

# LOOK Cycle Unveils Multi-Tiered Range Of Gravel-Specific Pedals

Redefining the off-road landscape, LOOK introduces an industry-first ecosystem tailored for everything from elite gravel racing to rugged adventure.

## Embargoed until 3<sup>PM</sup> CET, 17 March 2026 – Bourgogne, FRANCE

LOOK Cycle has expanded its influence in the gravel sector by introducing a dedicated range of pedals specifically engineered for the discipline.

While the industry has traditionally adapted cross-country (XC) mountain bike pedals for gravel use, LOOK is now moving away from this «one-size-fits-all» standard. Developed to complement modern frame geometries, the new lineup offers three distinct technical solutions tailored to the specific demands of gravel riding rather than relying on existing off-road designs.

### **X-One-G: The New Standard For Gravel Racing**

The **X-One-G** is engineered for the rugged durability required on smooth gravel roads. By fusing the power transfer of a road platform with the durability of an off road system, the **X-One-G** sheds 50g per pair compared to standard systems.

Validating this performance, the **X-One-G** has been rigorously tested by elite athletes Simon Pellaud and Russell Finsterwald.

#### **X-One-G<sup>Ti</sup> :**

The flagship race pedal features a 53mm titanium axle and a large 650mm<sup>2</sup> contact area for a class-leading power-to-weight ratio. Weight: 120g.

#### **X-One-G<sup>MAX</sup> :**

The high-durability performance option features a machined aluminum body and chromoly axle. Weight: 145g.

## **X-Track:** **The Established All-Rounder**

Repositioned as the ultimate universal solution, the popular **X-Track** remains the go-to for the 90% of riders who demand a versatile, dual-sided SPD-compatible system. It continues to provide the most instinctive engagement for those transitioning from road to off-road trails, utilizing a 515 mm<sup>2</sup> contact surface area to balance power transfer and control.

## **X-Venture:** **Reclaiming The Adventure Segment**

LOOK replaces its «Trekking» category with the new **X-Venture** series, an updated design that moves towards the growing bikepacking and adventure community. Designed to complement the slim, aggressive profiles of modern adventure bikes, these pedals replace bulky reflectors with a slim, streamlined profile and high-traction design.

**X-Venture+**: The premium aluminum body (77 mm wide) features molded pins for maximum grip on the flat interface. Weight: 190g.

**X-Venture**: The durable, composite-body alternative (84 mm wide) has been designed for secure, long-distance support. Weight: 200g.

### **Alexandre LAVAUD**

Global Product Manager at LOOK Cycle

*«As a market leader in the category, we must build a pedal lineup for every rider. We're now adding a new family to our clipless and flat ranges with a dedicated gravel offering. By delivering purpose-built solutions for every gravel use, rather than a generic cross-country compromise, we reinforce our leadership through the eyes of riders and our athletes.»*

### **Russell FINSTERWALD**

*"The **X-One-G** combines the efficiency of a road pedal with the control and release of an MTB platform, making it perfect for the demands of gravel racing. The one-sided SPD gives me the light, road-pedal feel I want, with the easy release of an MTB pedal. The platform is noticeably stiff and supportive, which is something I've been craving in a true gravel-specific pedal. The minimalist design sheds mud incredibly well, making it a real advantage in messy race conditions!"*

## Pricing and availability

The collection is available globally starting March 2026.

### X-Venture:

From €49.90 / £45 / \$60 USD

### X-One-G<sup>MAX</sup>:

€179.00 / £165 / \$225 USD

### X-Venture+:

€74.90 / £75 / \$99 USD

### X-One-G<sup>TI</sup>:

€299.00 / £275 / \$365 USD

[DOWNLOAD IMAGES AND PRODUCT INFORMATION](#)

PRESS CONTACT:

SHIFT Active Media

Jon Denham

[jon.denham@shiftactivemedia.com](mailto:jon.denham@shiftactivemedia.com)

## LOOK Cycle The Art Of Cycling

Located in the vibrant region of Bourgogne (France), LOOK Cycle is the French cycling brand that seamlessly blends the avant-garde and artistic essence of French design into high-performance bicycles, pedals and accessories.

With over 40 years of craftsmanship and a legacy of innovation, we have continuously advanced the sport of cycling, introducing the first clipless pedals in 1984 and the first carbon frame in 1986.

We proudly support cyclists at every level, from passionate enthusiasts to world-class athletes, boasting an impressive palmares in both road and track racing, including Olympic titles and Grand Tour victories. Our unwavering commitment to performance is driven by the rigorous demands of these athletes, and our products reflect this dedication.

Designed and crafted in France, our team of skilled artisan-manufacturers meticulously defines every detail, ensuring each product is a true testament to exceptional workmanship and care.

At LOOK Cycle, we infuse French design and style into every product. Our bicycles are not only high-performance machines but also beautiful pieces of moving art, equally at home on the road or as a centrepiece in your living room: they exemplify French elegance, innovation, and The Art Of Cycling.

For more information about LOOK Cycle products, visit [www.lookcycle.com](http://www.lookcycle.com)