

ROAD

FACTOR

BUGATTI ONE

Born from a shared philosophy of obsessive attention to detail and performance without limits, the Bugatti Factor ONE represents a new benchmark in pioneering bicycle design. Factor wanted to work with Bugatti on this project since it is the only car brand that is as meticulous in its design and engineering as Factor. Taking the Factor ONE as a starting point, every element of the Bugatti Factor ONE has been precisely engineered to deliver measurable aerodynamic gains, reducing drag through refined shaping and optimised airflow management. It's a design that is so radical, it is not UCI legal.



Never.Status.Quo.™