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Advanced Factor 001 bicycle now on sale at Harrods

Factor 001 – the highly innovative premium bicycle is now on sale at iconic department store

The most advanced bicycle is now offered for sale at leading London department store Harrods. Created and built by motorsport specialists, BERU f1systems, the Factor 001 bicycle is a ground-breaking training tool combining innovative design and advanced electronics to provide real time human performance data.

With prices starting at £21,995, the exclusive Factor 001 offers the opportunity to own a highly individual and beautiful bicycle. Custom-built to the exact dimensions of the buyer, the Factor 001 is manufactured to fit the rider perfectly. Clients will also be offered an optional comprehensive cycling and fitness assessment including technique, posture and performance.

Weighing a mere 7.4kg, the Factor 001 has a carbon composite frame and wheels, Shimano's ultra precise Di2 electric shift, hydraulic disc brakes, integrated LED lights and a novel front fork arrangement. A comprehensive range of complimenting accessories will also be available for the British built bike including carbon discs, transit cases and an infinite array of colour options.

A further option is an electronic training and monitoring system. This transforms the Factor 001 from highly efficient road transport into a scientific training tool. Data includes crank force measurement, core body temperature, chest expansion, speed and riding position; in fact over 100 parameters are available allowing riders and trainers to analyse up to ten hours' worth of data.

“Harrods is the first retail outlet to offer the Factor 001, says BERU f1systems’ managing director John Bailey. “It’s a privilege to display the bicycle at such an iconic store.”

Specification

- Bespoke, custom fit Twin Vane composite frame with integrated electrical, hydraulic and LED lighting systems.
- Composite carbon Factor 001 wheels
- Shimano Di2 electric shifting mechanism
- Hydraulic brakes with options for metallic or carbon discs
- Optional electronics and data acquisition pack

Notes

About BERU f1systems

BERU f1systems offers advanced design and manufacturing facilities for vehicle wiring harness systems, tyre pressure monitoring, stress measurement and composites. Supplied to world championship winning cars in every major formula and every Formula 1 team, components from BERU f1systems are now available in military, road car, aerospace and nautical applications.

Pictures

High resolution copies of these images are available on www.autopresspoint.com. Alternatively please contact Claire Dumbreck on claire.dumbreck@m-eng.com or call 01295 277050.



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Available in two versions, prices start at £21,995

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