

March 11, 2009

## **Ultimate road bike unveiled to showcase exhaustive Formula One technology transfer**

*Factor 001 – the definitive version of the innovative new road training bike – launched today, and now on public view*

The most advanced bicycle in the world, by motorsport precision engineering specialists, BERU f1systems, was revealed today (March 11<sup>th</sup>) at the launch of the Science Museum's new free exhibition "*Fast Forward: 20 ways F1™ is changing our world.*" Factor 001 is the first truly modern training aid for the serious athlete, combining innovative design and advanced electronics.

Now on view to the public at the Science Museum's year-long exhibition, Factor 001 is the result of a creative project to explore the transfer of design approaches, technology and materials from Formula One to mankind's most enduring invention. For example, in seeking to eliminate every possible variable encountered in conventional road bike braking, the Factor 001 engineers chose a hydraulic disc design using a carbon-ceramic composite.

"Our motorsport-grade material offers total consistency at any temperature and a braking surface that will deliver the same performance wet or dry, at the beginning of mountain pass or in the final hairpin of a 20km descent," says John Bailey, managing director of BERU f1systems.

Factor 001 is available to order from BERU f1systems now with prices starting below £20,000.

## Notes

An in-depth technical release accompanies this release as a Word attachment.  
Or please contact Claire Dumbreck (details below).

### 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.

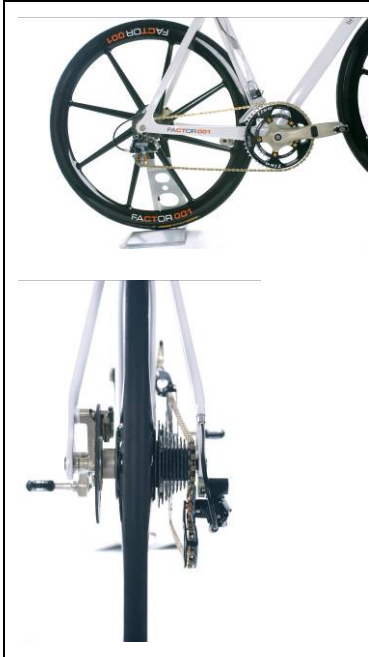
*Follow Factor 001 on Twitter (FACTOR001), Facebook (Factor 001) or via the website ([www.factor001.com](http://www.factor001.com))*

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## Pictures

High resolution copies of these images are available on [www.autopresspoint.com](http://www.autopresspoint.com). Alternatively please contact Claire Dumbreck.

 	<p>The Factor 001 – the world’s most advanced bicycle – was unveiled today (March 11<sup>th</sup>) at the Science Museum’s free exhibition, <i>“Fast Forward: 20 ways F1™ is changing our world.”</i></p> <p>Factor 001 – the definitive version of the innovative new road training bike – was launched today, and is now on public view</p>
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Factor 001's monocoque wheel is light, strong, stiff and capable of delivering a long service life in tough conditions

Factor 001's physical force measuring system can monitor riders' leaning from left to right via sensors in the crank

## PR Contact

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[BER5976 Factor 001 unveil preview release app]

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