

**LOOK**

**785 HUEZ RS / HUEZ**  
PRESS KIT

**785** HUEZ RS / HUEZ

# SUM- MARY

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## ORIGIN

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 Fondos.



## HISTORY

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.

A NEVER-ENDING QUEST  
FOR PERFORMANCE

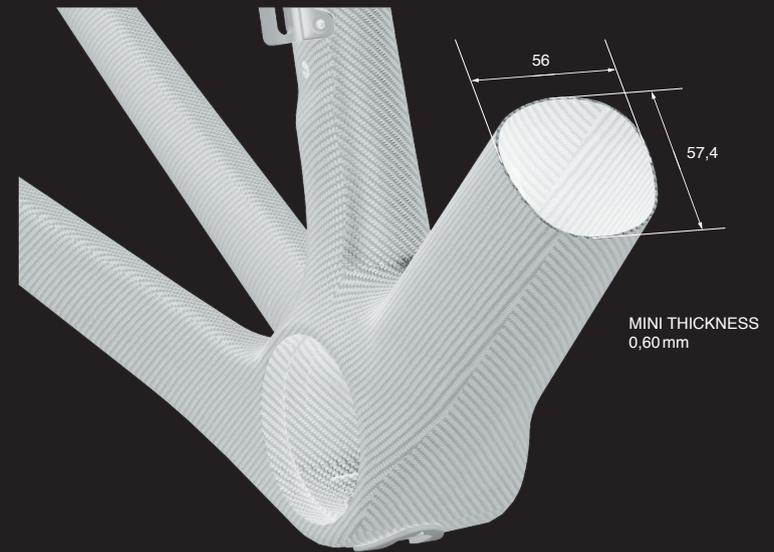
# TECH- NO- LOGY



## OPTIMIZED INERTIA SECTION

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.

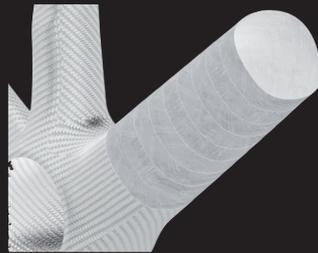
We therefore, opted for a sleek and sophisticated design based on precise research, entirely focused upon the search for efficiency and performed by our engineers, to create an ultralight bicycle with the best possible characteristics. A tube sidewall thickness of 0.6 mm was ultimately chosen.



# TECH- NO- LOGY



## NANO LAYER CONSTRUCTION



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

- 5** DIFFERENT CARBONS
- 7** SPECIFIC CARBON TYPE
- 10** LAYERS OF CARBON / TUBE
- 19** PRE PREG TYPE AND ANGLES
- 20** LAYERS OF CARBON / BB
- 90** PIECES OF CARBON : FORK
- 260** PIECES OF CARBON : FRAME

### 785 HUEZ

FROM **0,010 mm** ULTRA-THIN LAYERS

- 4** DIFFERENT CARBONS
- 6** SPECIFIC CARBON TYPE
- 8** LAYERS OF CARBON / TUBE
- 16** PRE PREG TYPE AND ANGLES
- 16** LAYERS OF CARBON / BB
- 80** PIECES OF CARBON : FORK
- 230** PIECES OF CARBON : FRAME

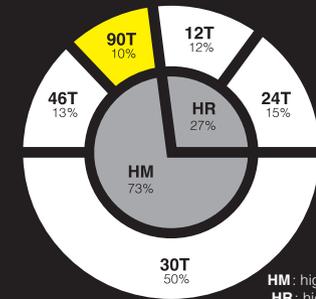


## ULTRA HIGH MODULUS CARBON

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.

### 785 HUEZ RS

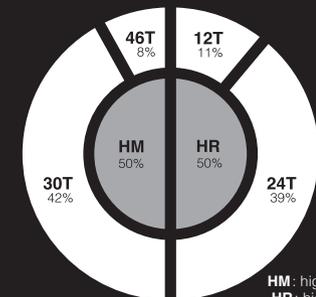
TWARON	SPECIFIC FIBERS - 12T (ton/mm <sup>2</sup> )
CARBON T700	HIGH RESISTANCE - 24T
CARBON T1100	INTERMEDIATE MODULUS - 30T
CARBON M46J	HIGH MODULUS - 46T
CARBON YSH-60A	ULTRA HIGH MODULUS - 90T



HM: high-modulus fibers  
HR: high-strength fibers

### 785 HUEZ

GLASS R	SPECIFIC FIBERS - 12T (ton/mm <sup>2</sup> )
CARBON T700	HIGH RESISTANCE - 24T
CARBON T800	INTERMEDIATE MODULUS - 30T
CARBON M46J	HIGH MODULUS - 46T



HM: high-modulus fibers  
HR: high-strength fibers



# ROAD BIKES

## HUEZ COLLECTION

*DESIGNED AND ENGINEERED TO CLIMB AND CONQUER THE HIGHEST SUMMITS AND ROADS, THE NEW LOOK 785 HUEZ RS INTEGRATES THE BEST OF THE LATEST IN LOOK CARBON INNOVATION IN ITS CLASS.*

Guided by an unequalled and unrelenting quest for excellence and performance, LOOK, who is constantly searching for technological innovations, is once again focusing its concept of creativity on comfort and weight savings to produce an ultralight and comfortable bicycle with a sophisticated design. An identical geometry for two exceptional carbon bicycles with exceptional characteristics.

### 785 HUEZ RS

A bundle of technology...which is not evident at first glance! 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).

### 785 HUEZ

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

**730 g**

ULTRA HIGH MODULUS  
CARBON FRAME

**OPTIMIZED INERTIA SECTION**

OPTIMIZED TUBE SHAPE, SIZE AND LENGTH  
FOR AN IMPROVED STIFFNESS-TO-WEIGHT RATIO



**280 g**

100% CARBON FORK  
MONOBLOC EXTRA LIGHT

100% CARBON BOTTOM BRACKET SHELL  
BB 65 FOR A ZED CRANKSET OR BBPF 86,5

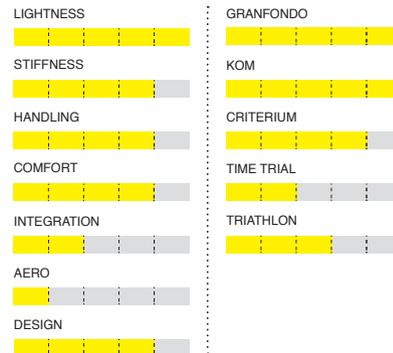
**AN ULTRA LIGHTWEIGHT BICYCLE  
FOR UNIQUE SENSATIONS.**

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.

### ALTITUDE "RIDE HIGHER"



## 785 HUEZ

**990 g**

HIGH MODULUS  
CARBON FRAME

**OPTIMIZED INERTIA SECTION**

OPTIMIZED TUBE SHAPE, SIZE AND LENGTH  
FOR AN IMPROVED STIFFNESS-TO-WEIGHT RATIO



**350 g**

100% CARBON FORK  
MONOBLOC SUPER LIGHT

100% CARBON BOTTOM BRACKET SHELL  
BBPF 86,5

**A LIGHTWEIGHT AND COMPETITION-READY  
BICYCLE ACCESSIBLE TO ALL**

The 785 HUEZ is a variation of the 785 HUEZ RS, from which it directly takes its shape. Made from the same mold, this version benefits from all the optimization research, but is constructed from a different blend of carbon fibers.

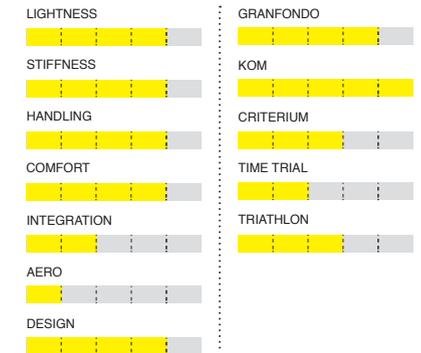
The result is a bicycle with an exceptional price-weight-performance ratio. It is the most affordable competition-ready bicycle in the LOOK lineup. Entry level pricing starts at €2,299 and comes equipped with a Shimano 105 group. It is already an exceptional carbon frame, a great foundation, and as a bicycle as a whole, one which you may easily add personal upgrades to over time. Without a doubt, this bicycle will delight young competitors and passionate cyclists alike who are looking for an efficient, comfortable and versatile bicycle.

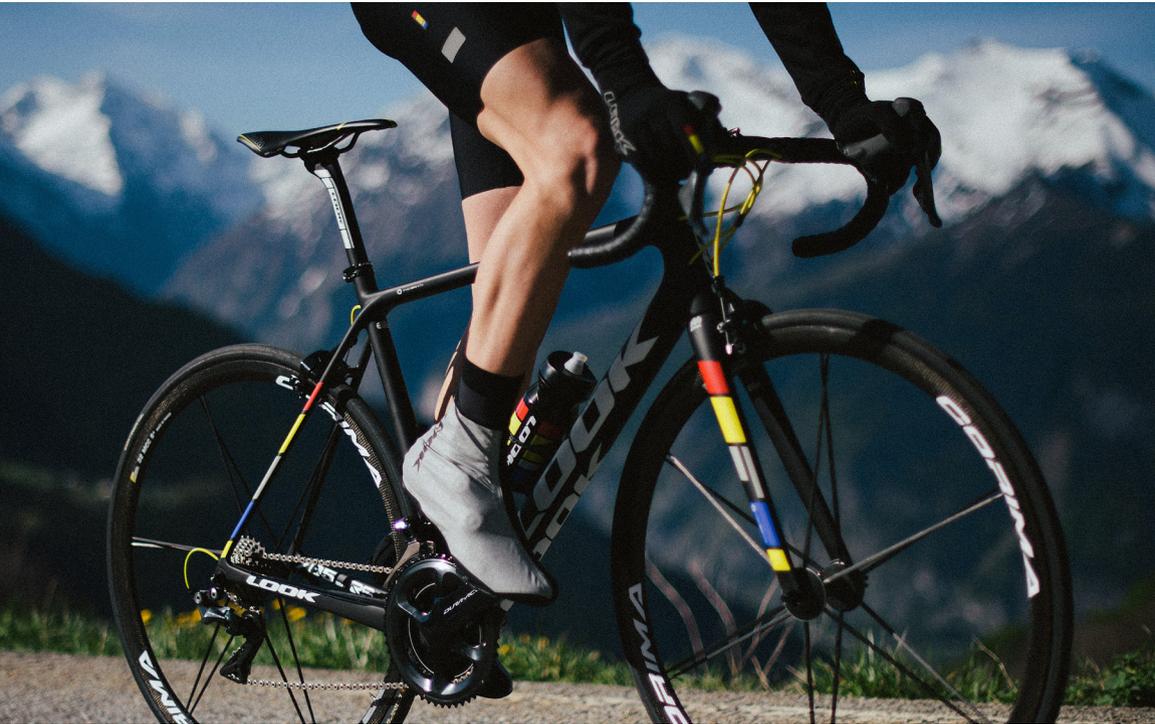
The frame weighs only 990 grams. The 785 HUEZ has already made its entrance into the very light bicycle realm, but this is far from its only asset. Equipped with a 100% carbon tapered down tube and bottom bracket shell, pedal power is transferred to its maximum. Ultra-slim seat stays contribute to rider comfort, and a 27.2mm seatpost, strategically chosen for its flexibility properties, enhances that comfort even more.

The bicycle's precise handling and stability are assured thanks to its rigid fork and head tube. This is especially important for a bicycle destined for the mountains because the fact that it climbs well is not enough. It must also be and feel safe and reliable when descending. In the Tour de France, the descents down the towering cols can also make a difference.

Light, rigid, stable, and comfortable, the 785 HUEZ is a phenomenally versatile bicycle. It not only climbs well in the mountains, but is also highly effective on the flats, long distance rides in rolling hills, such as «Gran Fondos», and great for anything short and fast, like criteriums.

### ALTITUDE "RIDE HIGHER"





## 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 seatpost assures ample flex for comfort*

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.

AN ARM  
DESIGNED FOR  
CLIMBING AND  
CONQUERING  
SUMMITS



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**#RIDEYOURDREAM**

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