FACTOR BIKES AND BAHRAIN VICTORIOUS ANNOUNCE NEW PARTNERSHIP FROM 2027

A SHARED COMMITMENT TO INNOVATION, PERFORMANCE, AND ENGINEERING EXCELLENCE

[Girona - 30th October 2026] — Factor is proud to announce a new partnership with UCI WorldTeam Bahrain Victorious, becoming the team's official bike partner from the 2027 season.

The partnership brings together two organisations united by a singular ambition: to push the boundaries of what is possible in professional cycling.

Built on a foundation of engineering excellence, innovation, and an uncompromising approach to performance, Factor has established itself among the leading brands in high-performance cycling. Partnering with Bahrain Victorious represents the next chapter in that journey, reinforcing Factor's commitment to developing the fastest bicycles in the world and proving their capabilities on cycling's biggest stage.

Bahrain Victorious has built a reputation as one of the most ambitious and competitive teams in the professional peloton, with a commitment to performance, progressive thinking, and success across the sport's most demanding races.

Together, Factor and Bahrain Victorious will work closely to drive innovation, combining world-class engineering with the experience and insights of elite athletes to continue to advance cycling performance.

"PERSONALLY, I FIND IT FITTING THAT FACTOR WAS BORN IN THE UK, AND NEXT YEAR, IN OUR TENTH ANNIVERSARY YEAR, FACTOR WILL BE BACK AT THE HIGHEST LEVEL OF RACING IN THE UK AT THE TOUR DE FRANCE. AT FACTOR, WE HAVE ALWAYS BELIEVED THAT RACING AT THE PINNACLE OF THE SPORT IS FUNDAMENTAL TO WHO WE ARE. IT'S WHERE OUR IDEAS ARE CHALLENGED, WHERE OUR ENGINEERING IS TESTED, AND WHERE WE CONTINUE TO PUSH OURSELVES FORWARD. BAHRAIN VICTORIOUS SHARES OUR AMBITION AND OUR BELIEF THAT PERFORMANCE COMES FROM CHALLENGING WHAT IS POSSIBLE. WE SEE THIS PARTNERSHIP AS MUCH MORE THAN SUPPLYING BIKES TO A PROFESSIONAL TEAM. IT'S AN OPPORTUNITY TO WORK TOGETHER, TO INNOVATE, AND TO COMPETE AGAINST THE VERY BEST. WE ARE INCREDIBLY EXCITED ABOUT WHAT WE CAN ACHIEVE TOGETHER FROM 2027."

Rob Gitelis, Founder of FACTOR Bikes

"WE HAVE FOUND A FANTASTIC PARTNER IN FACTOR, A BRAND THAT SHARES OUR PERFORMANCE ETHOS AND OUR AMBITION TO BE THE BEST. FACTOR IS CONTINUOUSLY INNOVATING ON THE BIKE, WITH A HUGE FOCUS ON PERFORMANCE, WHICH WILL ENABLE OUR RIDERS TO HAVE ONE OF THE BEST SETUPS IN THE PELOTON. FOR US, IT WAS IMPORTANT TO FIND A PARTNER THAT SHARES THE SAME DRIVE TO CONTINUOUSLY IMPROVE. WE BELIEVE THAT BY COMBINING FACTOR'S ENGINEERING EXPERTISE WITH THE KNOWLEDGE AND FEEDBACK OF OUR RIDERS AND PERFORMANCE TEAM, WE CAN PUSH THE BOUNDARIES OF PERFORMANCE TOGETHER AND GIVE OUR RIDERS EVERY OPPORTUNITY TO WIN AT THE VERY HIGHEST LEVEL. "

Milan Eržen, Managing Director of Bahrain Victorious

From the Grand Tours to the Classics, Bahrain Victorious riders will compete aboard Factor bikes, supported by the brand's integrated approach to performance, engineering, and product development.

For Factor, the partnership reflects a belief that racing is not simply a platform to showcase its products, but an essential part of the design and development process.

Engineered for speed. Proven through racing. Driven by the pursuit of victory.

The partnership will officially begin on 1 January 2027.

About Factor Bikes

Factor Bikes is a high-performance bicycle manufacturer and engineering-first brand, building the fastest UCI-legal racing bikes in the world. Founded by former professional cyclist and carbon-engineering pioneer, Rob Gitelis, Factor designs, prototypes, and manufactures its frames in-house, enabling unmatched speed of innovation and uncompromising control over performance.

About Bahrain Victorious

Bahrain Victorious is a UCI WorldTeam competing at the highest level of professional cycling. Representing the Kingdom of Bahrain on the global stage, the team competes across the UCI WorldTour, including cycling's three Grand Tours and the sport's biggest one-day Classics.

Built around a commitment to performance, innovation, and teamwork, Bahrain Victorious brings together riders and staff from around the world with a shared ambition to compete for victory at the highest level of the sport.

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