

Hublot Design and accessories ALL BLACK BIKE



Hublot and BMC are today presenting a preview of the new bike which joins the "All Black" line. The watchmaker's association with the bike maker has given birth to the design of an exceptional racing bike, which like Hublot's watches is a jewel of technology and design composed of lightweight high-performance materials. While diversifying the range objects it wishes to be associated with its brand, the watch company prioritizes the relevance and consistency of its partnerships. After the very limited series of skis (111 pairs) created with the Swiss maker Zai in the same philosophy as its watch designs, it has chosen to make a limited series of 30 racing bikes: lightweight, quality and scarcity... this bike distinguishing mark is that it is "All Black", made of innovative materials developed by cutting edge technologies. The taste for design and assembling materials, the careful finishing and quest for performance are values that Hublot and BMC both share with equal zeal. The result is a bike with outstanding rigidity and light weight, with every element designed and adapted to be part of the whole and allow optimal energy transfer. The pedals ceramic bearings reduce friction, and the frame is made of carbon fiber and aluminum for rigidity and toughness. A very exclusive series, with the first model due to be tested in competition at the "World Stars Cycling Criterium" in Monaco next July 3rd, the eve of the start of the Tour de France. It will be a chance for Hublot's boss to measure himself in person against the likes of such legendary cyclists as Eddy Merckx, Tony Rominger, Richard Virenque, Laurent Jalabert and Pedro Delgado, who will be



racing in this charity event organized by Star Team for the Children under the high patronage of H.S.H. Prince Albert II of Monaco. Andy Rihs, owner of BMC, is delighted with this model made with Hublot, as the Hublot name adds glamour on top of its elite sporting DNA! And Jean-Claude Biver for whom sport is an essential value, likewise prizes his collaboration with the Swiss bike manufacturer, whose reputation in sports know-how needs no introduction.