



# FARA<sup>®</sup> CYCLING

2025 F/All-Road

Fara Cycling is an independent maker of Performance Adventure Bicycles.





# F A R A

A name with a story

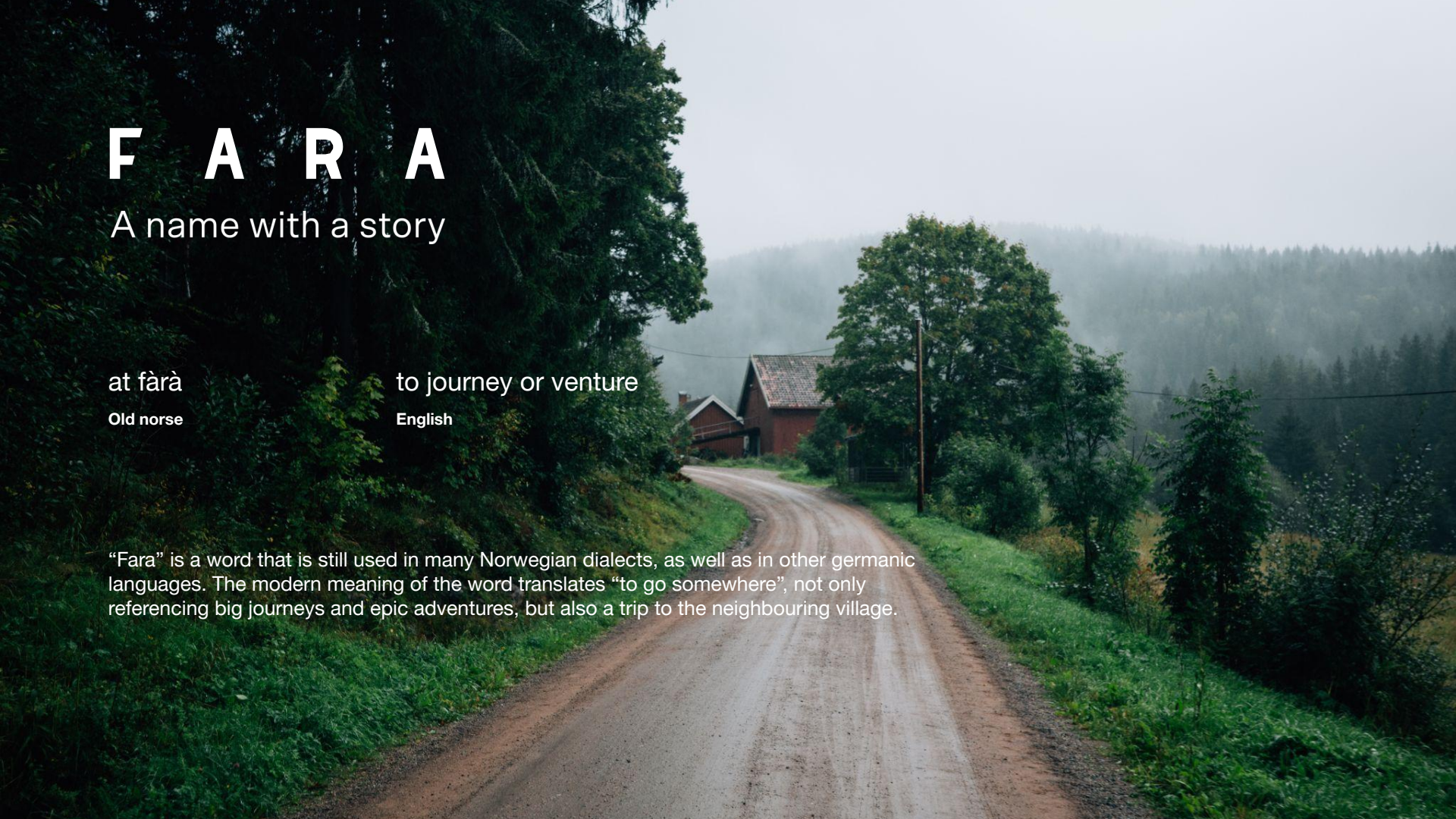
at fàrà

Old norse

to journey or venture

English

“Fara” is a word that is still used in many Norwegian dialects, as well as in other germanic languages. The modern meaning of the word translates “to go somewhere”, not only referencing big journeys and epic adventures, but also a trip to the neighbouring village.





## Differentiation statement

We are a Norwegian cycling brand crafting high-performance bikes that blend rugged adventure capabilities with timeless Scandinavian design.



## Mission

We exist to design and deliver optimal bikes and gear for cycling adventures.





Our goal

To be the reference brand in  
Performance Adventure Cycling.





## Performance: Fast & fun bikes for all rides

Responsive, lightweight, full carbon frames specced with high-quality components.



## Adventure: Rugged & functional

Practical and rugged features for adventure on and off road. Perfectly suited for a limitless cycling lifestyle.



# Our DNA



01  
The fjords and mountains of Norway

The raw beauty of the Norwegian landscape inspires us to create beautiful and functional products for exploration.

02  
Culture of “Friluftsliv”

“A life immersed in the Outdoors” is deeply rooted in Norwegian culture. No matter the season, weather or conditions, we spend time outside.

03  
Simplicity of Design

Minimalism is a deep rooted philosophy inherent to Scandinavian design. We pare our designs down to essential, functional products.



## A team of cycling enthusiasts

First and foremost we are cyclists who obsess over bikes. We think, talk or ride bikes most hours of the day and Fara Cycling is the result of our first hand experience and our passion for all kinds of cycling.

As cycling nerds, we are excited about innovations and are always eager to try them out. We have strong opinions, combined with years of experience, on the riding experience we want to promote. Topics like frame geometry, tire choices, ergonomics of handlebars, maintenance and chain lube are not taken lightly and we assess them in light of how well they perform for adventures on bikes.

This is why we design and deliver timeless bikes that are characterised by versatility, reliability and look fantastic. These are the bikes we ride without feeling limited in either function, speed or comfort. These are the bikes that excites us with their stellar looks and make us feel that we can ride everything.



## Supporting athletes and adventurers

We take pride in supporting a select group of adventurers and athletes, helping them tackle some of the most challenging Ultra and gravel races on the planet, such as The Transcontinental Race, The Traka, Unbound and Badlands.

They inspire us to continually innovate and refine our products to withstand the ultimate tests.

2024 Winners of:

- The Traka 360
- The Rift
- Garmin Gravel Worlds
- Ranxo Gravel
- Silk Road Mountain Race
- The Transcontinental (pairs)
- Multiple UCI Gravel World Series
- Gravel Earth Series Overall Men's title
- Gravel Earth Series Overall Women's title



Karolina Migon, winner of The Traka 360, Ranxo and women's Gravel Earth Series overall title



Sherry Cardona and Gereon Tewes, winners of The Transcontinental Race in Pairs category 2024



Simen Nordahl Svendsen, winner of Garmin Gravel Worlds and The Rift, men's Gravel Earth Series Overall title





F/All-Road

Go anywhere, ride everywhere.

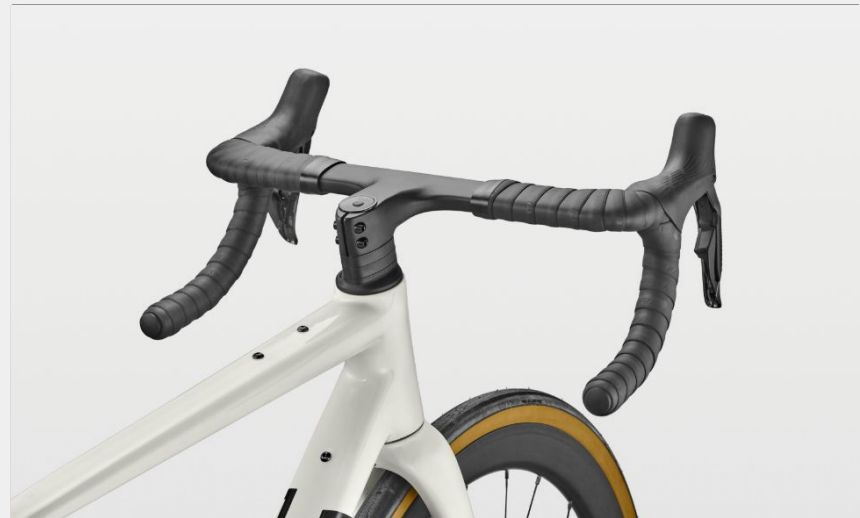


## F/All-Road

Road, dirt road, bikepacking, commuting or just pure fun, this bike is fast, light and awesome to ride! The F/All-Road is the enabler of any adventure and the model that defines our brand.

As bikepacking and ultra-cycling grow rapidly, the F/All-Road has huge potential as the most versatile bike in its segment.





## F/All-Road - *Go anywhere, ride everywhere.*

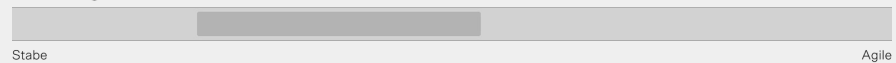
Versatile long-distance bike for road and light gravel

- 38mm max tire clearance
- 980g Toray™ carbon frame
- Integrated fender, top tube, and fork mounts
- Curved seat-stays for added comfort

### Terrain



### Handling



### Compliance





## F/All-Road Performance

Frame	Fara Cycling F/All-Road w. Fara Integrated Barstem
Groupset	SRAM Force AXS 2x
Wheelset	Zipp 303s
Colour	Forest Fog
Launch	MY26
Price	€6,490