

THE BIKE WITH PASSION

If Bernard Hinault and Bernard Tapie have a passion in common, it is the rage to win. Bernard Hinault, now working as director of promotion and development for Look, is bringing his competitive spirit and winning attitude combining with Look's technology to bring you the most advanced cycling products available today.

1988: the competition frame, a spinoff from aerospace technology, possesses unmatched performance. Carbon and

Kevlar® composite fibers whose rigidity, and lightness can now be found not only in frames but also in our revolutionary crank arms and Look competition pedal system. The improved exclusive Look pedal range is going to be expanded this year, by a "special touring bike" model. Performance, expanded comfort, safety... from competition to leisure-time activities, the whole Look team strives to have you share its passion for the bike.



COMPOSITE MATERIALS, A VISA FOR THE YEAR 2000

Carbon fiber, already widely utilized in such a variety of areas as sailing, tennis racquets, airspace, "Formule 1" car racing or ski boots, supplies everyday evidence as to their undeniable superiority. These fibers, endowed with exceptional rigidity and strength features, permit significantly lightening the materials with which they are being combined. In the cycling field, Look further optimizes carbon fiber performances by combining them with Kevlar®, aramid fibers whose major characteristic is its absorption of vibrations. On Look frames, the Carbon-Kevlar® association thus permitted a 30% weight improvement in comparison with the lightest of high-performance steels, while increasing strength by 30%. Look decided to apply carbon fiber technology to its pedal crank arms and to its new competition pedal system.



LOOK PEDAL CRANK

Once again, Look exploits the qualities of composite materials. One on an equal performance basis, lighter than the lightest competitor's product, thanks to carbon fibers. A pedal crank of exemplary rigidity and strength.