

AUTOMOTIVE

# Aston Martin, J.Laverack roll out bespoke road bike

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*The creation was developed by designers with luxury sportscars in mind. Image credit: Aston Martin*

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By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is teaming up with British titanium bicycle brand J.Laverack.

Designed in the U.K., the duo is rolling out an advanced and bespoke road bicycle, unveiled at the Rouleur Live exhibition in London on Thursday, Nov. 2. For the launch of the "Laverack Aston Martin .1R," Aston Martin has created what it is calling, alongside its partner, the world's first online bike configurator, with personalization services that allow clients to apply colors and materials found on the car brand's luxury sports vehicles to the two-wheelers.

"The J.Laverack Aston Martin .1R is essentially a titanium hypercar on two wheels," said Marek Reichman, executive vice president and chief creative officer at [Aston Martin](#), in a statement.

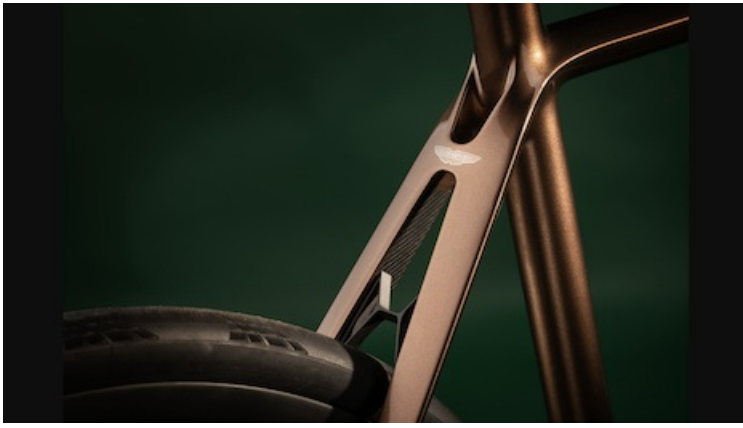
"The simple, clever genius is how we've fused the engineering advancements throughout the bike with a purity of performance design to deliver a viscerally exhilarating riding experience," Mr. Reichman said. "The result is a distinctive form, born through tradition and technology and handcrafted using only the most advanced materials, befitting the pedigrees and forward-thinking natures of our two iconic British companies."

## British biking boost

The Laverack Aston Martin .1R was developed by designers with Aston Martin sportscars and hypercars in mind, making it truly unique to the bicycle market, as both brands' styles are captured by the engineering feat.

First, a fully integrated and nearly boltless look achieves a sleek aesthetic. To do this, the bike relies on the unification of parametrically designed, three-dimensional printed titanium lugs and sculpted carbon fiber tubes.

Where bikers would normally see fixtures at the seat or stem, there are clean, faultless lines on the Laverack Aston Martin .1R. Four-piston brake calipers also enable the absence of exposed cables or hoses.



*Saddles, handlebar tapes, lugs, tubes, forks, seat posts, stems and handlebar drops can all be individualized to the user's taste. Image credit: Aston Martin*

Those looking to own one are invited to come to the British automaker's Gaydon headquarters, where a fitting can be done with the J.Laverack founders. Clients can choose from a selection that mirrors the colors and materials found on Aston Martin cars, offering the opportunity for drivers of the company's cars to create bikes that correspond with their vehicles.

Thanks to an online road bike configurator, all parties can customize saddles, handlebar tapes, lugs, tubes, forks, seat posts, stems and handlebar drops according to personal preference. The companies note that the carbon fiber featured on the Laverack Aston Martin .1R can also be made bare.

Bottom brackets cups, brake calipers, brake disc centers and other accents have a ceramic coating that can be turned either bronze or black. Once delivered, the finished product comes with a case in either carbon or aluminum, which can either be used to transport the bike or display it.

A matching track pump with Alcantara or leather-covered handles fits inside the protective enclosure, further pushing the two-wheeled offering into the personalization wave taking luxury automaking by storm ([see story](#)).

Customers can find out more about the J.Laverack Aston Martin .1R at <https://astonmartin.jlaverack.co.uk>.