



## **LOOK CYCLE UNVEILS THE NEW 765 OPTIMUM, THE ICONIC HERITAGE BRAND'S LATEST ENDURANCE-FOCUSED BIKE AND FRAMESET.**

*New endurance road platform comprises innovative carbon fibre layup and endurance-specific geometry, balancing rigidity and flexibility so passionate cyclists can enjoy long distance comfort without compromising efficiency*

**EMBARGO 15:00 CET 6 December 2022 - Nevers, France:** LOOK Cycle has announced the latest addition to its range of top-quality, high-performance road bikes - the new 765 OPTIMUM. A true evolution of LOOK's popular 765 series, this latest lightweight endurance bike has been fully redesigned from the ground up to offer a less aggressive rider fit than previous pro tour models, maximising rider comfort and efficiency for long days, rougher roads, and all seasons.

Utilising LOOK's unmatched carbon manufacturing expertise, the French brand has applied cutting-edge design, materials and manufacturing innovation to deliver responsiveness and compliance. The redesigned 765 OPTIMUM frame utilises an ultra-high strength carbon compound and an endurance-specific carbon layup to dampen vibrations more efficiently than previous materials.

The new endurance-optimised geometry of the 765 OPTIMUM frame deploys LOOK's 3D wave carbon tubes for 20% more compliance than the previous model, while the T47 bottom bracket ensures a light, reliable, and ultra-efficient power transfer system.

With tire clearance up to 700x34mm, the 765 OPTIMUM enables riders to choose a wide tire for increased comfort. Cable routing has been designed for integrated but simple and intuitive maintenance; the cables enter the frame below the handlebar allowing for the stem and bars to be removed without disconnecting the hydraulic hoses. The new 765 OPTIMUM frame includes recessed fender mounts, giving riders the opportunity to add protection from the elements without compromising on aesthetics.

**Frederic Caron, Product Manager, LOOK Cycle, said:** *"The new 765 OPTIMUM is the ideal bike for daily rides as well as the next sporting challenge. Designed in France by our teams of passionate engineers, it offers a compromise between rigidity and flexibility that will allow endurance cyclists to fully enjoy the long distance rides that lie ahead. LOOK's unique know-how and innovative materials means our brand excels in mastering the complex alchemy between comfort and performance. Utilising an all-new design which combines several carbon fibres and weaves plus our 3D Wave technology, the new 765 OPTIMUM is an endurance bike that will accompany passionate cyclists on all types of routes."*

### Key features:

- Endurance geometry
- Endurance-specific carbon fibre layup
- 3D Wave carbon tube technology
- Frame and fork weight from 1400g
- Tire clearance up to 700x34
- T47 bottom bracket
- Integrated cable routing via LS3 stem
- Fender compatible

### Pricing and availability:

The 765 OPTIMUM is available in 5 different sizes (XS, S, M, L and XL), with five options for complete bikes and two framesets:

765 OPTIMUM  
SHIMANO ULTEGRA 2x11  
BLACK SATIN  
RRP €3790 / \$4,300 (USD)

765 OPTIMUM  
SHIMANO ULTEGRA DI2 2x12  
CHARCOAL METALLIC SATIN  
RRP €6290 / \$7,300 (USD)

765 OPTIMUM  
CAMPAGNOLO CHORUS 2x12  
CHAMELEON GREEN BLUE  
RRP €3990 / \$4,600 (USD)

765 OPTIMUM FRAMESET  
METALLIC TRUE BLOOD SATIN  
RRP €2150 / \$2,400 (USD)

765 OPTIMUM  
SRAM RIVAL ETAP 2x12  
CHAMELEON GREEN BLUE  
RRP €4690 / \$5,500 (USD)

765 OPTIMUM FRAMESET  
BLACK SATIN  
RRP €2150 / \$2,400 (USD)

765 OPTIMUM  
SHIMANO 105 DI2 2x12  
CHARCOAL METALLIC SATIN  
RRP €5390 / \$6,400 (USD)

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## 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)