The ELARA was conceived to meet that challenge: a gravel race bike designed not to do everything, but to do one thing better than anything else, to be the fastest bike on the roughest ground.

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ORIGIN AND DEVELOPMENT

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The ELARA began with a simple premise that quickly became a complete redesign.

“THIS ISN’T JUST AN OSTRO GRAVEL WITH BIGGER TYRES, IT’S A SERIOUS REDESIGN”

- Mike McGinn, Factor Industrial Designer

What started as an update evolved into something far more ambitious: a project that marks what the engineering team called “*the third era of Factor design*.” At first, the goal was to make the next-generation gravel racer sharper and faster, borrowing aerodynamic intelligence from the ONE and composure from the MONZA. But as geometry, clearance, and performance targets shifted, the design pivoted repeatedly, not from uncertainty, but from progress.

Then came the input that changed everything.

In early development conversations with Factor’s sponsored gravel racers, particularly Magnus Bak, one of the fastest gravel racers in the world and 2025 Gravel Earth Series winner, the team was challenged to think differently about what *fast* really means on rough terrain.

Magnus wanted the option of running 57 mm tyres front and rear, something the engineers initially considered excessive for a high-speed race bike. But he made a clear case: at the speeds these riders hold, the impacts are amplified. Larger tyres don’t just absorb shock, they reduce rolling resistance across broken surfaces and drastically lower the risk of punctures.

“IT’S NOT ABOUT COMFORT; IT MEANS I DON’T HAVE TO SLOW DOWN, I CAN HOLD SPEED WITHOUT THINKING.”

- Magnus Bak, Factor Racer

Having what are effectively racing MTB tyres on a gravel bike lets him plough through rough terrain and stay closer in the slipstream, even when visibility is low, or when the racing becomes aggressive through technical sections. The larger volume tyres give him the margin he needs to make mistakes when fatigue sets in and precision fades, while the speed remains high.

“WE’LL REDESIGN EIGHTY PERCENT OF A BIKE SIX MONTHS IN IF THAT’S WHAT IT TAKES. MOST BRANDS WON’T, BUT THAT’S WHAT MAKES FACTOR FACTOR”

- Mike McGinn, Factor Industrial Designer

The feedback from Magnus and our other racers meant the Factor engineering team went back to the drawing board in October 2025. In February 2026, a full prototype was ready for race-testing, the result was a gravel bike that Magnus Bak and Romain Bardet reported being noticeably faster. The 57 mm clearance was locked in, and the frame had evolved into something radical: a fast, race-focused design that fits 2× drivetrains without lengthening the chainstays.

“WE’VE MOVED FROM EXTRUDED SHAPES TO ACCELERATED CURVATURES, IT’S A FLUID DESIGN LANGUAGE: FASTER, TIGHTER, MORE ALIVE”

- Mike McGinn, Factor Industrial Designer

The result is a bike that looks and feels like the next step, the evolution of Factor’s race DNA applied to gravel’s most competitive arena.

WHAT IT REPRESENTS

WHAT IT REPRESENTS

ELARA

The ELARA marks a new point in the evolution of gravel racing, and of Factor itself. It isn't an extension of the OSTRO Gravel; it's a reset.

Gravel has fragmented into disciplines: ultra-distance, adventure, and the top tier of high-speed racing. ELARA exists squarely in that last space, the world of 35+ km/h race averages, World-Series grids, no-gifts racing.

It's built for riders who race gravel like they race road, aerodynamic positions, precise handling, full-gas focus, no looking back. For those who demand traction, stability, and control when the going gets rough, with no option but to stay tough and hold speed.

"WE WANTED THE HANDLING TO FEEL FAST AGAIN. A LOT OF GRAVEL BIKES HAVE GONE SOFT IN THE PURSUIT OF COMFORT. WE'RE BRINGING BACK THAT SENSE OF URGENCY"

- Mike McGinn, Factor Industrial Designer

Every decision in the project served that principle. The geometry pushes further toward road-race efficiency without crossing the line into nervousness. The structure is stiffer, the fork deeper, the transitions cleaner. It's the sharpest Factor yet built for gravel, proof that aerodynamic discipline and off-road capability can coexist without compromise.

"IT'S NOT AN AERO BIKE ON GRAVEL TYRES. IT'S A GRAVEL RACE BIKE THAT BEHAVES LIKE A FACTOR, PRECISE AND REACTIVE"

- Mike McGinn, Factor Industrial Designer

The ELARA represents the return of pure race speed to gravel.

DESIGN + ENGINEERING

AT FIRST GLANCE, ELARA LOOKS UNMISTAKABLY FACTOR, CLEAN, COMPACT, AND TIGHTLY PROPORTIONED, BUT EVERY LINE HAS BEEN REDRAWN. WHERE THE ORIGINAL OSTRO GRAVEL WAS BUILT TO BALANCE SPEED AND VERSATILITY, ELARA IS ENGINEERED AROUND ONE OUTCOME: UNCOMPROMISED RACE PERFORMANCE ON ROUGH GROUND.

GEOMETRY AND FIT

The geometry takes its cues from Factor's road platforms.

Reach is longer, trail is reduced, and the bottom bracket sits lower for high-speed stability without sacrificing agility. The result is a position that feels familiar to a road racer yet remains composed over gravel.

Head-tube angles range around 71-72°, chainstays hold at 423 mm, and tyre clearance reaches 57 mm. Offset seat-tube junction to allow 47 mm tyres when using 2x and 57 mm with 1x.

“NOBODY’S MANAGED TO KEEP A PROPER SHORT REAR-CENTRE ON A 2x GRAVEL BIKE WITH 57S. WE JUST KEPT SHAVING IT UNTIL IT FIT, 423 MM, AND EVERYTHING STILL CLEARS. 2x WAS NEVER NEGOTIABLE; WE DIDN’T WANT TO FORCE A DRIVETRAIN CHOICE JUST TO FIT A TYRE. THAT’S NOT HOW WE WORK”

- Stuart Munro, *Factor Design Engineer*

The additional chainstay length is triangulated by the lower bottom bracket resulting in more or less the same rear centre dimension relative to the rider's centre of gravity as the OSTRO Gravel, while supporting massive RAM (radius as measured) tyre and wheel combos.



FRAME STRUCTURE

Achieving that geometry meant rethinking the frame architecture. The rear triangle uses a split-plane design with a lowered drive-side stay and offset seat-tube junction to clear both chainrings and 57 mm tyres. Lay-ups are tuned around torsional stiffness and impact control rather than comfort curves. The frame is lighter than its predecessor yet measurably stiffer at the bottom bracket and head tube junctions.

“WE’RE NOT CHASING VERTICAL FLEX; WE’RE CHASING ENERGY TRANSFER, MAKING SURE EVERY INPUT STILL FEELS DIRECT, EVEN WHEN THE SURFACE ISN’T”

- Mike McGinn, Factor *Industrial Designer*

AERODYNAMICS

The front triangle draws from Factor’s ONE and OSTRO VAM programs, planar fork integration, a narrow hour-glass head-tube, and refined leading-edge transitions around the downtube and bottle zones. CFD validation confirms measurable drag reductions with 45–57 mm race tyres, delivering aero efficiency on par with modern road frames.

DESIGN INTEGRATION

The new Factor Race Bar Black Inc Aero Gravel Bar AB07 was developed in parallel: a one-piece cockpit with subtle flare, integrated computer mount, and internal hose routing. Mounting and cable routing remain clean and serviceable, Factor’s philosophy of engineering elegance over hidden complexity.

“WE BUILD THINGS RIDERS CAN LIVE WITH. IF YOU CAN’T SERVICE IT EASILY, IT’S NOT A REAL RACE BIKE.”

- Mike McGinn, Factor *Industrial Designer*

WHEELS

Developed with the input from Factor Racing athlete and 2025 men’s Gravel Earth Series overall champion, Magnus Bak Klaris, the Black Inc SIXTY FOUR Gravel wheelset offers an elite level of aerodynamic performance that combines with the ability to mount extra wide tyres to make these wheels the perfect choice for the most important gravel races on the calendar.

Combining durability and aero-efficiency, the Black Inc SIXTY FOUR gravel racing wheelsets have a generous 30 mm inner rim width that accommodates up to 57 mm (2.2-inch) tyres for the roughest terrain. The wheelset’s exceptional durability ensures that once you hit your top speed, it will be able to withstand the toughest punishment even if you are forced to take the rockiest lines, while the tyre's superior contact patch will enhance traction, control, and confidence.

With the growing importance of aerodynamics in gravel racing, the Black Inc SIXTY FOUR Gravel wheels offer not only excellent aero performance, but also efficiency thanks to the ceramic bearings and instant freehub engagement. Count on elite-level aerodynamics, power transfer, and acceleration without compromising on durability.



ELARA

TESTING

Testing is led by FACTOR RACING gravel athletes at the highest level of competition. Each phase of prototype evaluation informs the final lay-up refinements and handling balance, ensuring the production frame performs at the limit of race conditions.

The process ensures the bike behaves like a road bike at race speeds and a gravel bike when it needs traction, one that transfers power instantly but never loses its calm.





PERFORMANCE VALIDATION

PERFORMANCE VALIDATION

**REAL RACE DATA TELLS US MORE THAN ANY SIMULATION EVER
CAN, WE DON'T FINALISE ANYTHING UNTIL IT'S RACED**

- Mike McGinn, *Factor Industrial Designer*

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**AT FACTOR, PERFORMANCE ISN'T CLAIMED, IT'S
VERIFIED. EVERY FRAME WE BUILD GOES THROUGH A
COMPLETE VALIDATION PROCESS THAT MEASURES
SPEED IN THE ENVIRONMENTS THAT DEFINE ITS
PURPOSE.**

For ELARA, that process begins in simulation and ends in racing.

The first 3D-printed frame model enters the wind tunnel to confirm aerodynamic efficiency and airflow behaviour around wide-profile gravel tyres. CFD work validates the theoretical models; the tunnel confirms whether they hold true.

**“WE’LL DO THE CFD, VALIDATE THE SHAPES, THEN USE THE TUNNEL TO CHECK IF THE THEORY
HOLDS UP, THE TUNNEL’S A CONFIRMATION TOOL, NOT A DESIGN DRIVER.”**

- Stuart Munro, *Factor Design Engineer*

ELARA

Once the airflow data is locked, full carbon prototypes are produced and tested by FACTOR RACING athletes across the UCI Gravel World Series and Gravel Earth Series. Their feedback guides final refinements to lay-up tuning, stiffness balance, and aerodynamic integration.

Each round of testing builds on the one before it, ensuring every production frame delivers measurable gains, not assumptions. It's a validation process that defines how Factor designs, analytical, iterative, and uncompromising, proving that ELARA's speed isn't theoretical. It's earned.



THE ELARA INTRODUCES THE VISUAL IDENTITY OF FACTOR'S THIRD DESIGN ERA, A PHASE DEFINED BY REFINEMENT OVER EXPRESSION, BY DOING MORE WITH LESS. THE ELARA REPRESENTS THE NEXT STAGE IN FACTOR'S VISUAL EVOLUTION, THE POINT WHERE THE DESIGN LANGUAGE THAT BEGAN WITH THE HANZŌ AND EVOLVED THROUGH OSTRO VAM, MONZA, AND ONE FINALLY COMES TOGETHER.

Each model pushed a different aspect of the Factor identity forward: HANZŌ sharpened the silhouette, OSTRO VAM refined the proportions, MONZA introduced continuity and restraint, and ONE distilled those learnings into a single visual philosophy. ELARA carries that evolution into gravel, the same precision, now applied to a new terrain.

Where Mike and the engineering team defined the structure, Jay shaped how it's read. His work wasn't about adding design, it was about revealing it.

"THIS IS THE FIRST TIME THE ROAD AND GRAVEL PLATFORMS HAVE TRUE VISUAL CONTINUITY, THE SAME LANGUAGE RUNS THROUGH ONE, MONZA, SARANA, AND NOW ELARA. IT LOOKS FASTER BECAUSE IT IS."

- Jay Gundzik, *Factor Global Creative Director*

Colour and finish follow that same principle of restraint. Jay's surface direction uses low-sheen metallics with layered tones, colours that shift subtly in motion but remain composed in stillness. They express speed without noise.

"THE LAST GENERATION TRIED TO SHOW WHAT IT COULD DO, THIS ONE DOESN'T NEED TO. IT ALREADY KNOWS."

- Jay Gundzik, *Factor Global Creative Director*

“

IT'S MORE SOPHISTICATED BECAUSE THE
ENGINEERING IS MORE SOPHISTICATED,
THE SURFACES ARE TIGHTER, CLEANER.
YOU CAN SEE THE SPEED IN THE WAY
LIGHT MOVES ACROSS THEM.

- Jay Gundzik, *Factor Global Creative Director*



ELARA

The ELARA's appearance doesn't try to look aggressive, it lets precision speak for itself. It's the aesthetic of control, not performance marketing; the visual calm of something designed to go very, very fast.

DESIGN LANGUAGE



VIRESCENT BLUE



MATTE CARBON

DESIGN LANGUAGE

POSITION IN THE RANGE

The ELARA completes Factor's redefinition of gravel, not as a single discipline, but as a spectrum of race specialisation.

Gravel riding has matured. What began as one bike for everything has evolved into multiple expressions of performance. Factor's approach has followed that same path: broadening the range while narrowing each bike's focus.

Within that spectrum, each model represents a different approach to speed.

ALUTO brings race balance, the specialised generalist, agile and adaptable, for riders who compete across mixed terrain.

SARANA defines race endurance, the ultra-distance machine, built to carry speed through days, not hours.

And ELARA stands for race speed, the purest expression of gravel performance, designed for the world's fastest events: the UCI Gravel World Series, the Gravel Earth Series, and the World Championship.

In the Factor hierarchy, ELARA represents the convergence of aerodynamic efficiency, stiffness, and geometry precision, the fastest gravel system we've built. It's where marginal gains meet mixed surfaces, where the pursuit of road-level speed moves off the tarmac.

ELARA

Together, these three bikes define the current Factor gravel range:

- SARANA - Race Endurance
- ALUTO - Race Balance
- ELARA - Race Speed

Each one exists for a different version of racing, but all share the same purpose: to make speed possible, wherever the race goes.

POSITION IN THE RANGE

POSITION IN THE RANGE

TECHNICAL SPECIFICATIONS

ELARA TECHNICAL SPECIFICATIONS

PLATFORM CODE:

FM-019 = **ELARA**

FRAME TYPE:

Full carbon gravel race frame, designed, engineered, tested and manufactured by Factor. Developed for aerodynamic efficiency, stiffness, and control at the highest speeds of gravel competition.

TYRE CLEARANCE:

UP TO 57 MM (700C) MEASURED WITH FACTOR-APPROVED RIM WIDTHS.

GEOMETRY (SIZE MEDIUM REFERENCE):		
Parameter	Value	Notes
Reach	R388 mm	Race-fit inspired by Factor road geometry
Stack	576 mm	Balanced for low frontal area and stability
Head Tube Angle	71.5°	Faster steering response without nervousness
Seat Tube Angle	73.0°	Aggressive yet sustainable race position
BB Drop	80 mm	Lower centre of gravity for control and traction
Chainstay Length	423 mm	Maintains Factor's signature handling
Wheelbase	1,032 mm	Optimised for stability and responsiveness



TECHNICAL SPECIFICATIONS

ELARA

GEOMETRY	49	52	54	56	58	61
Stack	515	535	555	580	605	625
Reach	382	390	399	407	417	427
Head Tube Length						
Head Tube Angle	71.3°	71.3°	72.2°	72.3°	72.3°	72.5°
BB Height	273	273	275	275	275	275
BB Drop	82	82	80	80	80	80
Trail	61.7	61.04	60.41	59.76	59.76	59.76
Fork Length, Full	395	395	395	395	395	395
Fork Rake/Offset	56	56	51	51	51	51
Front Center	591	602	605	620	638	654
Chainstay Length	420	420	420	423	425	425
Wheelbase	1001	1015	1017	1035	1055	1072
Top Tube Length, Horizontal	520	538	553	568	590	606
Bike Standover Height						
Seat Tube Length	450	468	483	500	523	545
Seat Tube Angle	75°	74.5°	74.5°	74.5°	74°	74°
Barstem	380x80	380x90	400x100	400x100	400x110	400x110
Seatpost	0	0	0	0	0	0
Crank length	165	170	170	170	172.5	172.5

ELARA

GEOMETRY

GEOMETRY



BLACK INC

BLACK INC SIXTY FOUR GRAVEL WHEELSET

The Black Inc SIXTY FOUR was created as part of the next generation gravel racing system: a wheelset built around high speed, wide tyres, and the aerodynamic realities of gravel racing.

Developed with input from Factor Racing athlete and 2025 men's Gravel Earth Series overall champion Magnus Bak Klaris, SIXTY FOUR is engineered for the fastest gravel courses, where aerodynamic efficiency now matters as much as traction and durability. Its 64mm rim depth is a direct response to the use of larger-volume race tyres. Wind-tunnel development showed that, as gravel tyres increase in width, the wheel must do more work to manage airflow around the complete tyre-and-rim system. The deeper section helps recover aerodynamic efficiency while supporting the control and confidence made possible by wider rubber.

A 30 mm internal rim width accommodates tyres up to 57 mm (2.2 inch), increasing contact patch, traction, and stability across broken surfaces. Ceramic bearings and instant freehub engagement preserve efficiency under load, while the wheelset's reinforced gravel construction is designed to withstand rough lines at race speed.

Paired with ELARA, SIXTY FOUR is not an accessory. It is part of the performance architecture: a deep-section gravel race wheel built to hold speed when large tyres, rough surfaces, and decisive moments converge.

SIXTY FOUR

SIXTY FOUR



TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS	
BLACK INC SIXTY FOUR CARBON GRAVEL WHEELSET	
Category	Specification
Wheelset Name	Black Inc SIXTY FOUR
Rim Material	Carbon Fibre
Rim Finish	UD Glossy Clearcoat
Rim Depth	64 mm
Rim Width	Internal: 30 mm / External: 40.25 mm
Wheel / Tyre Format	700c x 50 mm
Tire Compatibility	Tubeless and Clincher, inner tube compatible
Brake Interface	Center Lock Disc
Axle Standard	12 mm Thru Axle
Hub Spacing	Front: 100 mm / Rear: 142 mm
Bearings	Ceramic
Front Hub	HU-03F Alloy Body
Rear Hub	HU-21R Alloy Body
Freehub Mechanism	30-tooth, 3-pawl + 3 leaf spring freehub
Spoke Count	24
Spoke Type	Aero Butted Straight Pull
Spoke Lacing	2x / 2x
Nipples	External Brass Nipple DSN
Wheelset Weight	1,620 g
Front Weight	720 g
Rear Weight	900 g
Weight Note	Weight excludes tubeless tape and certain metal parts.
Cassette Compatibility	Shimano HG 11/12 speed; SRAM XDR 12/13 speed; Campagnolo N3W 9–13 speed; Shimano Micro Spline 12 speed
Riding Category	Category 2 - for off-road riding and jumps less than 12 in. / 30cm
Decals / Graphics	Water transfer decals with high-polish glossy clearcoat finish

INCLUDED ACCESSORIES

Accessory	Included
Tubeless Valves	Yes
Tubeless Tape	Yes
Valve Extensions	Yes, Presta
Valve Core Removal Tool	Yes



TECHNICAL SPECIFICATIONS

BUILD QUALITY STATEMENT

The Black Inc SIXTY FOUR wheels are hand-built by specialist wheel builders and inspected using electronic measurement systems. This process supports consistent quality, performance, and reliability across every wheelset.



BLACK INC

BLACK INC AERO GRAVEL BAR AB07

The Black Inc Aero Gravel Bar AB07 takes the aerodynamic logic of the Road Integrated Aero Bar AB02 and adapts it for the control demands of elite gravel racing.



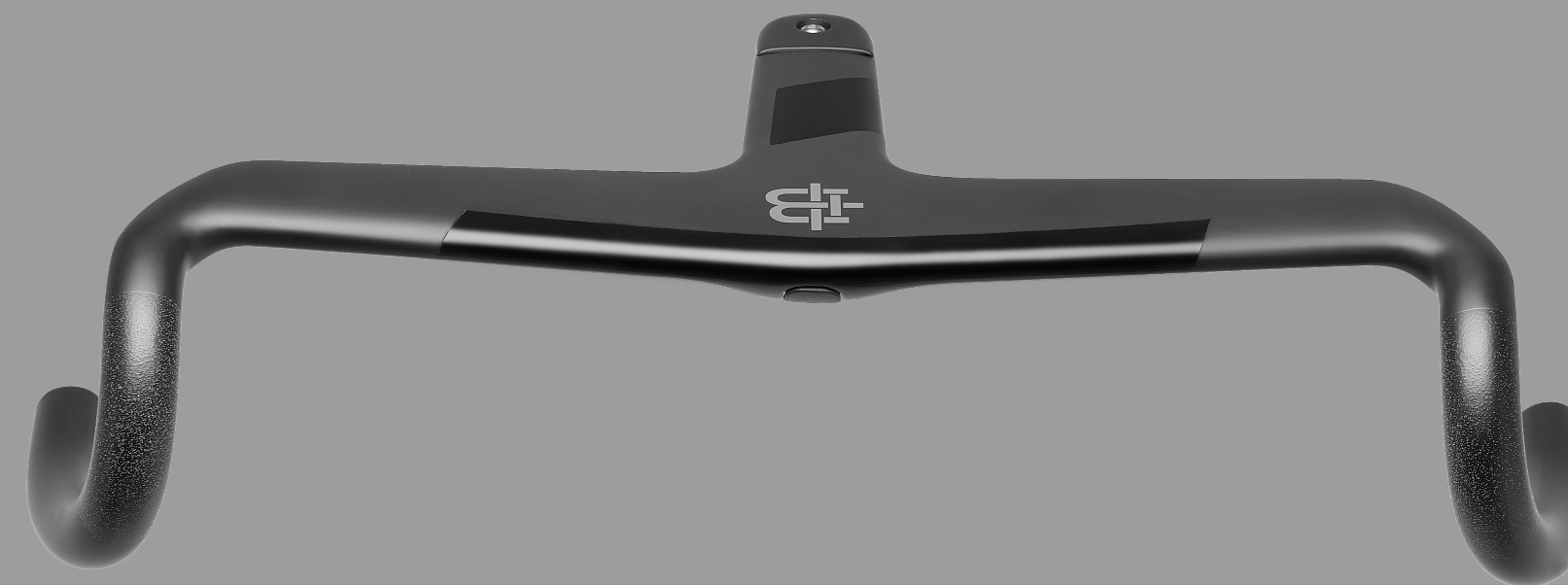
SPECIFICATIONS

WIDTH / 40 / 38 / 36
LENGTH / 80~130 mm
REACH / 75mm (114 mm drop 17 degrees flare)

Developed for ELARA as part of a complete gravel racing system, AB07 preserves the clean integration, aero shaping, internal hose routing, and refined hand positions of Black Inc's road cockpit, then modifies the drop geometry for higher-speed off-road use. Where the AB02 uses a controlled road-and-gravel flare to support a narrow, efficient hood position, AB07 extends that principle further with a -17° flared drop, creating a wider and more relaxed position when the terrain demands greater leverage and stability.

The result is a cockpit that lets the rider stay low and efficient on fast sections, then move into a more secure drop position when grip, braking control, and confidence matter most. It is not a comfort feature added after the fact. It is a handling decision built into the system.

Paired with ELARA, AB07 completes the front end of the bike: aerodynamic, integrated, and shaped for the way modern gravel racing is actually ridden, fast on the hoods, committed in the drops, and always in control.



AB07 BARSTEM

AB07 BARSTEM

DRIVETRAIN COMPATIBILITY:	FORK:
• 1× and 2× mechanical and electronic (SRAM, Shimano, Campagnolo) • Maintains 1× compatibility with full 57 mm clearance, an industry first for true race geometry. With 2x fitted the rear tyre clearance is reduced to 47 mm.	• Full carbon, Factor-engineered. • Standard 1 1/2"-1 1/2" tapered steerer. • Flat mount disc brakes, 12×100 mm axle.
BOTTOM BRACKET:	REAR AXLE:
• T47A internal threaded.	• 12×142 mm thru-axle. • Supports UDH
SEATPOST:	MOUNTING OPTIONS:
Factor aero-profile carbon seatpost with integrated clamp (available in 0 mm and 20 mm offset options).	• Two bottle cages inside main triangle. • Toptube feed port mounts. • Direct mount rear derailleur hanger.
AERODYNAMICS:	LAY-UP & MATERIALS:
CFD-validated for 45–50 mm gravel race tyres. Wind-tunnel testing confirms: • 5–8% lower drag coefficient vs OSTRO Gravel (with 47 mm tyre). • Comparable aero efficiency to modern aero road frames at equivalent yaw angles.	• Tuned for torsional stiffness, impact control, and directional stability. • Specific fibre schedules for BB junction, downtube, and fork crown. • Factory weight target: sub-1100 g (Size M, raw frame).
COLOURS:	
• Virescent Blue • Matte Carbon	



PRICING

ELARA

Premium package	International USD EX VAT	EU INC VAT	CAD EX State Tax	AUS INC GST	NA USD EX State Tax	GBP INC VAT
ELARA	\$5,999	€7,199	\$7,999	\$10,099	\$6,599	£5,899
Premium Complete BI 64	MSRP					
ELARA + BI64, Force XPLR	\$9,699	€11,599	\$12,900	\$16,399	\$10,699	£9,499
ELARA + BI64, RED XPLR	\$11,399	€13,599	\$15,199	\$19,399	\$12,499	£10,999
ELARA + BI64, Campagnolo record 1 x 13	\$10,199	€12,199	\$13,599	\$17,299	\$11,199	£9,999
Premium Complete BI 46						
ELARA + BI46, Force XPLR	\$9,199	€10,999	\$12,199	\$15,599	\$10,099	£8,999
ELARA + BI46, RED XPLR	\$10,899	€13,099	\$14,499	\$18,499	\$11,999	£10,599
ELARA + BI46, Campagnolo record 1 x 13	\$9,699	€11,599	\$12,900	\$16,399	\$10,699	£9,499
Black Inc						
Black Inc 64CD	\$2,199	€2,599	\$2,899	\$3,699	\$2,399	£2,199
Black Inc 46CD	\$1,699	€1,999	\$2,299	\$2,899	\$1,899	£1,699
Black Inc AB07	\$675	€749	\$899	\$1,099	\$699	£599

PRICING

ELARA

FACTOR

ELARA

SPEED OVER EVERYTHING.

The ELARA is the culmination of Factor's gravel engineering. It represents the moment gravel racing reaches full maturity, where speed, control, and precision meet on surfaces that refuse to be predictable.

It wasn't built to expand a range.
It was built to define what a true gravel race bike can be.

From the first CFD model to full-scale testing with Factor's sponsored racers, every decision followed the same principle: speed without compromise.

Geometry, stiffness, and tyre capacity were reimagined not as separate goals, but as one system, a bike designed to go faster, be agile, over anything.

The ELARA brings Factor's design language and racing DNA into perfect alignment. It doesn't replace what came before; it completes it, the final expression of Factor's gravel philosophy, built for the sharpest edge of the sport.

SUMMARY

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