Continental Grand Prix 5000 TT TR tire equips the bespoke limited edition Bugatti Factor ONE

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BY CONTINENTAL AG

Continental has been selected as the technical tire partner for an exclusive, high-performance bike built to deliver maximum performance

- The new Bugatti Factor ONE bike is equipped with specially branded Continental 30-622 GP5000 TT TR tires

- Production is limited to just 250 individually numbered bikes worldwide

Continental equips the new Bugatti Factor ONE bicycle, an extraordinary collaboration between car manufacturer Bugatti and high-performance bicycle manufacturer Factor Bikes, with a special edition of its newly launched 30mm Grand Prix 5000 TT TR bike tire.

Forgetting UCI rulebook and its confines, the Bugatti Factor ONE melds engineering precision from a prestigious sports car brand with cutting-edge innovation to create a bike that delivers aerodynamic efficiency, precision, and control at high speeds.

> We’re thrilled to have been able to work together with Continental to create these special edition Bugatti Continental Grand Prix 5000 TT tires. We’ve partnered with Continental to provide the tires for all our bikes, and since they make the best tires in the world, it was a natural choice to collaborate with them on these very special tires for the Bugatti Factor ONE.

says Rob Gitelis, Founder of Factor Bikes, on the collaboration with Continental.

A Tire Fitment for Ultimate Performance

The tire specially selected for the Bugatti Factor ONE is one of two

new size extensions recently added to the Continental Grand Prix 5000 series, a comprehensive range of road tires designed to deliver consistent performance across a variety of riding conditions.

Engineered for pure speed, Continental's Grand Prix 5000 TT TR – trusted by athletes at the pinnacle of the sport - features a stripped-down casing construction to minimize weight and rolling resistance. Now offered in a 30 mm width, the TT TR provides a larger contact patch for enhanced stability and grip during high-speed cornering, while supporting composure over long distance efforts. This added confidence encourages riders to push harder through technical sections and maximize available performance.

With its specialized 2-ply casing designed to further reduce rolling resistance, the TT TR remains the fastest tire in the Grand Prix 5000 range making it an ideal pairing for the limited-edition Bugatti Factor ONE.

> We are highly honored to be part of this premium project. Each Factor bike begins with a non-negotiable purpose. And here, with the Bugatti Factor ONE, it was Bugatti's maxim to provide nothing but the best for their customers. Both brands' values of excellence, courage and dedication create a perfect match with Continental's ambition to Lead the Ride. It's just great to see this collab rolling on our special edition Grand Prix 5000 TT TR tires.

states Karsten Jacke, Global Head of Bicycle OE Sales at Continental

Limited to 250 individually numbered units worldwide, the Bugatti Factor ONE reflects the exclusivity and attention to detail that defines every Bugatti automobile. With Continental Grand Prix 5000 TT TR tires as a key performance component, the bike delivers a riding experience shaped by uncompromised engineering and world class collaboration.

Business Area Replacement Tires EMEA

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