



**STRICTLY EMBARGOED UNTIL 15:00 CET 24 JANUARY 2024**

## **LOOK LAUNCHES FASTEST-EVER KEO BLADE PEDALS**

- **New design spotlights aero and rider comfort while achieving weight and durability improvements on the previous generation**
- **Developed and tested in collaboration with WorldTour riders and technicians over three years**
- **Designed and manufactured by LOOK in France**

**Embargo lifts 15:00 CET, 24 January 2024; Nevers, France** - LOOK Cycle has today announced the next generation of its high-performance KEO BLADE road pedals. Developed over three years with UCI WorldTour performance specialists and tested by professional athletes from four different teams, the new KEO BLADE range brings riders the best power-to-weight ratio in the road pedal category.

Designed and manufactured in France to meet the brand's exacting quality standards, LOOK has leveraged forty years of pedal design, engineering and manufacturing experience for the new KEO BLADE in order to maximise rider comfort whilst optimising performance.

LOOK created the KEO BLADE in 2011, revolutionising pedal design by integrating a carbon blade instead of traditional metal springs. The initial version of the KEO BLADE Carbon was an immediate success, winning numerous awards and becoming the preferred pedal of professional riders worldwide.

To create its fastest-ever pedal, LOOK has redesigned the pedal's iconic aerodynamic body profile. A lower frontal surface and an all-new leading edge aero profile work together to reduce drag, saving 2% over the previous KEO BLADE design.

With Blade technology already 20% lighter than standard metal spring systems, the new KEO BLADE once again offers a large contact surface at an extremely low weight. Starting at 95g per pedal with a contact area of 705mm (64mm wide), this new platform strives for the elimination of hot spots regardless of shoe sole material and offers riders increased pedalling stability.

Compared to the previous generation, the new KEO BLADE has a 60% easier clip-in rotation due to an improved weight balance. This enables riders to experience an unrivalled clip-in and clip-out feeling and sense of safety, allowing for quicker disengagement whilst offering firm and secure support with no unwanted movement when clipped in.

Alongside next-level performance and comfort, LOOK's team has focused on improving the durability and reliability of the KEO BLADE pedals.

The latest design incorporates features to resist water intrusion such as a new spindle design, internal and external dual-sealed bearings, and a re-formulated long-lifespan water-resistant grease.

Further durability improvements include a high-grade stainless steel contact surface, a new strengthened body design for 200% higher robustness and impact resistance, plus an updated retention lever shape for greater cleat-to-pedal durability.

Riders can also choose to switch their Blades out in under one minute for their preferred tension (available in multiple tensions from eight to twenty) or replace like-for-like to maximise pedal lifespan.

**Alex Lavaud, Global Product Manager, LOOK Cycle, said:** *“LOOK invented the clipless pedal in 1984 and we have been innovating, racing and winning ever since. Pro teams have remained at the heart of our product development process for those forty years and we maintain close contact with both technical performance teams and athletes throughout the racing season to gather feedback, understand their preferences and expectations, and test new features. The new KEO BLADE range has been designed, tested and perfected with these teams for three years, resulting in a pedal which goes beyond the performance and reliability demands of the WorldTour.*

*“Performance is critical to our design and engineering teams just as it is for our professional riders, but we also know that comfort and reliability is what keeps cyclists on the road whether they are racing, training, or travelling. This is why we’ve ensured improvements to comfort and durability are implemented alongside weight reduction and aero gains throughout the range.”*

**Biniam Girmay, pro cyclist, Intermarché Wanty, said:** *“As a professional cyclist, especially as a sprinter-puncher, I scrutinise every detail for performance gains. The new KEO BLADE represents another leap forward for me. With these LOOK pedals, I experience exceptional stability during maximum efforts, be it an attack or a sprint. Each watt I exert is efficiently transmitted through the Blade pedals, ensuring no loss of effort. Moreover, the robustness of these pedals instils complete confidence in me. I only think about one thing! Press as hard as possible to win!!!”*

**Bryan Coquard, pro cyclist, Cofidis Procycling Team, said:** *“This new Blade pedal is a technological marvel. Whether for an amateur or a professional cyclist like myself, pedals are crucial for power transfer to the bike. With an increased support surface, I achieve optimal force transmission. Coupled with minimal weight, impeccable aerodynamics, and effortless use for stable performance, these Blade pedals showcase, once again, LOOK’s commitment to high-performance products! I take immense pride in riding and training daily with such advanced equipment.”*

**Samuel Bellenoue, Performance Director, Cofidis Procycling Team, said:** *“As the performance director of a WorldTour team, optimizing every possible gain is essential. We’re fortunate to collaborate with LOOK, a highly invested R&D partner attentive to riders’ input on performance optimization. “The new Blade pedals represent cutting-edge technology. We acknowledge the extensive work done and are thoroughly satisfied with the enhancements: improved aerodynamics, increased support surface, seamless click in/Click out, and remarkable weight, making it the pinnacle pedal in the professional peloton.”*

#### **KEO BLADE**

BODY - CARBON  
CLEAT - KEO GRIP  
AXLE - CHROMO +  
BEARING - STEEL  
RETENTION - 08 - COMP  
CONTACT SURFACE - 705 MM2  
Q-FACTOR - 53 MM  
TOTAL STACK - 14.8 MM (PEDAL  
8.5 MM + CLEAT 6.3 MM)  
WEIGHT - 115G  
MSRP - 145€ / 174\$ / 139.99€

#### **KEO BLADE CERAMIC**

BODY - CARBON  
CLEAT - KEO GRIP  
AXLE - CHROMO +  
BEARING - CERAMIC  
RETENTION - 12 - CARBON  
CONTACT SURFACE - 705 MM2  
Q-FACTOR - 53 MM  
TOTAL STACK - 14.8 MM (PEDAL  
8.5 MM + CLEAT 6.3 MM)  
WEIGHT - 115G  
MSRP - 210€ / 252\$ / 199.99€

#### **KEO BLADE CERAMIC TI**

BODY - CARBON  
CLEAT - KEO GRIP  
AXLE - TITANIUM  
BEARING - CERAMIC  
RETENTION - 16 - CARBON  
CONTACT SURFACE - 705 MM2  
Q-FACTOR - 53 MM  
TOTAL STACK - 14.8 MM (PEDAL  
8.5 MM + CLEAT 6.3 MM)  
WEIGHT - 95G  
MRSP - 310€ / 389\$ / 299.99€

**Press contact:**

Jon Denham  
SHIFT Active Media  
jon.denham@shiftactivemedia.com

**LOOK - The Art of Cycling**

Inventor of the clipless pedal in 1984, the first carbon frame in 1986, LOOK has been racing and winning for 40 years. Its heritage and savoir-faire drive them to reinvent today's bicycle for tomorrow, while inspiring future generations to engage with their passion for cycling.

LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequalled in-house experience in carbon design. An independent, historic and iconic French company, LOOK's head office in Nevers, Burgundy is the cultural home of the brand and where all product design and development takes place.

"At LOOK, we see cycling as a complete 'art de vivre', where style and performance must pair to sublimate every rider's mindset. That's why we dedicate our historic savoir-faire to create unique bikes, wheels, pedals and apparel, with a very French twist, for every cycling lover." says Federico Musi

Alongside elegance and craftsmanship, LOOK's heritage continues to be defined by performance. On the road, more than 600 Grand Tour stages, 50 Jerseys, and 25 overall victories have been won by riders using LOOK pedals; while more than 100 Grand Tour stages have been won by riders using LOOK frames. A partner to the French Cycling Federation since 1988 and technical partner to USA Cycling and its USA Track Sprint Program since 2022, LOOK operates both Team LOOK Criterium and Team LOOK Gravel, who face the most challenging fixie and gravel races around the world.

In mountain biking, cyclo-cross and cross country LOOK supports a number of riders and teams, while LOOK bikes and pedals are also ridden by globally-recognised and champion triathletes. In the velodrome: 17 Olympic titles and more than 60 Olympic medals; 3 Paralympic titles and 8 Paralympic medals; 3 world records, more than 90 UCI World Champion titles, and more than 230 UCI World Champion medals have been secured by LOOK riders.

For more information about LOOK's products, visit [www.lookcycle.com](http://www.lookcycle.com)