alto velo

2015 Media Kit



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Chief Executive Officer – Bobby Sweeting: **bobby@altovelo.com**

Chief Technology Officer – Shawn Gravois: **shawn@altovelo.com**

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Brand Overview

Two Professional Cyclists relentlessly focused on reinventing the wheel
…and revolutionizing an industry.



Manufacturing quality is held to the tightest tolerances in the industry, creating minimal friction and maximum durability.



Alto Velo designs, manufactures, and hand-builds wheels in the USA.



The patented R-Symmetric design produces the stiffest and most balanced wheels in the world.



www.altovelo.com 6009 Business Blvd, Sarasota, FL 34240 info@altovelo.com

About Us

College roommates and professional cyclists Bobby Sweeting and Shawn Gravois knew they could change the cycling industry after asking a simple question: where can the most performance benefit be gained? Their answer was immediate: the wheel. The two began to spitball the best ways to improve their own wheel sets, and a design idea was born.

Sweeting and Gravois spent a year perfecting the R-Symmetric hub geometry, designing their proprietary rim laminate design, and prototyping the entire system. The first test ride completely validated the entire concept, followed by quantitative testing that proved the ride was no fluke. In a standard rim deflection test, the Alto Velo CT56 wheel set tested 16.4% stiffer than the leading wheel brands in the industry.

Alto Velo officially launched in January of 2015, with three wheel options in their first product line—alloy clinchers, carbon clinchers, and carbon tubulars. In August of 2015, they announced a new line of disc brake wheels designed for road and cyclocross.



About the CEO

Bobby Sweeting graduated Summa Cum Laude from the University of Florida with a BS in Mechanical Engineering. He is in his 10th season as a professional cyclist, currently racing for Smartstop Pro Cycling. Bobby began his career as a product design engineer in the rigid frames department of Cycling Sports Group where he worked with brands such as Cannondale, Schwinn, GT and Mongoose. After two years with the company, he served as a freelance product design consultant, where he provided design direction for multiple industry leaders. While designing, Sweeting founded Kinetic Potential Coaching, a coaching company that serves cyclists, runners and triathletes. In 2014, Bobby partnered with Shawn Gravois to found Alto Velo, where he oversees management of all design, production and sales teams.



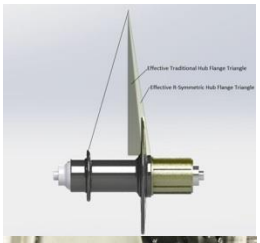
About the CTO

Shawn Gravois graduated Magna Cum Laude from the University of Florida with a BS in Mechanical Engineering. His work included designing and manufacturing pneumatic rocket launchers. Post-graduation, he returned to earn a MS in Solid Mechanical Design and Manufacturing. Shawn is in his ninth season as a cyclist, riding professionally for the Lupus Racing Team. Shawn began his career designing for various industry leaders before leaving the company to join forces with Bobby Sweeting in 2014 to design the R-Symmetric Flange, from which Alto Velo was born.

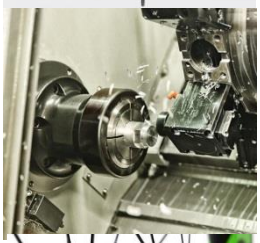
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Technology

Optimized to find the best wheel geometry in the world—relating flange diameter, flange spacing, rim design, and lacing patterns to find the most balanced wheel ever created.



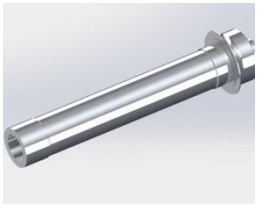
R-Symmetric Flange - Alto Velo wheels have the widest drive side spoke bracing angle in the industry. The R-Symmetric Flange creates more balanced spoke tension between the drive and non-drive spokes, by a factor of approximately 25% over other leading brands



Manufacturing Tolerances - All surfaces that touch a bearing (axle diameter and hub shell) are held to a 50 millionth of a millimeter tolerance, important since almost all premature bearing wear is caused by poor machining tolerances and poor concentricity between bearings.



Lacing Pattern - A two-cross pattern on the non-drive side and a radial pattern on the drive side is used on the rear wheel. This maximizes the required tension on the non-drive spokes, helping to equalize tension between the two sides.



One Piece Axle – Alto Velo uses one piece axles made of 7075-T6 aluminum, ensuring the axle will not torque under riding loads and the inner race of each bearing will not have any unnecessary side loading.



Carbon Rims - Alto Velo's carbon rims are made in Taiwan at the best composite manufacturing facility in the world. Alto Velo uses EPS core curing technology and a custom laminate designed specifically for the spoke bracing angles of the Alto Velo hub. The brake track is 25mm wide with a 27.2mm toroidal bulge.

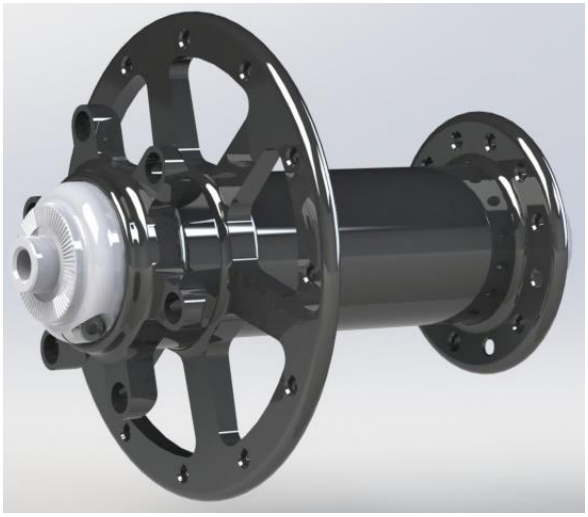


Aluminum Rims - The alloy rims are both tubeless and clincher compatible, with a 24mm wide brake track and 26mm depth for optimal stability and aerodynamics.

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New Products

Alto Velo Ups the Ante with Road and Cyclocross Disc Brake Wheels



Alto Velo, the wheel company that revolutionized the cycling industry this January, announced its next generation of wheels this week. The company, founded by Professional Cyclists Bobby Sweeting (CEO, SmartStop Pro Cycling) and Shawn Gravois (CTO, Lupus Racing), will employ the same patented R-Symmetric hub geometry made famous with their road wheels in the new disc brake hubs. Both hubs will incorporate the design, with an enlarged non-drive flange on the front to help equalize spoke tension and create the most balanced front disc-brake wheel in the world.

"These new iterations are tailored to work with the different industry standards road and cyclocross cyclists encounter. Athletes won't have to change their wheels if they get a new frame that has a different axle standard. Our front and rear wheels accommodate multiple quick release and through-axle options to keep you racing on the best wheels in the industry even if you change frames," Gravois explained.

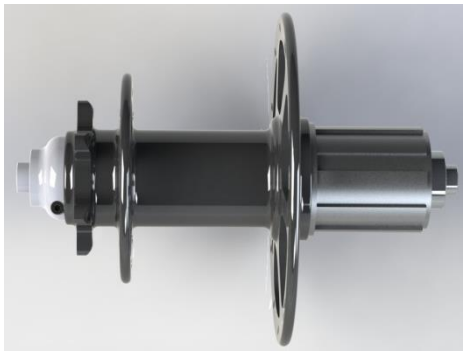


The new wheels will follow strict company protocol, using only genuine NSK bearings. A new addition, however, has been designed for the cyclocross wheels, with a DDW seal, or light contact seal, to help prevent contamination and ensure hub durability. CEO Bobby Sweeting concluded the unveiling by stating,"I'm excited to be able to offer alloy and carbon rims that are disc brake specific and incredibly lightweight. All our alloy wheels will be tubeless compatible and our carbon models will be offered in clincher and tubular models, meaning that we're nearly tripling our product offering to cyclists. My goal has always been to improve the training and racing experience of an athlete by giving them the best wheels in the industry. These new wheels allow us to do just that for an entirely new group of cyclists. That's what it's all about for me."

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New Products

Disc Brake Wheel Specifications



Geometry – The rear disc brake hubs will use the same patented R-Symmetric geometry to obtain the widest bracing angles in the industry. The front disc hubs will incorporate similar technology, with an enlarged non-drive flange to help equalize spoke tension and create the most balanced front wheel in the world.

Axle Specifications - Multiple diameters and closure specifications for wheels that will work with any frame standard. The same hub shell can be used with any of our axles, so you can adapt to changes in frame standards quickly and easily.



- Front
  - 100mm spacing with 9mm quick release
  - 100mm spacing with 15mm thru-axle
- Rear
  - 135mm spacing with 10mm quick release
  - 135mm spacing with 10mm thru-axle
  - 142mm spacing with 12mm thru-axle

Disc Brake Mount - We incorporate a 6-bolt international standard rotor mount to accommodate any rotor diameter



Breaings - Just as in our current road models, genuine NSK bearings will be used. But for the cyclo-cross wheels we will spec a DDW seal, or light contact seal, to help prevent contamination and ensure durability.

Rims - We will offer alloy and carbon rims that are disc brake specific and incredibly light weight, using much of the same manufacturing technology in our current rims. Alloy wheels will be tubeless compatible and carbon models will be offered in clincher and tubular models.

- Alloy rims – 24.5mm wide and 26mm deep
- Carbon rims – 25mm wide and 40, 56, and 86mm deep

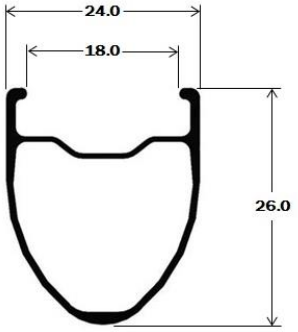
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Product Specifications

A26 – Aluminum Clincher

- Front: 20H, 634g
- Rear: 24H, 813g
- Aluminum 6061-T6
- Clincher and Tubeless Compatible
- Angularly Drilled Spoke Holes

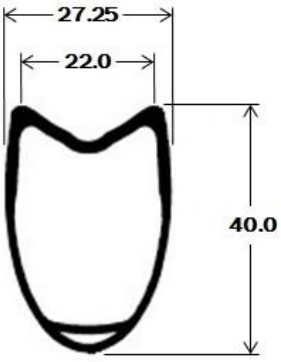




CT40 – Carbon Tubular

- Front: 20H, 528g
- Rear: 24H, 710g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup

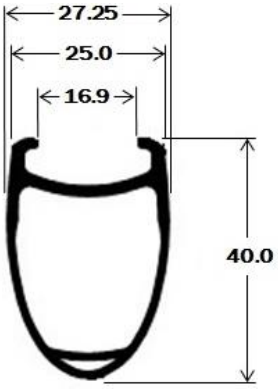




CC40 – Carbon Clincher

- Front: 20H, 669g
- Rear: 24H, 856g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup

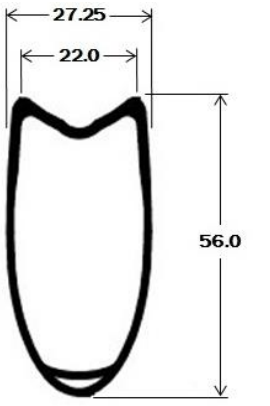




CT56 – Carbon Tubular

- Front: 20H, 611g
- Rear: 24H, 785g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup





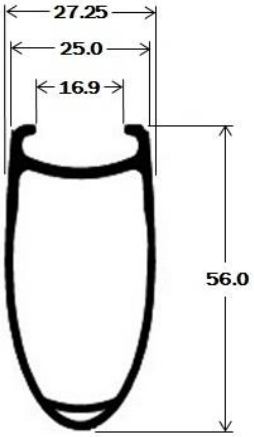
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Product Specifications

CC56 – Carbon Clincher

- Front: 20H, 754g
- Rear: 24H, 938g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup

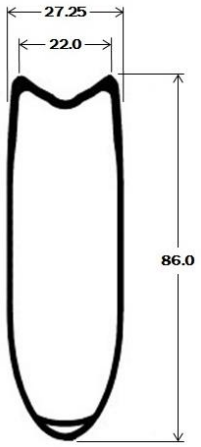




CT86 – Carbon Tubular

- Front: 20H, 736g
- Rear: 24H, 936g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup

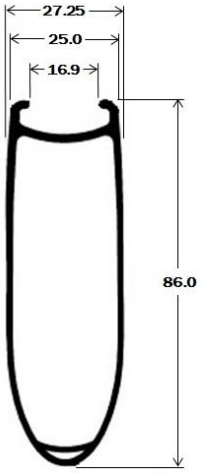




CC86 – Carbon Clincher

- Front: 20H, 868g
- Rear: 24H, 1052g
- EPS Core Molding
- Proprietary Laminate Design
- Unidirectional Fiber Layup





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Alto Velo/SeaSucker Factory Racing

Sweeting and Gravois immediately chose to give back to the sport that launched their careers by sponsoring the Alto Velo/Seasucker Factory Racing Team in January 2015. The team has had amazing success with national champions Emerson Oronte and Dan Holloway, including wins at the San Dimas Stage Race and Criterium National Championships. With over 30 victories so far this year, and the lead in the USA Crits series, Alto Velo/SeaSucker Factory Racing is the winningest domestic team in the peloton in 2015.



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