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THE BUGATTI FACTOR ONE: A RADICAL FUSION OF HYPERCAR ENGINEERING AND ELITE CYCLING PERFORMANCE



Bugatti has partnered with Factor Bikes, a high-performance bicycle manufacturer and engineering-first brand, in a groundbreaking collaboration that redefines what is possible at the intersection of automotive engineering and high-performance cycling. Founded in Norfolk, UK by former professional cyclist and carbon-engineering

2026 BUGATTI AUTOMOBILES S.A.S.

pioneer, Rob Gitelis, Factor Bikes is building the fastest UCI-legal racing bikes in the world. Factor designs, prototypes, and manufactures its frames in-house, enabling unmatched speed of innovation and uncompromising control over performance.

Both worlds' greatest races demand the same things: absolute excellence, marginal gains, and the kind of engineering precision and personal dedication that separates victory from defeat. Designed without compromise, the Bugatti Factor ONE melds the DNA of the legendary hyper sports cars brand with the most innovative bicycle engineering to create a bike that exemplifies absolute speed, precision, and exclusivity.
Born from a shared philosophy of obsessive attention to detail and performance without limits, the Bugatti Factor ONE represents a new benchmark in pioneering cycling design. Every element of the bike has been meticulously engineered to deliver uncompromising aerodynamic efficiency, stiffness, and ride quality, drawing directly from Bugatti's legacy of engineering excellence and Factor's proven expertise in elite-level bicycle design.

Limited to just 250 individually numbered units worldwide, the Bugatti Factor ONE reflects the same exclusivity and attention to detail that defines every Bugatti automobile.

From the Type 35 race car dominating Grand Prix in the 1920s, to the Veyron and Chiron redefining the possibilities in terms of road cars, Bugatti has always aimed at pushing the boundaries to remain incomparable. Similarly, Factor Bikes have been developed to be the fastest, high performance bikes in the world. With the release of the Factor ONE, the world's fastest UCI-legal road bike, it became clear how much innovation within the rulebook confines of the UCI, cycling's controlling body, could achieve. The Bugatti Factor ONE eschews the rulebook, resulting in a frame with a wider fork stance and lower drag numbers.

Based on trust and mutual respect, the collaboration enabled Factor to pursue the fastest configuration they could validate, regardless of complexity or convention with one philosophy: if a feature does not deliver a measurable advantage, it has no reason to exist.

> "The Bugatti Factor ONE is not simply a bicycle. It is a statement. This project challenged us to rethink every assumption and push engineering boundaries in the same way Bugatti has done in the automotive world for over a century."
>
> ROB GITELIS
> FOUNDER OF FACTOR BIKES

Advanced carbon construction, sharp aerodynamic profiling, and a fully integrated design language result in a machine that is as visually striking as it is technically sophisticated. The bike features a distinctive two-tone split graphic, a design signature synonymous with Bugatti. This bold visual division accentuates the bike's sculpted surfaces and aerodynamic forms mirrors the Bugatti's hyper sports cars.

"The Bugatti Factor ONE is the result of a shared vision between two brands devoted to mastery and ambition. Every element of this bicycle, like the wide fork, for example, has been meticulously engineered to deliver measurable aerodynamic gains, reducing drag through refined shaping and optimized airflow management around the leading edge of the bike. It translates the incomparable attention to detail of Bugatti hypercars into a completely new category. It demonstrates that our pursuit of excellence and craftsmanship extends beyond hypercars, creating a machine that pushes the boundaries of what is possible in high-performance cycling."

WIEBKE STÅHL

MANAGING DIRECTOR BRAND & LICENSING AT BUGATTI INTERNATIONAL

Honoring Bugatti's rich legacy and the brand's successful racing history, the bike is adorned with the famous Bugatti Blue. In the 1920s, when international racing colors were assigned by nationality, this shade represented France, and when Ettore Bugatti's Type 35 dominated Grand Prix racing, it became synonymous with victory itself. That same declaration of intent is carried here, with the prominent white 'BUGATTI' script along the frame ensuring the bike's identity remains unmistakable at speed.

Prominently positioned at the front of the bike is the 'Dancing Elephant', one of Bugatti's most iconic and historic symbols created by artist Rembrandt Bugatti, brother of the brand's founder, Ettore. Reinterpreted for the Bugatti Factor ONE, the emblem serves as a subtle tribute to the marque's artistic heritage, uniting engineering precision with timeless design.

Engineering innovation extends well beyond aesthetics. The front fork has been meticulously designed to reduce drag through refined shaping and enhanced airflow management around the leading edge of the bike. This design not only enhances high-speed efficiency but also improves front-end stability, ensuring precise handling under race conditions.

The collaboration extends deep into component development. Several bespoke components such as the Selle Italia saddle, CARBON-TI rotors and chainrings, and Continental tires have been customised exclusively for the Bugatti Factor ONE, each made to complement the frame's ultra-performance philosophy. At the heart of the specification list are the Black Inc Bugatti Hyper 62 Wheels, conceived as the cycling equivalent of a hypercar wheelset.

Incredibly light at 1298 grams for the pair, the 62 mm rim profile has been optimized for sustained high-speed efficiency, balancing drag reduction with exceptional crosswind stability. The advanced carbon layup has been tuned to maximize torsional stiffness and power transfer under load, while maintaining controlled compliance for refined ride quality. Groundbreaking technological advancements like the co-moulded boomerang spokes, precision-engineered hub internals, and enhanced hub/flange bonding allow for an ultra-bright ride quality that feels lively and direct, with unparalleled efficiency.

The Bugatti Factor ONE reflects shared values of innovation, precision, and performance at the highest level. The result is a bicycle designed for cyclists who demand the extraordinary, both from themselves and their equipment.

Intended for collectors, enthusiasts, and athletes who seek the rarest expression of performance cycling.

The Bugatti Factor ONE will be unveiled publicly during a joint event in Shanghai on 18 March 2026. For more information, please visit www.factorbikes.com.

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