

**Client:** Race Face Components

**Description:** Create all launch and marketing copy for new industry-leading carbon fibre bicycle components.

**Examples of copy iterations**

Introducing **Next:** 750 grams of 100% carbon fiber strength and beauty

The Race Face Next redefines elite component performance by combining immense strength and stiffness with the lightest-ever production mountain bike crank weight. Seven years of Race Face composite expertise, fifteen years of crank innovation and a fanatical drive for innovation have created a crank which surpasses existing carbon fiber material and process limitations and raises all performance benchmarks.

It's time to fly.



This is what comes *Next*.

Race Face's Next 750 gram carbon fiber cranks defies expectations and change perceptions by providing immense strength, stiffness and performance in the lightest-ever mountain bike crank. Seven years of Race Face composite expertise, fifteen years of crank innovation, and a fanatical drive for innovation went into creating a crank which surpasses existing carbon fiber material and process limitations and raises all performance benchmarks.

It's time to fly.



Introducing the 750 gram Next crank

The Race Face Next carbon fiber crank redefines elite component performance by combining immense strength and stiffness with the lightest-ever production mountain bike crank weight. Seven years of Race Face composite expertise, fifteen years of crank innovation and a fanatical drive for innovation have created a crank which surpasses existing carbon fiber material and process limitations and raises all performance benchmarks.

It's time to fly.