

LOOK PARTNERS WITH KRISS KYLE AND THOMAS GENON FOR TRAIL ROC+ SIGNATURE SERIES

The limited edition artworks translated onto LOOK's forged aluminium Trail Roc+ performance pedals were designed in collaboration with elite riders, embodying and celebrating their riding passion, personal style and meticulous attention to detail

Embargo lifts 15:00 CEST 8 October – Nevers, France :

LOOK Cycle has announced the release of the Trail Roc+ Signature Series, a limited edition collection of pedals featuring artwork developed in partnership with iconic mountain bike athletes Thomas Genon and Kriss Kyle.

This unique collaboration brings the exceptional talents and distinct aesthetics of Kyle and Genon together with LOOK's cutting-edge design and high-quality French manufacturing, resulting in specially crafted colorways guaranteed to stand out on the trail or in the bike park.

Innovative pedal technology and athlete-led development :

LOOK's Trail Roc+ pedals were rigorously developed alongside athletes over two years of lab and field testing, with each product precision-engineered for top-tier performance.

The asymmetrical shape and wide platform of the Trail Roc+ provide maximum control on even the toughest landings, turns and descents, while the concave profile and 16mm thickness enhance foothold security and ground clearance, delivering exceptional traction and boosting stability. Ten adjustable pins allow riders to fine-tune foot placement and customize their setup, ensuring optimal grip in every riding position, regardless of conditions.

Built with a lightweight, forged aluminium body, smooth dual-sealed cartridge bearings, metal bushings, a needle bearing and replaceable pins, the pedal is designed to last and meets the highest standards of mountain biking in extreme conditions.

Available for a limited time only, the Trail Roc+ Signature Series celebrates the fusion of art, engineering, and athlete-driven innovation.

LOOK Trail Roc+ Signature Series - Thomas Genon Edition :

Working closely with Thomas Genon, renowned freerider and long-time LOOK-supported athlete critical to the development of the brand's off-road pedal range, LOOK's creative team created psychedelic artwork that mashes up the visionary styles of Hitchcock and Kubrick with the spirals of bike parks and tracks of the top freeride trails.

Thomas Genon said :

"The design is influenced by a few of my favorite movies and it really reflects my personality. The Trail Roc+ is a really big pedal in a really compact design, close to the cranks with loads of room to play with. When you change bikes and disciplines all the time, you have to feel really at home on your pedals so you can ride with confidence. From free riding to slopestyle, it's so important to be locked in super quick, which the Trail Roc+ provides me any time I ride them."

LOOK Trail Roc+ Signature Series - Kriss Kyle Edition :

Kriss Kyle, one of the most exciting BMX and MTB freestyle talents of his generation, is the latest world-leading off-road athlete to partner with LOOK. For the Signature Series, he briefed the brand to capture the raw energy of the skate park and flair of tattoo culture, resulting in hand-drawn artwork which reflects Kyle's no-filter, creative personality.

Kriss Kyle said :

"The design is pretty much me all over, edgy and urban, back to my BMX roots with a tattoo theme. I love it. Pedals are one of the most vital parts of the bike. You need it to be solid, a platform that you can really trust. The first time I rode the Trail Roc+, I felt locked in. I know that no matter the conditions, my feet aren't going to slide off"

Alexandre Lavaud, Category Manager at LOOK, said :

"We work closely with our athletes to develop and refine all of our high-performance products, from pedals through to bikes. Thomas Genon was intrinsic to the development of our Trail Roc+ pedals, and now Kriss Kyle has joined the team to help us keep pushing the limits of our design and manufacturing capabilities. The art of cycling is intrinsic to LOOK's identity so it makes perfect sense to take this process a step further and create products which have our rider's personalities stamped across them as well as within them."

"Using innovative technology, the bold and unconventional design crafted by Kriss and Thomas has been precisely translated onto the Trail Roc+ pedals, making them stand out in bike parks, trail centres and skate parks dominated by single-color designs."

Key features :

Body : Forged aluminium

Axle : Chromoly+

Spindle : Dual sealed cartridge bearings, metal bushing and premium seal system

Footprint : 104 x 101 mm

Weight : 395 g a pair

Pins : 10 adjustable 12mm pins per side

Profile : 16 mm

Availability : Purchase from LOOK dealers worldwide and online via: <https://www.lookcycle.com/dispatch/fr-fr/trail-roc-plus>

MSRP: €179.90 / USD\$175 / GBP£179.90

[DOWNLOAD IMAGES AND PRODUCT INFORMATION](#)**Contact details of LOOK Cycle**

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About LOOK :

LOOK Cycle – The Art of Cycling

Inventor of the clipless pedal in 1984, and the first carbon frame in 1986, LOOK has been racing and winning for 40 years. Its heritage and savoir-faire drive them to reinvent today's bicycle for tomorrow while inspiring future generations to engage with their passion for cycling.

LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequalled in-house experience in carbon design. An independent, historic and iconic French company, LOOK's head office in Nevers, Burgundy is the cultural home of the brand and where all product design and development takes place.

« At LOOK, we see cycling as a complete 'art de vivre', where style and performance must pair to sublimate every rider's mindset. That's why we dedicate our historic savoir-faire to create unique bikes, wheels, pedals and apparel, with a very French twist, for every cycling lover. » says Federico Musi.

Alongside elegance and craftsmanship, LOOK's heritage continues to be defined by performance. On the road, more than 600 Grand Tour stages, 50 Jerseys, and 25 overall victories have been won by riders using LOOK pedals; while more than 100 Grand Tour stages have been won by riders using LOOK frames. A partner to the French Cycling Federation since 1988 and technical partner to USA Cycling and its USA Track Sprint Program since 2022, LOOK operates both Team LOOK Criterium and Team LOOK Gravel, who face the most challenging fixie and gravel races around the world.

In mountain biking, cyclo-cross and cross country LOOK supports a number of riders and teams, while LOOK bikes and pedals are also ridden by globally recognised and champion triathletes. In the velodrome: 18 Olympic titles and 61 Olympic medals; 5 Paralympic titles and 14 Paralympic medals; 3 world records, more than 100 UCI World Champion titles, and more than 260 UCI World Champion medals have been secured by LOOK riders.

For more information about LOOK's products, visit www.lookcycle.com