



GROUPE
ZEBRA

lapierre / GROUPE **ZEBRA**



/ Aircode DSK

/ Aircode DSK / Brief



LAPIERRE is dedicated to **Sporty bikers** and **demanding Bike lovers**, they are looking for **bikes that stands-out !**

So more than a disc update of the current Aircode we are **looking forward a new version of the Aircode**

/ Made for **Rouleur, Sprinter (FDJ/Groupama pro team)**
Aero, Powerful, Dynamic

/ **Geometry same as Aircode**

/ Disc brakes

/ Aero cockpit (Stem + handlebar)

/ Integrated Fork head

/ Aero shaped seatpost

/ **Potential base for a Triathlon bike**

/ **Optimized functions for everyday use of Sporty bikers**

/ Immersion / Success keys



GROUPE ZEBRA

/ Immersion / Success Keys / **Aircode DNA**



/ Immersion / Success Keys / **Aircode DNA**

Current **Aircode Geometry**



/ Immersion / Success Keys / **Aircode DNA**

Top tube / Seat stays **Continuity**



/ Immersion / Success Keys / Aero features & Codes

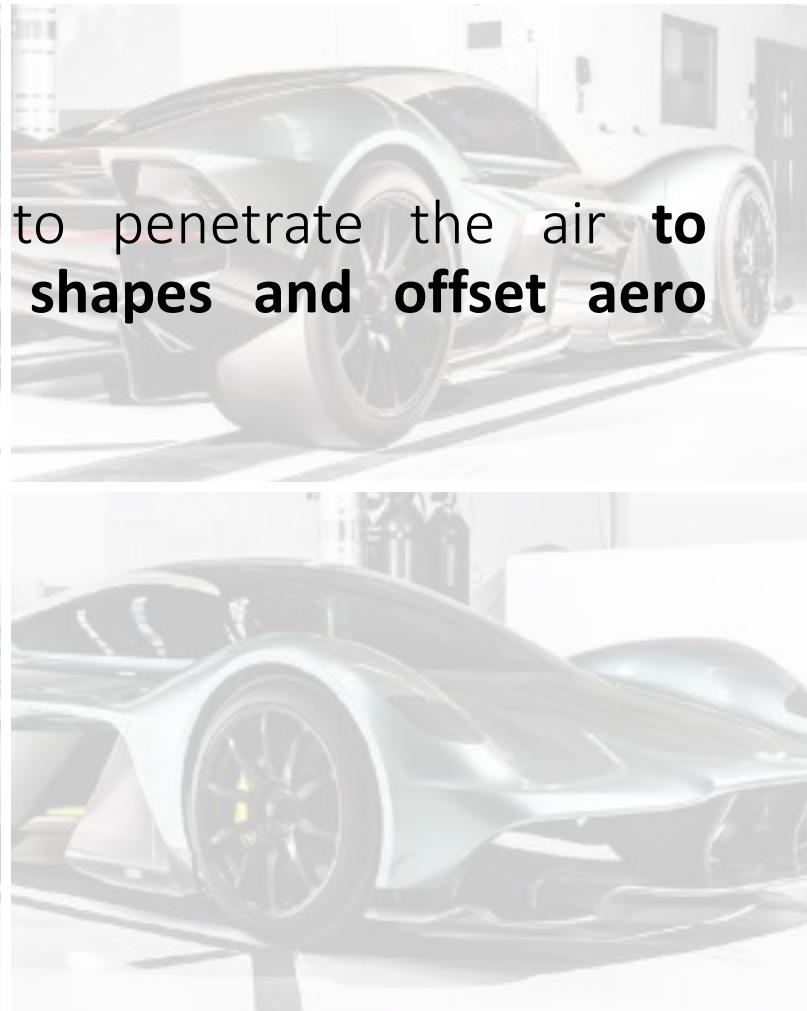
Offset
aero devices



Blades

/ Immersion / Success Keys / Aero features & Codes

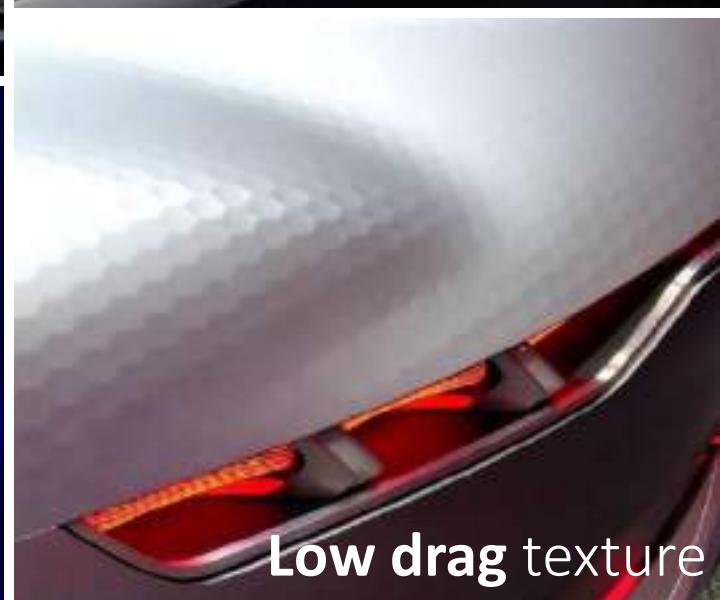
Aero evolve from smooth shapes
channeling the flow through open
devices



/ Immersion / Success Keys / Aero features & Codes



Generative pattern



Low drag texture

/ Immersion / Success Keys / Aero features & Codes

We need to find features that, **enhance the aerodynamics of the bike (physics), but in a visible way (symbolic/perception)**.

Elements that stands out and on which we will **be able to build a story on.**

/ Concepts

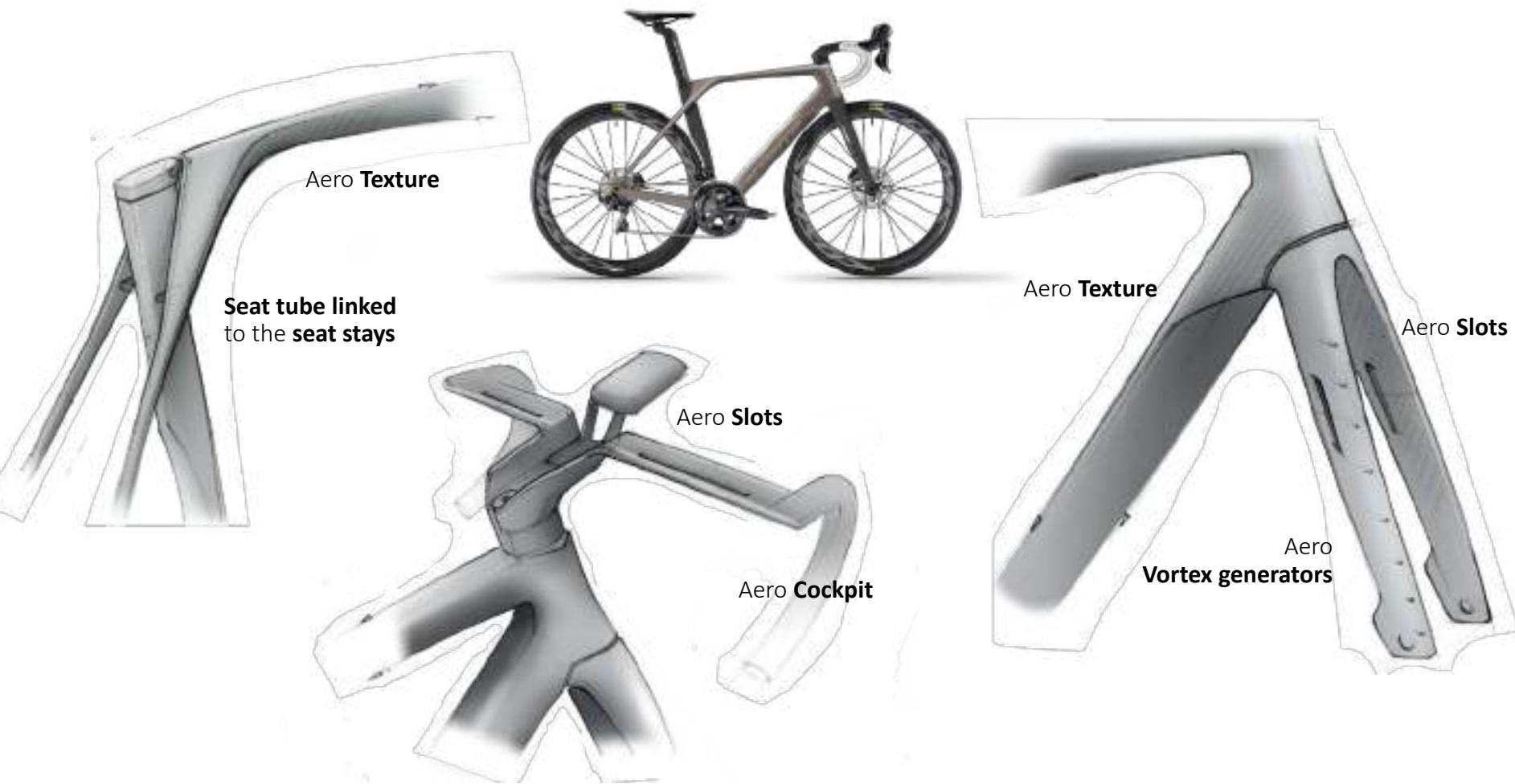
/ Concepts / **Aero blade 01**



/ Concepts / Aero blade 01

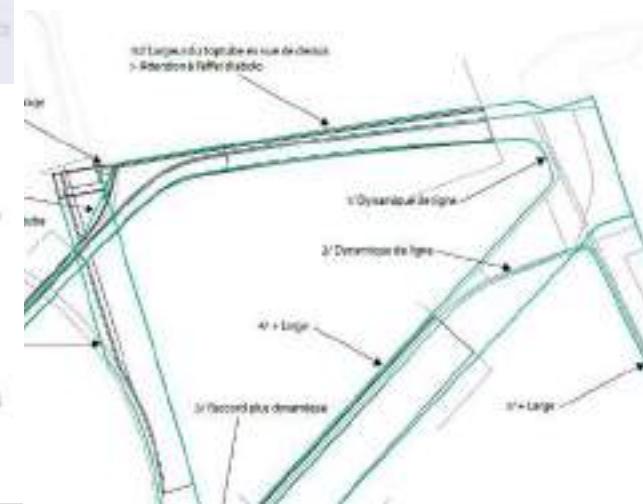
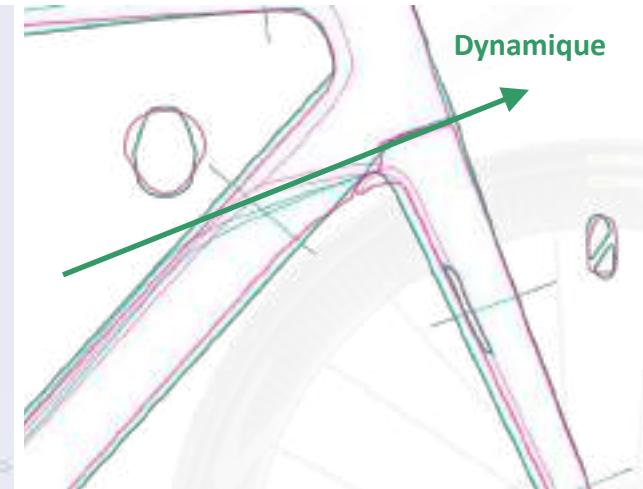
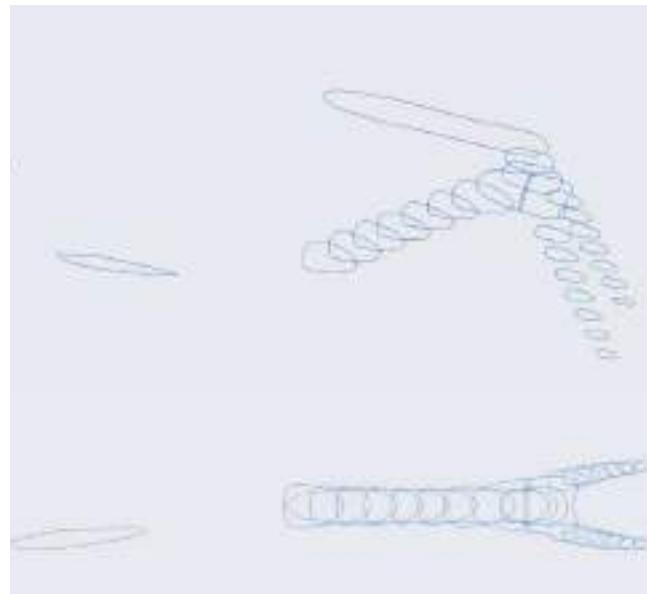


/ Concepts / Aero blade 01



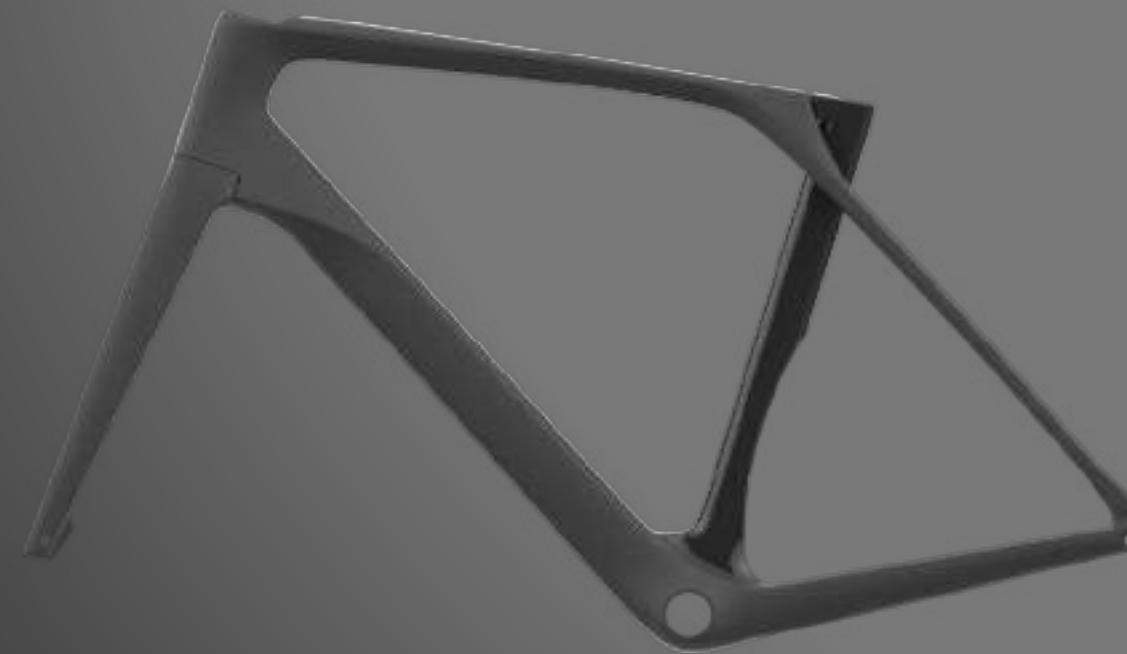
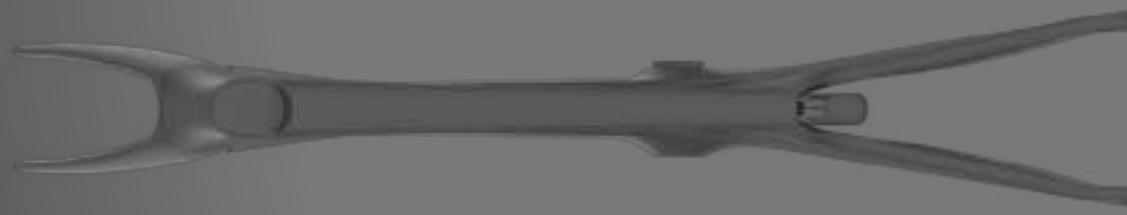
/ CAD Development

/ CAD Development / Process



/ 3D Renderings

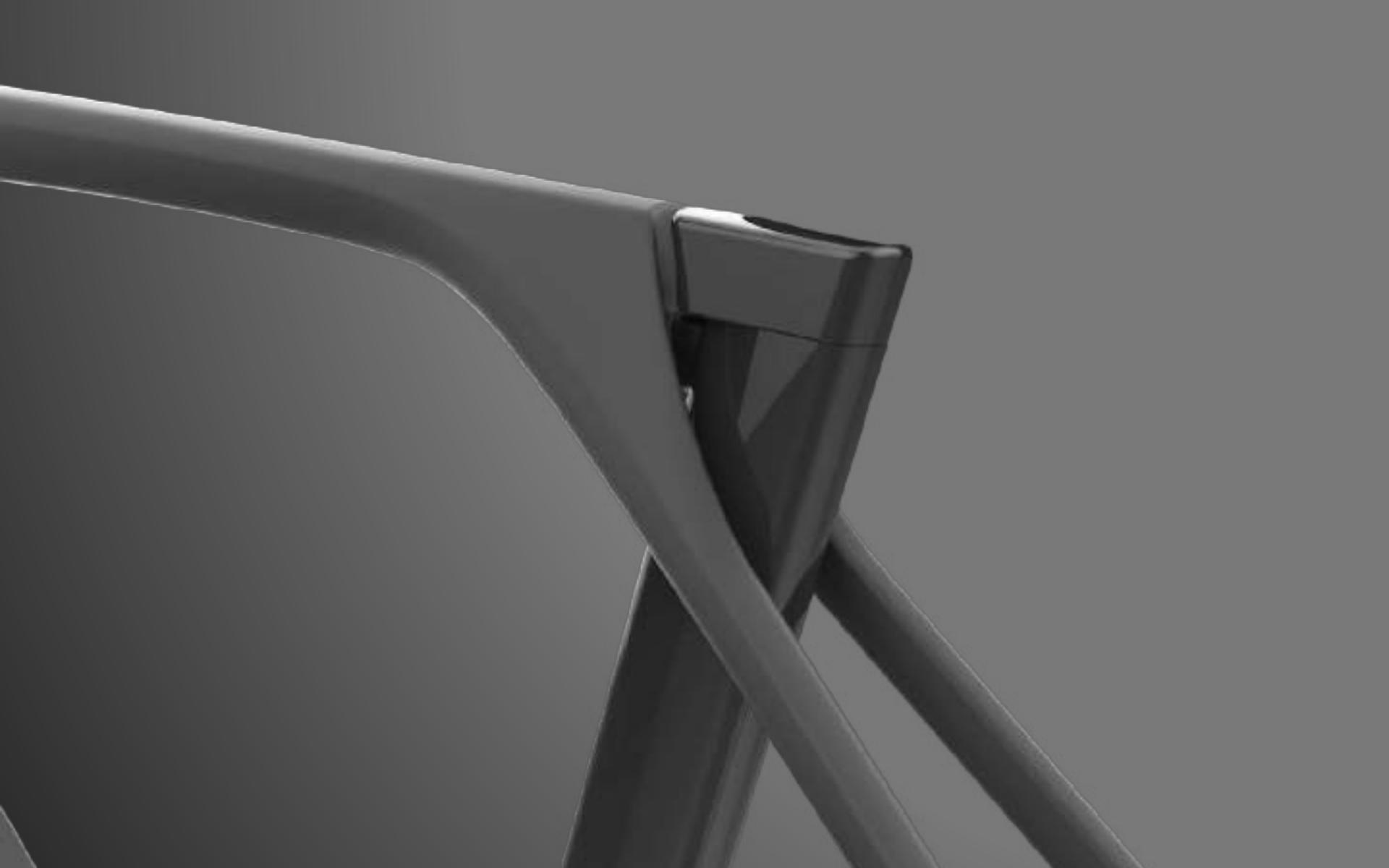


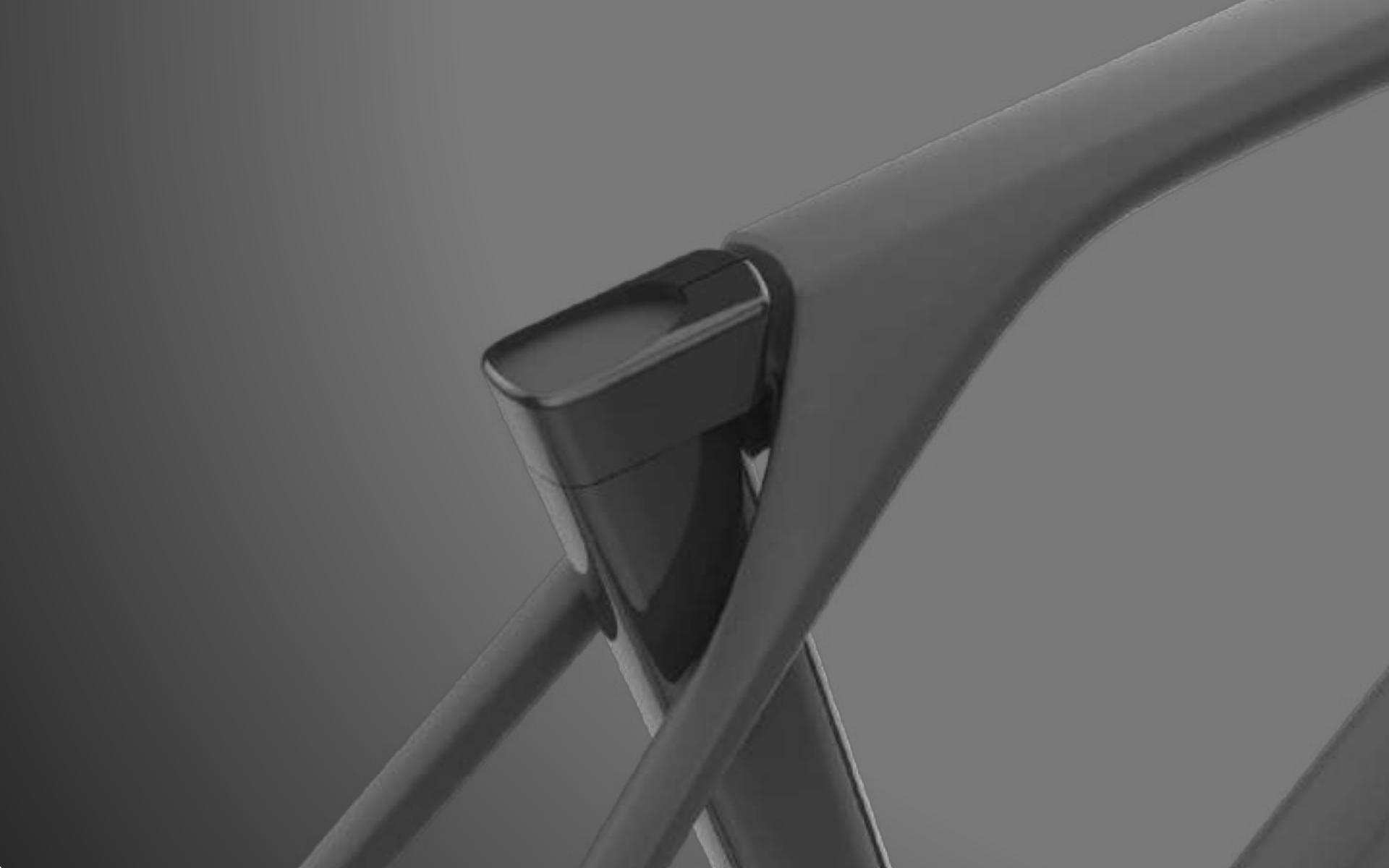


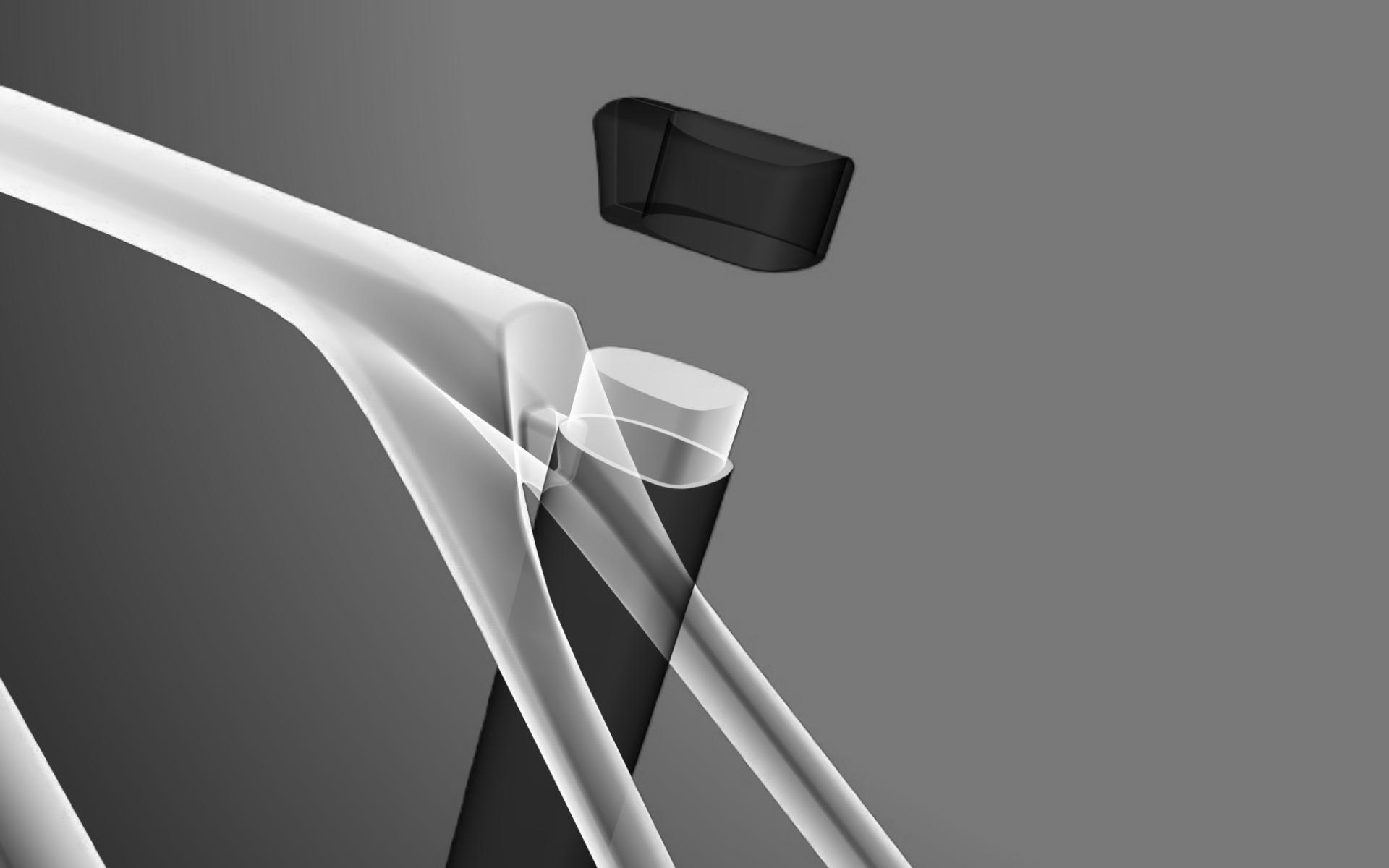


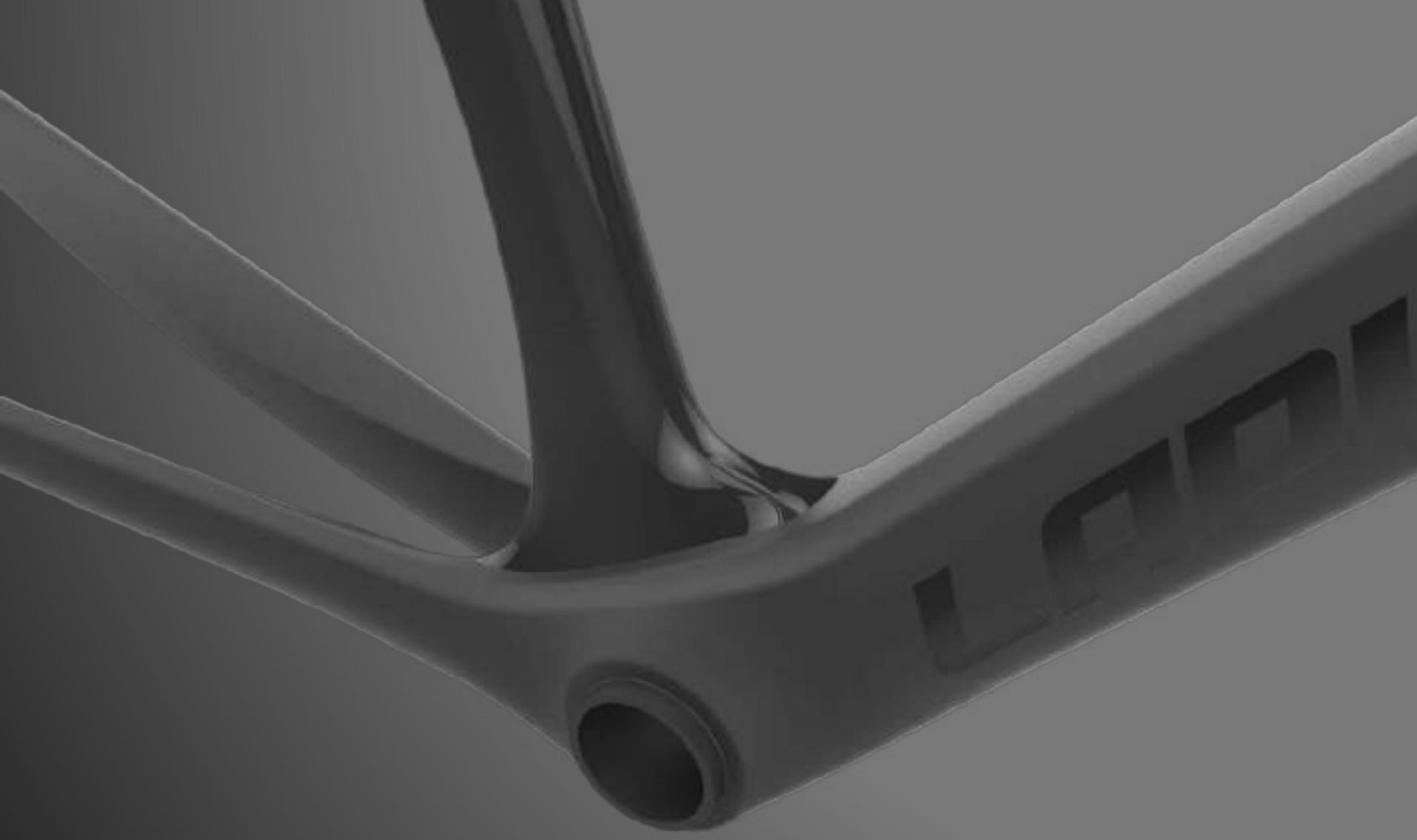






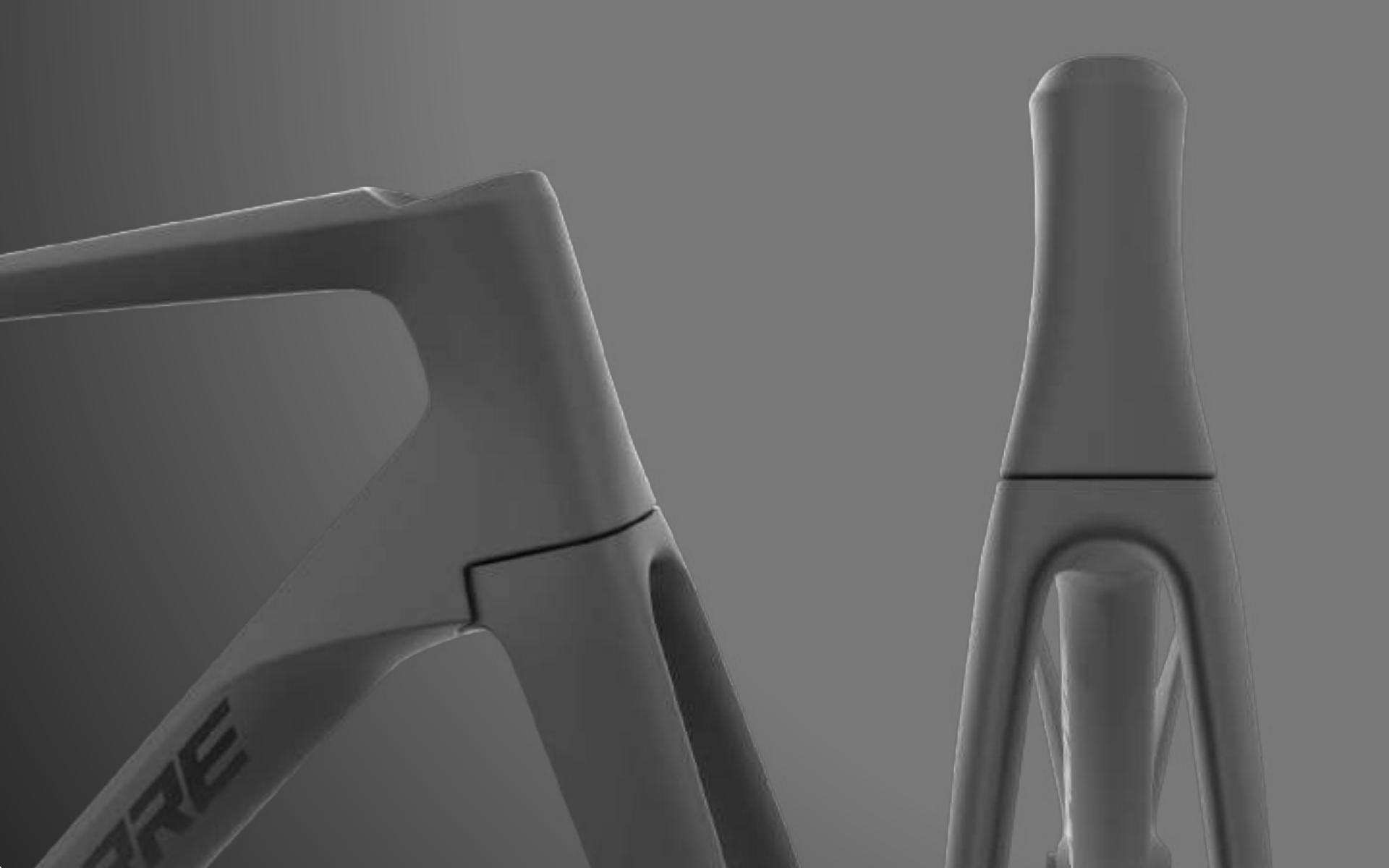












/ Concepts / Next steps

/ CAD ajudstements

/ Stem design

/ Next meeting

