



STRICTLY EMBARGOED UNTIL 15:00 CET 5 March 2024

LOOK CYCLE ANNOUNCES ALL-NEW KEO BLADE AND X-TRACK POWER METER PEDALS, DESIGNED TO EMPOWER YOUR RIDE

- New power meter pedals offer riders an exceptionally lightweight design, featuring a standard q-factor and stack height, with plug-and-play installation
 - Available as single or dual-sided power measurement with data accuracy of +/-1%.
 - Designed and manufactured in-house by LOOK in France.

Embargo lifts 15:00 CET, 5 March 2024 – Nevers, France: LOOK Cycle has announced the release of the next generation of French-made road and off-road power meter pedals: the road-focussed Keo Blade Power and off-road X-Track Power.

Unsurpassed power-to-weight

The Keo Blade Power pedals have a 705 mm² extended contact surface with a weight of 260g (pair), ensuring unmatched power transfer from the rider, supporting them in realising their performance potential. The patented BLADE technology offers a highly aerodynamic design combined with a low profile to save every watt.

The X-Track Power pedal body is constructed from recycled aluminium, and with a weight of 404g (pair) and contact surface of 540 mm² it offers the best power-to-weight ratio on the market. SPD compatible, the pedals offer class-leading shoe-to-pedal engagement across a wide range of shoes.

Accurate, powerful measurement

LOOK has fully integrated the latest generation of electronic components combined with proven algorithms to allow consistent power measurement and reliable data with an accuracy of +/- 1% - regardless of air temperature or altitude.

Both Keo Blade Power Keo Blade Power and X-Track Power are available as a single or dual-sided power capture. For the dual pedals, total power, cadence and left/right balance are measured to give the rider the insight they need to optimise symmetry for a more efficient pedal stroke. The single power measurement option offers a left-side power sensor, estimating total power output by doubling the left-side measurement at a more economical price.

Plug-and-play set-up

The LOOK Research & Development team has developed a proprietary auto-calibration algorithm to introduce a quick and easy set-up of the pedals, installing them in just 30 seconds with a 15mm wrench. There's no need for rider position adjustment when moving between pedals as the Q Factor and stack height for X-Track Power and Keo Blade Power are similar to that of the standard LOOK pedals.

Bluetooth and ANT+ compatibility offers seamless connectivity and data synchronisation, whilst the dedicated LOOK App offers riders services such as a complete breakdown of statistics including: normalised power, intensity factor, power zones, training stress score, functional threshold power, pedalling smoothness, and torque effectiveness.

The LOOK App provides clear guidance on pedal installation, warranty registration, firmware updates, and accessing support materials. Moreover, users can carry out tasks such as product calibration, customise settings and monitor battery status.

The new pedals have a 60-hour battery life so riders can stay out longer and travel further. Recharging via USB-C type is easy with a magnetic connector spanning both pedals simultaneously on the dual set. A full charge can be achieved in two hours or less, depending on the current charge.

Robust design

LOOK has developed and tested the new pedals alongside athletes riding in the most severe possible conditions. X-Track Power pedals meet the requirements of IPX7 testing, while the Keo Blade Power pedals include a new lever shape to improve durability and an updated centre of gravity for easier clip-in.

The electronic components and batteries are completely integrated within the pedal axle to eliminate the risk of water, mud and dust infiltration. In the case of damage, the pedal body can be independently replaced.

Power capture components can be a significant investment for riders, particularly when crashes and falls are often a part of the sport. LOOK will be offering an extended warranty and a graduated three-year crash replacement program for registered products.

Alex Lavaud, Global Product Manager, LOOK Cycle, said: *“With the all-new X-Track Power and Keo Blade Power, our design team aimed to set the benchmark for accurate power measurement: the lightest pedals, with a standard q-factor and stack height, easy to install, and simple to use. This is the smartest way to train and progress for performance-focused road, gravel, and XC riders. LOOK has also invested in ensuring riders benefit from increased pedal durability and ease of repair.*

I’m delighted that we have been able to manufacture the complete pedal at our factory in Nevers, France. We work with our local suppliers to limit the mileage of our components and ensure the highest possible production standards so we can offer riders pedals built to last”.

Stéphane Tempier, Performance and Development Manager, Rockrider XC Racing Team, said: *“We’ve been working closely with LOOK Cycle’s product development team to validate the X-Track Power meter pedals for our professional riders since last summer. We tested against competing power meter cranksets and they delivered conclusive results, especially for our cross-country racing requirements - precision on effort peaks, crucial for our discipline, was particularly appreciated.*

Likewise, some riders want power for a warm-up and to shed a few grams for the race by switching to standard pedals. This makes the plug-and-play installation of LOOK’s pedals a major advantage as we can switch pedals on the start line without altering riders’ positions. Our riders also train on different bike types including road, XC and enduro, and some choose to keep their MTB pedals and shoes regardless of the bike used. With a single power meter, they can easily switch between bikes while maintaining a consistent reference for their training data, performance monitoring and fatigue levels.

The overall lightness, precision, reliability, and versatility of these LOOK X-Track Power pedals reinforce our commitment to excellence in performance.”

KEO BLADE POWER

BODY - CARBON
CLEAT - KEO GRIP
AXLE - STEEL
RETENTION - 16 - CARBON
CONTACT SURFACE - 705 MM²
Q-FACTOR - 53 MM
STACK - 10.8 MM
PAIR WEIGHT - 260 G
MSRP SINGLE - 699€ / 679 US\$ / 599£
MSRP DUAL - 999€ / 999 US\$ / 899£

X TRACK POWER

BODY - ALUMINIUM
CLEAT - SPD COMPATIBLE
AXLE - STEEL
RETENTION - 06 - 14
CONTACT SURFACE - 540 50 MM²
Q-FACTOR - 53 MM
STACK - 10.7 MM
PAIR WEIGHT - 404 G
MSRP SINGLE - 749€ / 759 US\$ / 674.99£
MSRP DUAL - 1099€ / 1099 US\$ / 999.99£

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LOOK - The Art of Cycling

Inventor of the clipless pedal in 1984, 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: 17 Olympic titles and more than 60 Olympic medals; 3 Paralympic titles and 8 Paralympic medals; 3 world records, more than 90 UCI World Champion titles, and more than 230 UCI World Champion medals have been secured by LOOK riders.

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