

# ***FACTOR DEEPENS COMMITMENT TO MODERN ADVENTURE PRO CYCLING AS AMERICAN TEAM TARGETS TOUR DE FRANCE WITHIN FIVE YEARS***

Starting in 2027, Factor will become co-title sponsor, expanding its investment in rider development, performance infrastructure, and Modern Adventure's long-term mission to build a credible American pathway to cycling's biggest stage.



**6/16/26 - Factor Bikes has expanded its commitment to Modern Adventure Pro Cycling, to become co-title sponsor of the U.S.-registered team. Modern Adventure Factor Racing will continue to build toward one of the most ambitious objectives in American cycling: creating an American team capable of racing the Tour de France within five years.**

The increased investment marks a new phase in the relationship between Factor and Modern Adventure. What began as a founding technical partnership in the team's first year of racing will become a deeper commitment to team building, supporting recruitment, rider development, performance infrastructure, and closer collaboration between Factor's engineers, athletes, and performance staff.

The expanded partnership will also bring Factor Racing, Factor's in-house UCI Continental development program, under the broader Modern Adventure Factor Racing umbrella. The move creates a clearer stepping stone for young riders and a recognised pathway for emerging US talent to European racing, connecting development racing with the professional team, and giving emerging talent a more structured route through the sport.



For Factor founder Rob Gitelis, the commitment is personal.

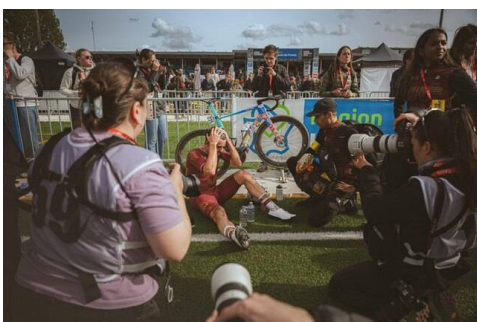
Gitelis came into cycling in the United States during the 1980s, at a time when the sport still existed outside the mainstream. Inspired by the Greg LeMond era, he followed the only route available to ambitious American riders of that generation, through the U.S. racing system, then across the Atlantic to France and Spain. It was not a clear pathway: it was a leap.

That experience shapes Factor's view of Modern Adventure Pro Cycling. The team is not simply another racing program. It represents a chance to help build the structure that young American riders have often lacked: a professional environment with international ambition, domestic roots, and a credible route toward the biggest race in the world.

**"I KNOW WHAT IT FEELS LIKE TO BE A YOUNG AMERICAN RIDER LOOKING TOWARD EUROPE AND TRYING TO UNDERSTAND HOW TO GET THERE. THERE WAS NO EASY PATHWAY THEN, AND IT STILL ISN'T EASY NOW. GEORGE AND DUSTIN ARE TRYING TO BUILD SOMETHING THAT GIVES RIDERS A REAL STRUCTURE, A REAL TEAM, AND A REAL CHANCE. THE AMBITION TO REACH THE TOUR DE FRANCE WITHIN FIVE YEARS IS BOLD, BUT IT HAS TO BE. FACTOR WANTS TO BE PART OF THAT BECAUSE WE BELIEVE IN THE MISSION, AND BECAUSE WE CAN CONTRIBUTE MORE THAN EQUIPMENT."**

Rob Gitelis, Founder of Factor Bikes and Black Inc

Factor's increased role will extend beyond supplying bikes. The partnership will give Modern Adventure Factor Racing closer access to Factor's experience across WorldTour racing, product development, engineering, manufacturing, and athlete feedback. With former professional riders, engineers, and product specialists inside the company, Factor will work closely with the team's performance staff and athletes to support both racing outcomes and long-term development.



That level of integration is central to Factor's approach. Racing has always been more than visibility for the brand. It is where products are tested, refined, and understood under pressure. Modern Adventure Factor Racing will give Factor the opportunity to build a closer feedback loop with athletes and staff, one that can support the team while contributing directly to future product development. The structure of the

program allows for a more direct and continuous relationship with riders and performance staff than is often possible in the compressed environment of WorldTour racing.

For George Hincapie, the deeper commitment strengthens the foundation behind the team's long-term ambition.

**"ROB AND FACTOR UNDERSTAND WHAT WE ARE TRYING TO BUILD. THIS IS NOT JUST ABOUT PUTTING GREAT BIKES UNDER OUR RIDERS, ALTHOUGH THAT MATTERS AT THIS LEVEL. IT IS ABOUT SURROUNDING THE TEAM WITH PEOPLE WHO UNDERSTAND RACING, DEVELOPMENT, EQUIPMENT, AND THE LONG ROAD IT TAKES TO REACH THE TOUR DE FRANCE. FACTOR IS BECOMING PART OF THE TEAM IN A MUCH DEEPER WAY."**

George Hincapie, Founder and Principal of Modern Adventure Pro Cycling

Both Hincapie and Gitelis came into cycling when the sport occupied a smaller, more isolated place in American culture. Their shared perspective gives the partnership a clear purpose: to help create the kind of American team they would have aspired to ride for at the beginning of their own careers.

The timing reflects a rising tide in American cycling. A new generation of riders is emerging with the ability and ambition to race internationally, and new investment is being made to discover the next American rider capable of winning on cycling's biggest stage. That is an important first step, but discovery alone does not create a pathway. To reach the Tour de France, riders need infrastructure: professional race programs, performance support, technical knowledge, international experience, and a team capable of carrying that ambition year after year. Modern Adventure Factor Racing is being built for that next step, to give American riders a professional home, a credible route forward, and a team with the ambition to take them to the Tour de France.

Factor's expanded investment is designed to help build that missing link. Modern Adventure Factor Racing will continue to develop toward its long-term objective of

racing at the highest level internationally, with a focus on American talent, global race experience, and the infrastructure required to make the Tour de France ambition credible within five years.

This is not a sponsorship built around a logo on a jersey. It is a long-term investment in a team, a pathway, and a future for American riders with the ambition to reach the sport's biggest stage.

### **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.

Racing remains central to Factor's identity. From the road to gravel, track, time trial, triathlon, and development racing, Factor uses the demands of competition to test, refine, and evolve its products.

### **About Modern Adventure Pro Cycling**

Modern Adventure Pro Cycling is a U.S.-registered professional cycling team founded by George Hincapie with the ambition to build an American program capable of competing at the highest level of the sport. The team is focused on developing elite riders, strengthening the domestic racing pathway, and building a platform that can inspire the next generation of American cycling talent.



## ***MODERN ADVENTURE FACTOR RACING ANNOUNCEMENT***

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