SUMMARY

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This time, technology integration came second to the search for the lightest and most efficient creation possible.

In complement to its line of AERO (795 LIGHT/AEROLIGHT), and ENDURANCE (765 OPTIMUM, 765 OPTIMUM RS) bicycles, LOOK introduces you to its new HUEZ line with the 785 HUEZ RS, the ultralight bicycle which reveals its comfort and efficiency as soon as the road starts to climb. Its little brother, the 785 HUEZ, boasts the same exceptional characteristics on all types of terrain.

The 785 D’HUEZ RS will be ridden by TEAM FORTUNEO OSCARO on the mountain stages of the upcoming 2017 Tour de France. One who can do more, can do less, and the 785 HUEZ RS is an exceptional bicycle for all passionate cyclists. Thanks to its outstanding responsiveness, without being too demanding, lateral rigidity and comfort, it rides flawlessly on all terrains, including the flats. For regular cyclists and lovers of long-distance riding, it is also the ideal weapon to confront cyclosportives and Gran Fondo.

Inventor of the first clipless pedal, LOOK has constantly pushed the limits of innovation and the cutting edge of cycling. Since its inception, LOOK has designed, developed and manufactured exceptional products for passionate athletes and professional riders, enabling them to excel and push their limits.

In perpetual search of technical advancements to bring to its products, LOOK has always designed and built bicycles that have continually allowed professional and regular riders to push their limits on exceptional products.

LOOK engineers have over 30 years of savoir-faire and expertise, symbolized by a perfect command of geometric frame design, choice of tube thickness and the assembly of carbon materials used in the manufacturing process. A never-ending quest for precision, quality and innovation, for all athletes, so they may live and experience the thrill of unique adventures.
To create the 785 HUEZ RS, we began by studying and improving the shape of all of the tubes. Optimizing the shape requires defining the design that provides the maximum inertia for each tube, that is to say, to choose the optimal length, size and shape that produces the best stiffness-to-weight ratio.

We therefore, opted for a sleek and sophisticated design based on precise research, entirely focused upon the search for efficiency and performed by our engineers, to create an ultralight bicycle with the best possible characteristics. A tube sidewall thickness of 0.6 mm was ultimately chosen.
Once the optimal length, size and tube thickness have been determined, the next step is to establish the ideal carbon composition to achieve our objective, the creation of the best bicycle made for climbing. To accomplish this, the recipe is similar to that of gastronomic cuisine. To make the best dish, one needs ingredients of the highest quality. LOOK has therefore selected only superior carbon fibers, including the finest of the high modulus, to create the HUEZ 785 RS. We have chosen five different types of carbon, each one selected for its outstanding quality in its category.

The parallel with gastronomy does not stop here. It is not enough to have the finest ingredients. They must be coupled with the best recipe. Strong, with over 30 years of carbon technology know-how, skill and expertise, LOOK engineers, in their manufacturing facility, ultra-precisely define the position and orientation of each of the thin layers of carbon used to create their tubes.

**785 HUEZ RS**
- **From 0.010 mm ultra-thin layers**
- 10 different carbons
- 20 layers of carbon / tube
- 18 pieces of carbon: fork
- 260 pieces of carbon: frame

**785 HUEZ**
- **From 0.010 mm ultra-thin layers**
- 7 specific carbon types
- 15 layers of carbon / tube
- 16 pieces of carbon: fork
- 260 pieces of carbon: frame

**ULTRA HIGH MODULUS CARBON**

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The objective was to create the lightest bicycle possible, with the best possible characteristics. To do this, we had to focus on efficiency, to remove everything superfluous and optimize everything useful. Developed with and for the champions of Team Fortuneo Oscaro, who chose it for the 2017 Tour de France, the 785 HUEZ RS is a lightweight and explosive bicycle, engineered to optimize high-level performance and provide unique excitement.

The new 785 HUEZ RS is efficient, lightweight and refined, making it a worthy successor to the 585, one of LOOK’s “best sellers”.

Available from 3999 € to 9999 €, in four colors (Team Fortuneo Replica, Black Reflect and Fluo Red).

LOOK also kept cyclists with a tighter budget in mind, without skimping on quality and performance, by creating the version, 785 HUEZ. This more affordable variant is directly derived from the high-end «RS» version and its origins. The two models share the same geometry and fabrication quality thanks to their identical optimized tubing. The only thing that distinguishes the 785 HUEZ from its big brother is its different blend of carbon fibers which in turn enhances its price/quality ratio.

The result is a bicycle whose characteristics are practically identical for a difference of 260 grams for the frame and an additional 70 grams for the fork. Thanks to its design, that is focused on the essential, the 785 HUEZ frame remains under the one-kilo threshold, weighing in at 990g and with a fork that does not exceed 350g.

Available in four colors (Pro Team Matte, Black/White Matte, Black/Red Matte, or Fluo-Red/Blue Glossy) and starting at €2,299, the 785 HUEZ becomes the LOOK competition bicycle, with a «racing» geometry, that offers the best Weight/Price/Performance ratio.
**785 HUEZ RS**

**730g**  
ULTRA HIGH MODULUS CARBON FRAME

**280g**  
100% CARBON FORK

**100% CARBON BOTTOM BRACKET SHELL**

**OPTIMIZED INERTIA SECTION**

**HIGH MODULUS CARBON FRAME**

**100% CARBON FORK MONOBLOC SUPER LIGHT**

**350g**  
100% CARBON BOTTOM BRACKET SHELL

**OPTIMIZED INERTIA SECTION**

**HIGH MODULUS CARBON FRAME**

**100% CARBON FORK MONOBLOC EXTRA LIGHT**

**AN ULTRA LIGHTWEIGHT BICYCLE FOR UNIQUE SENSATIONS.**

The 785 HUEZ RS is a bicycle with a sleek design, engineered and conceived to always be lighter and more efficient in the mountains.

The comfort on the bicycle is provided not only by the use of specific fibers, but also by the adoption of a 27.2mm HR carbon seatpost (provides flexibility). This diameter is the optimal size which allows for the greatest amount of flex while assuring dependable tensile strength. LOOK designers and engineers, above all, wanted to create the lightest bicycle possible with optimum characteristics by concentrating primarily on its efficiency.

The new 785 HUEZ RS is a concentration of pure technology without any frills. Its design and size and shape of its tubes have been optimized to obtain the best attainable inertia, making the construction a 5.9 kg bicycle for the general public possible.
The high-end and ultra-precise carbon design gives the 785 HUEZ RS exceptional characteristics. It is lively and ultra-responsive, transmitting all the pedaling power without ever becoming burdensome, and all this in a frame that weighs 730g, or less than an 800ml water bottle.

**TECHNIQUE**

Ultralight. Ultra High-Modulus Carbon Frame (730g)
Extra-light, 100% monobloc carbon fork (280g)
The stiffness of the head tube assures precise handling
Slim seat stays flex for added rider comfort
Torsional stiffness of the down tube contributes to the rigidity of the bottom bracket shell and head tube
100% carbon bottom bracket shell and chain stays for lateral stiffness and better power transfer
27.2 diameter carbon seapost assures ample flex for comfort

AN ARM DESIGNED FOR CLIMBING AND CONQUERING SUMMITS
Se mesurer à la nature, son immensité, ses pièges, ses lacets qui s’entremêlent à l’infini. Se confronter à l’ascension qui nous offrira inévitablement l’ivresse d’une descente méritée. Viser des sommets toujours plus hauts... Tels sont les motivations de Look en créant le nouveau 785 Huez RS, dont le nom fait écho à la montée mythique. Sobre et racée, la nouvelle création de Look est un concentré de technologie pour vous apporter encore plus de légèreté et d’efficacité en montagne et vous faire atteindre des sommets.

Egalement disponible dès Juillet en version 785 Huez à partir de 2299€.

*Toujours viser le meilleur

www.lookcycle.com

*ALWAYS LOOK FOR THE TOP*