THE FIRECREST ADVANTAGE

Based on years of research and testing, Firecrest rims are designed to combat the biggest thing to slow you down: wind resistance.

THE FIRECREST DIFFERENCE

Non-Firecrest wheels allow early flow separation ... where the center of pressure is offset from the wheel itself, creating a large side force on the trailing half of the wheel. This results in more neutral and high-lift properties at common high yaw angles. Firecrest's wide and rounded leading edge and second leading edge create a more blunt rim shape compared to previous wheel designs. This revolutionary rim design allows airflow to remain attached to the rim surface, creating an effective airfoil with low-drag output. Firecrest's unique design allows airflow to remain attached to the rim surface, creating an effective airfoil with low-drag output.

FIRECREST DELAYS FLOW SEPARATION ... which reduces drag and increases aerodynamic performance.

WHY WHEELS MATTER

Wind is a real, living entity that affects your cycling performance. It is a force that you may not be aware of. Even the slightest breeze can create a subtle pressure on your body and your bike, which can affect your cycling. In fact, every change in wind direction and speed can change your speed and performance.

FIRECREST BREATS HEAT

When cycling at high speeds in windy conditions, the wheel generates heat. This heat can affect the performance of the wheel, and the Firecrest rim is designed to handle this heat. The Firecrest rim is equipped with a special brake track that is formulated to withstand the high temperatures generated by the wheel. The brake track is carbon fiber and allows for two things: it can handle the heat generated by the wheel and provide the necessary braking power needed to slow the bike down.

BRAKE TRACK THERMAL MANAGEMENT

The brake track is carbon fiber and allows for two things: it can handle the heat generated by the wheel and provide the necessary braking power needed to slow the bike down.