



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



/ 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

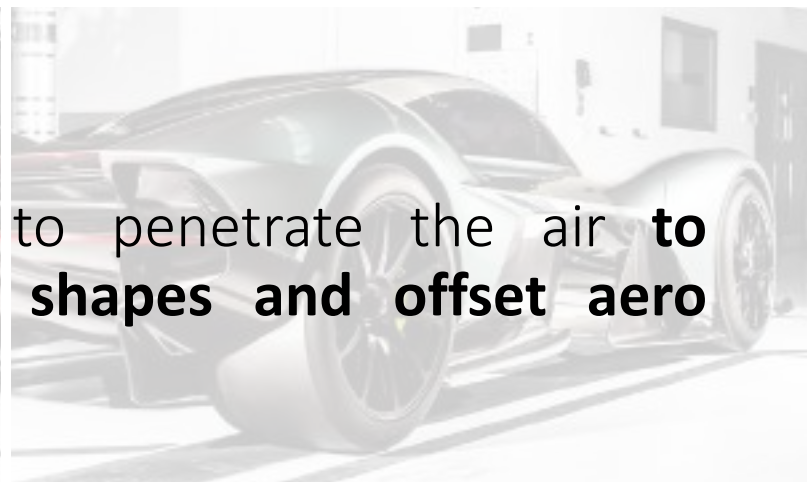
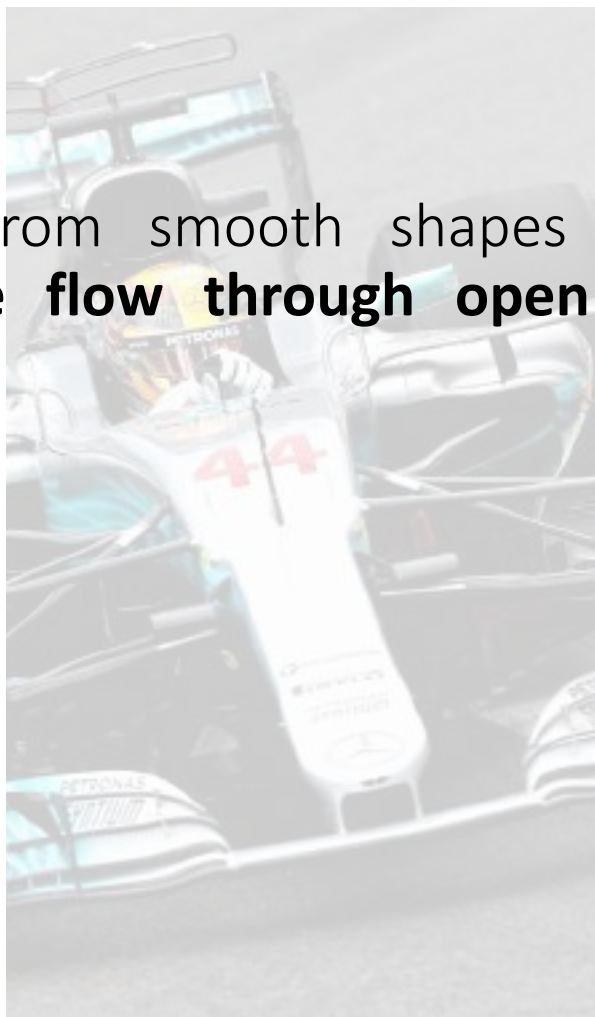
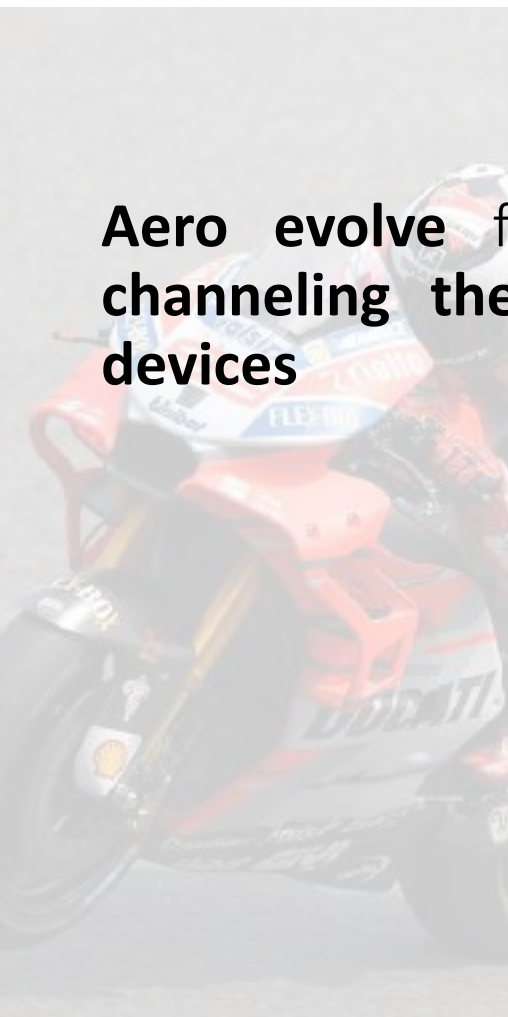


Blades

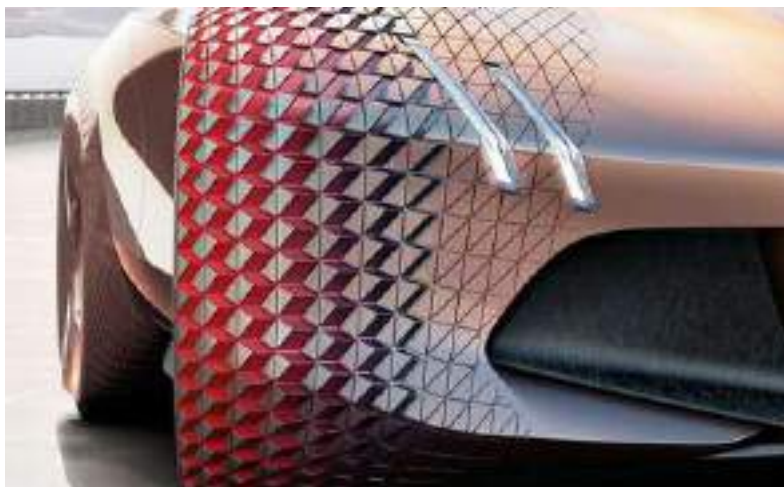


/ Immersion / Success Keys / **Aero features & Codes**

Aero evolve from smooth shapes to penetrate the air **to channeling the flow through open shapes and offset aero devices**



/ Immersion / Success Keys / **Aero features & Codes**



/ 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**



TT/Seat stays junction

« **Delta Blade** »

TT/Seat stays Continuity

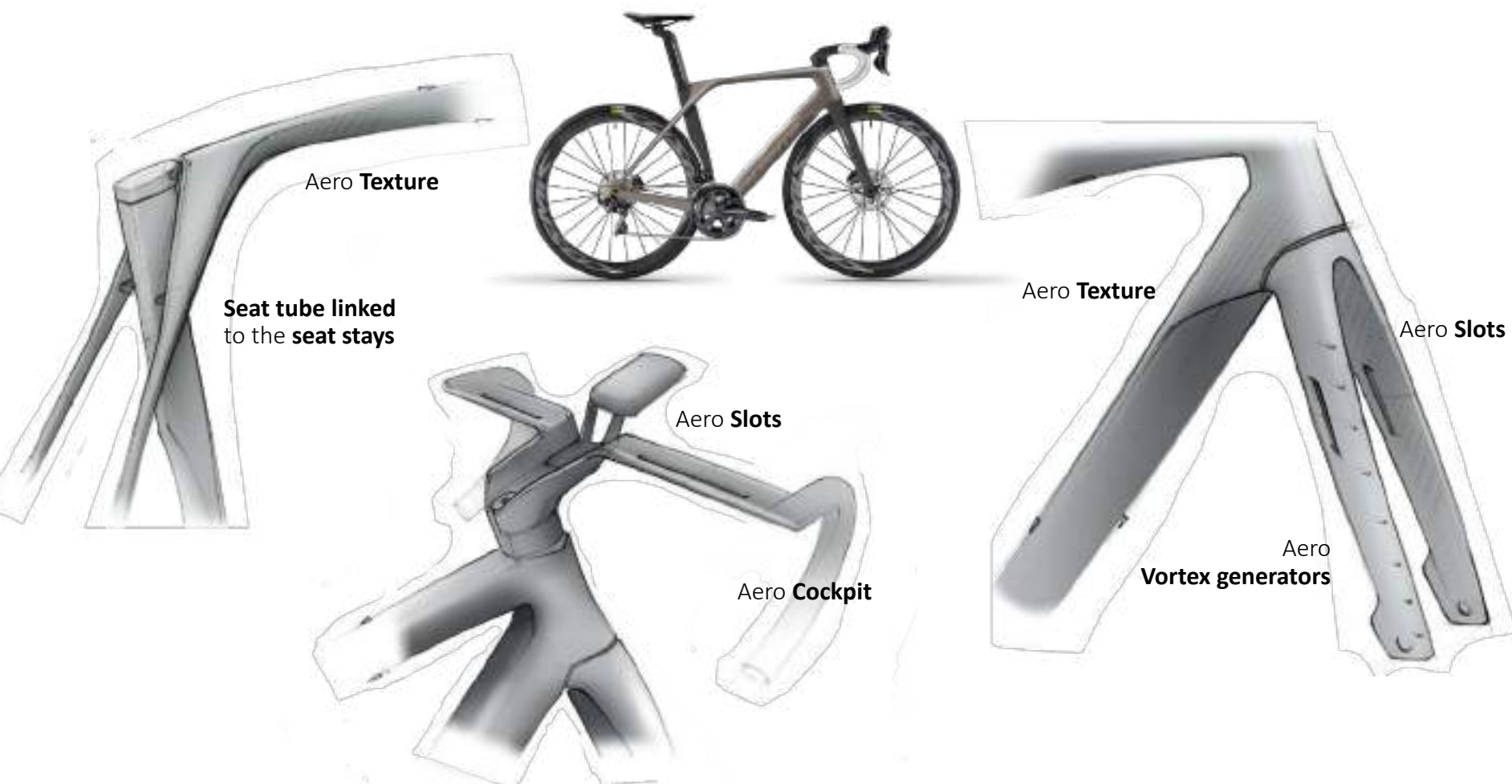
Aircode identity

Aero sections

NACA / Kammtail



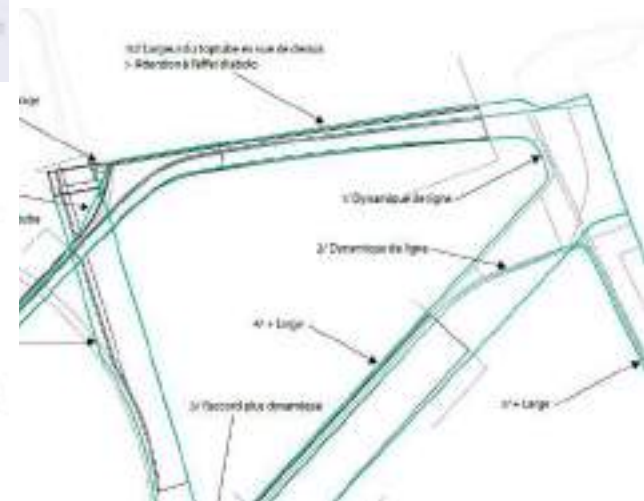
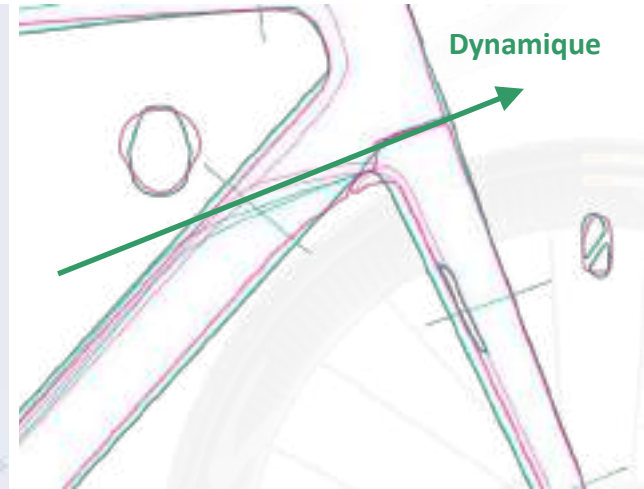
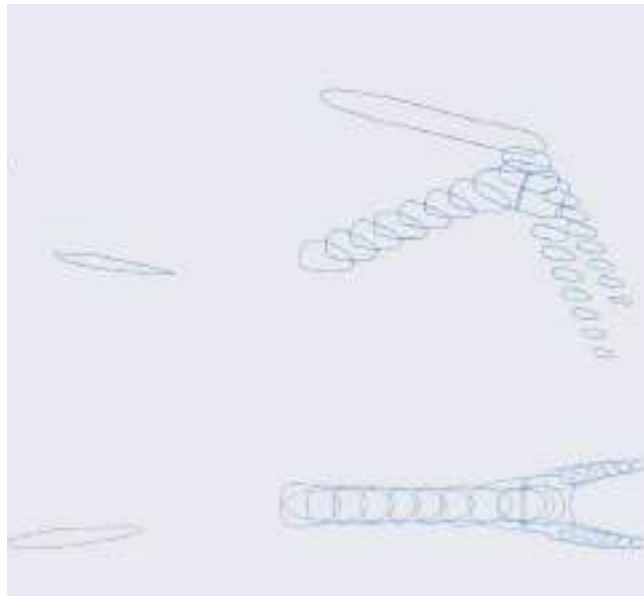
/ Concepts / Aero blade 01





/ CAD Development

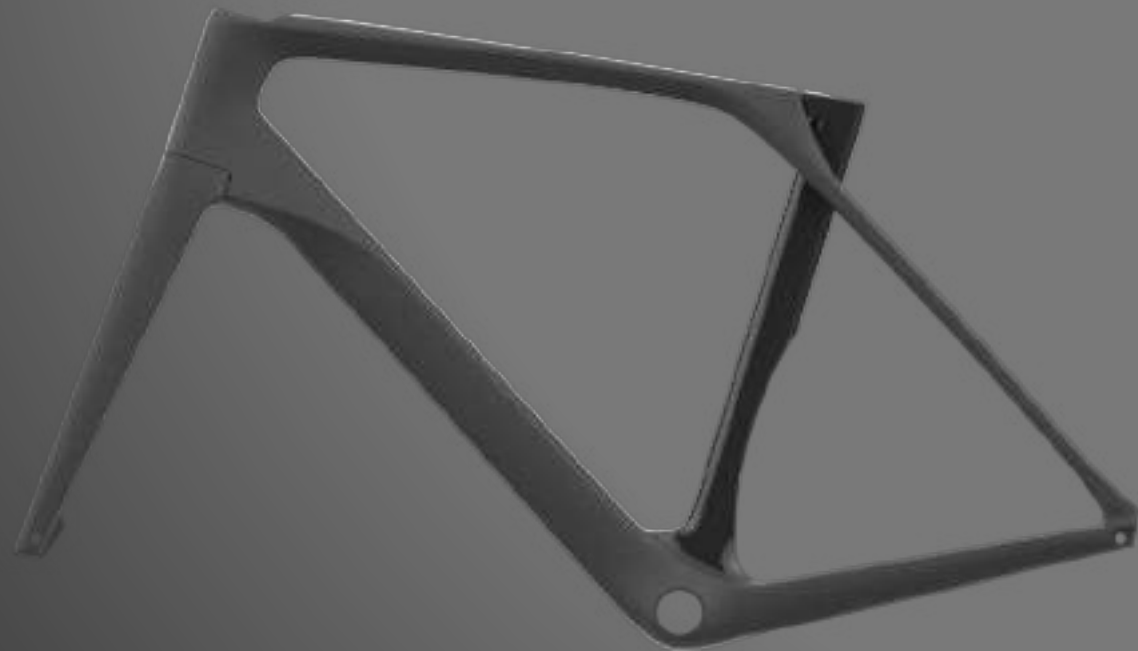
/ CAD Development / Process



A grayscale photograph of a person's hands working at a desk. The person is wearing a light-colored sweater and is using a pen to draw on a tablet. Their left hand is on a computer mouse. The desk is cluttered with various items: a smartphone, a calculator, a pen holder, and several sheets of paper with bicycle sketches. In the background, a bicycle is leaning against the wall. Two large monitors are visible. The left monitor displays a 3D rendering of a bicycle. The right monitor displays a grid of various 3D renderings of bicycles and components. The overall scene suggests a professional environment for 3D product design and rendering.

/ 3D Renderings

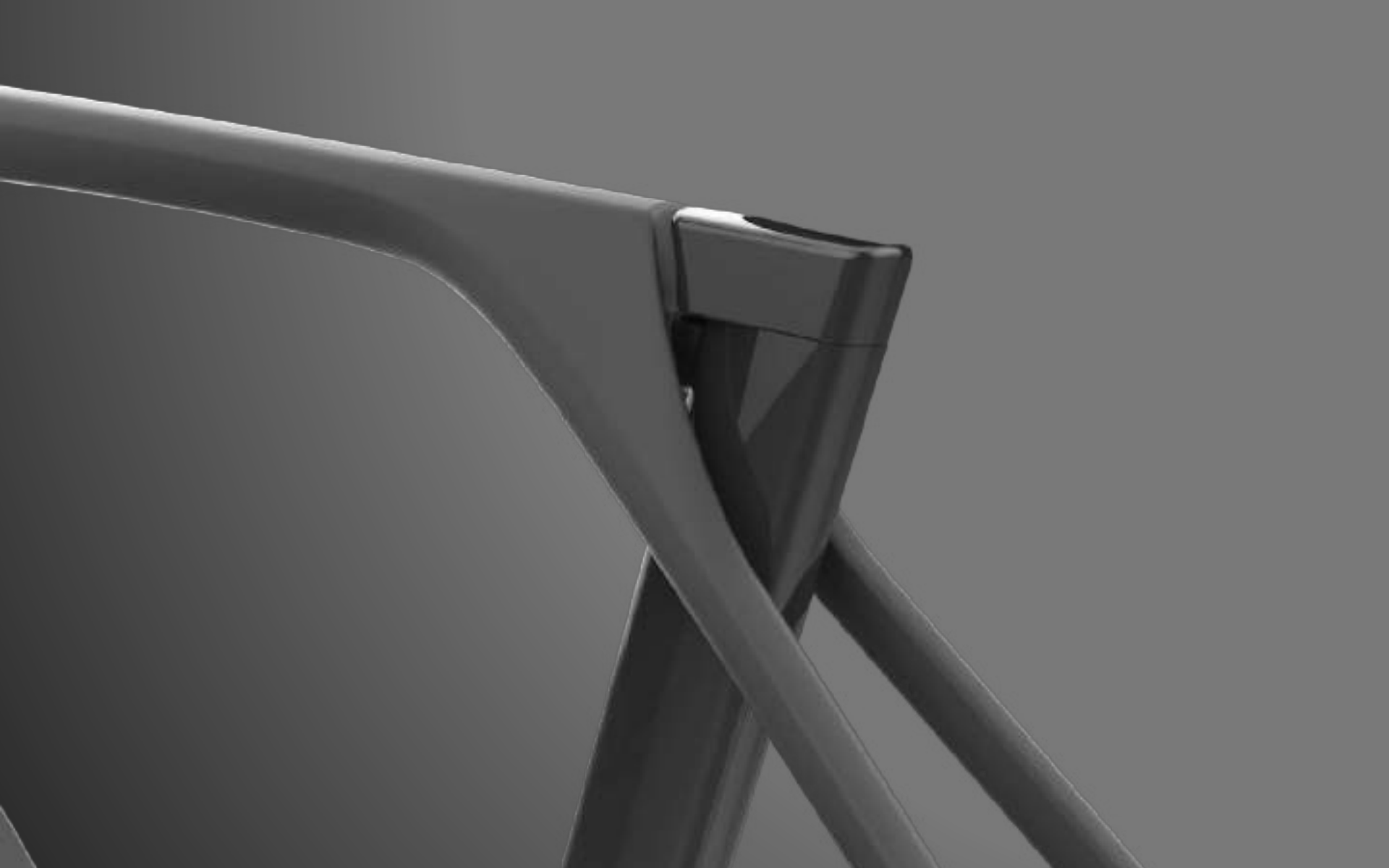


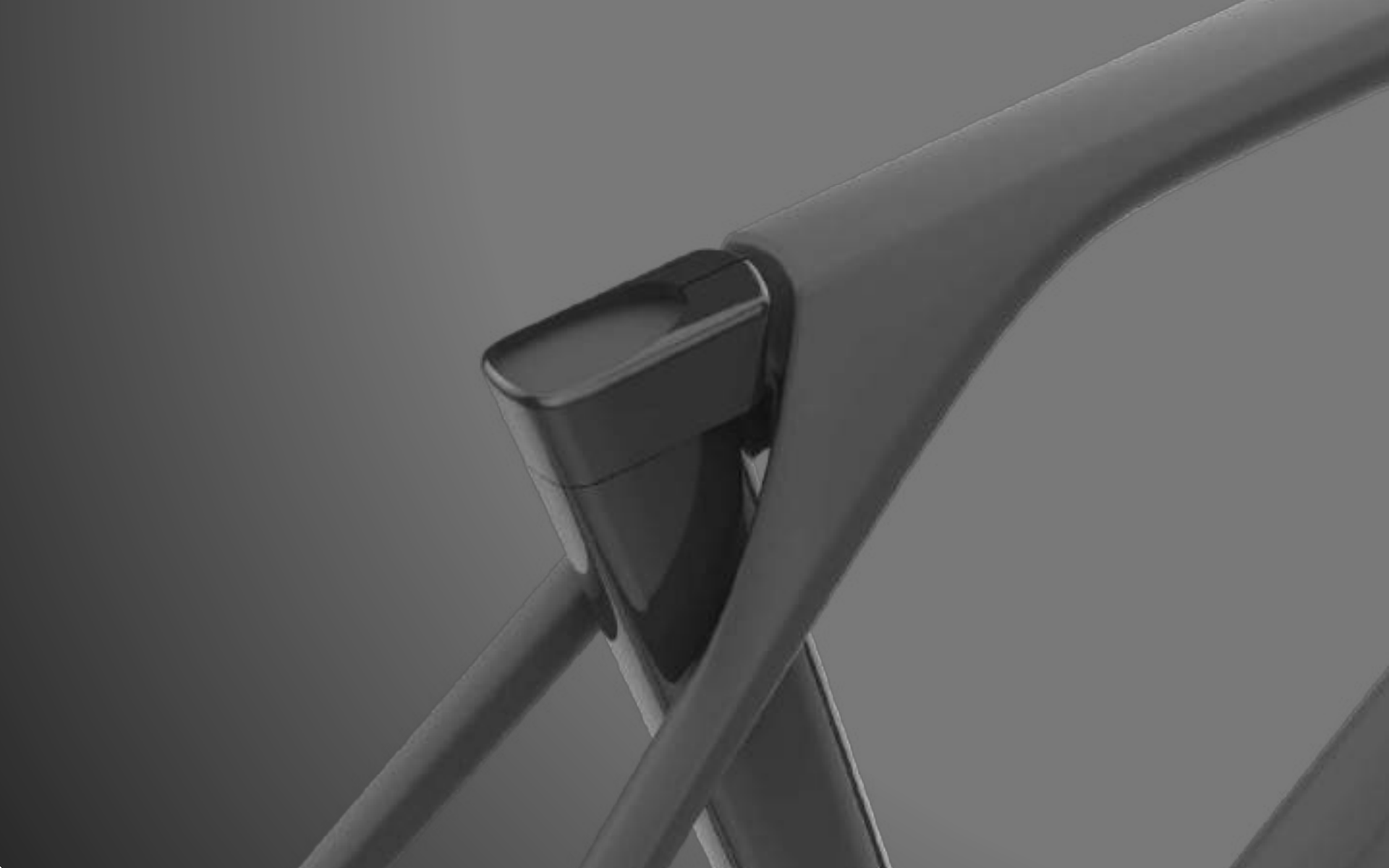


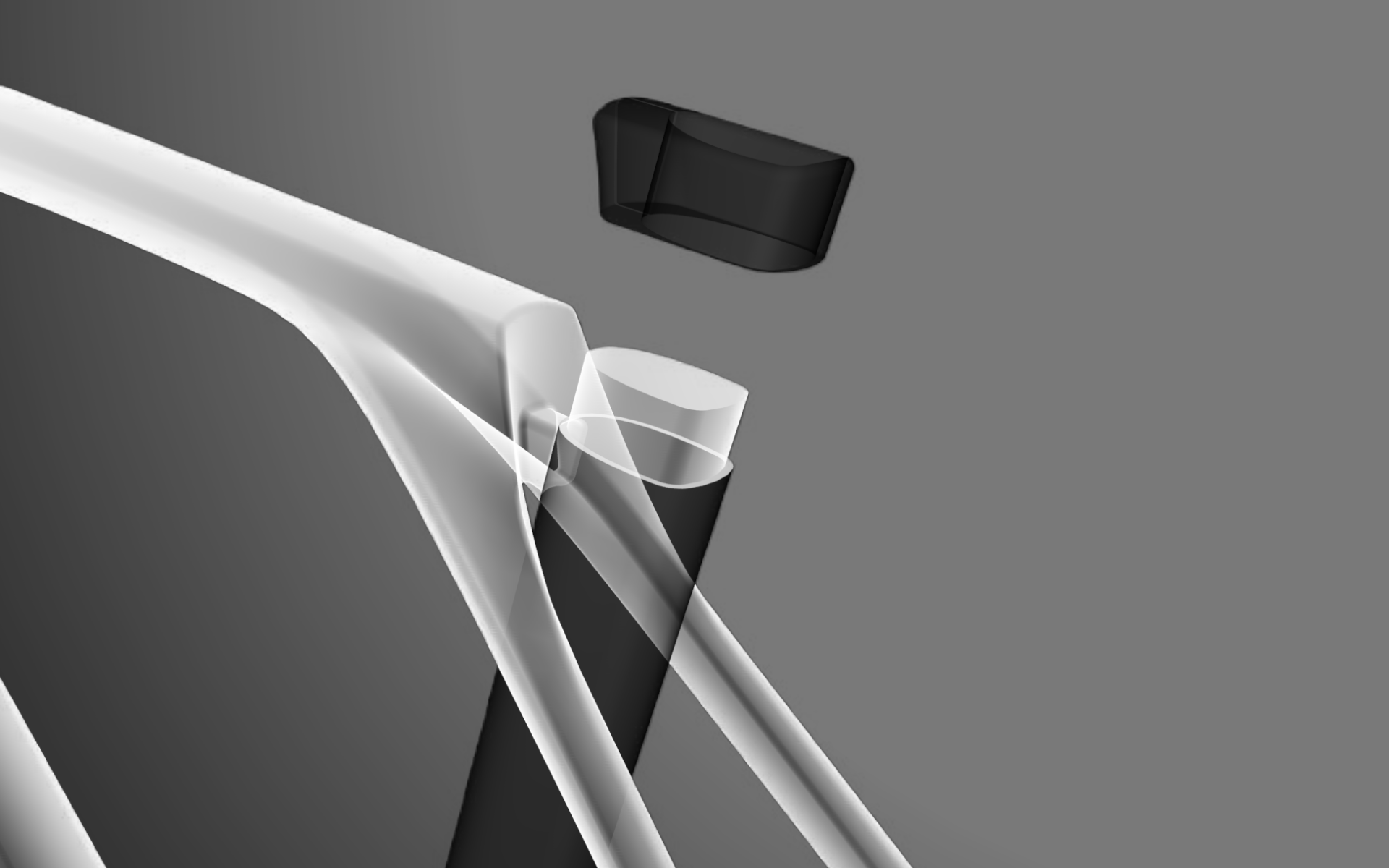


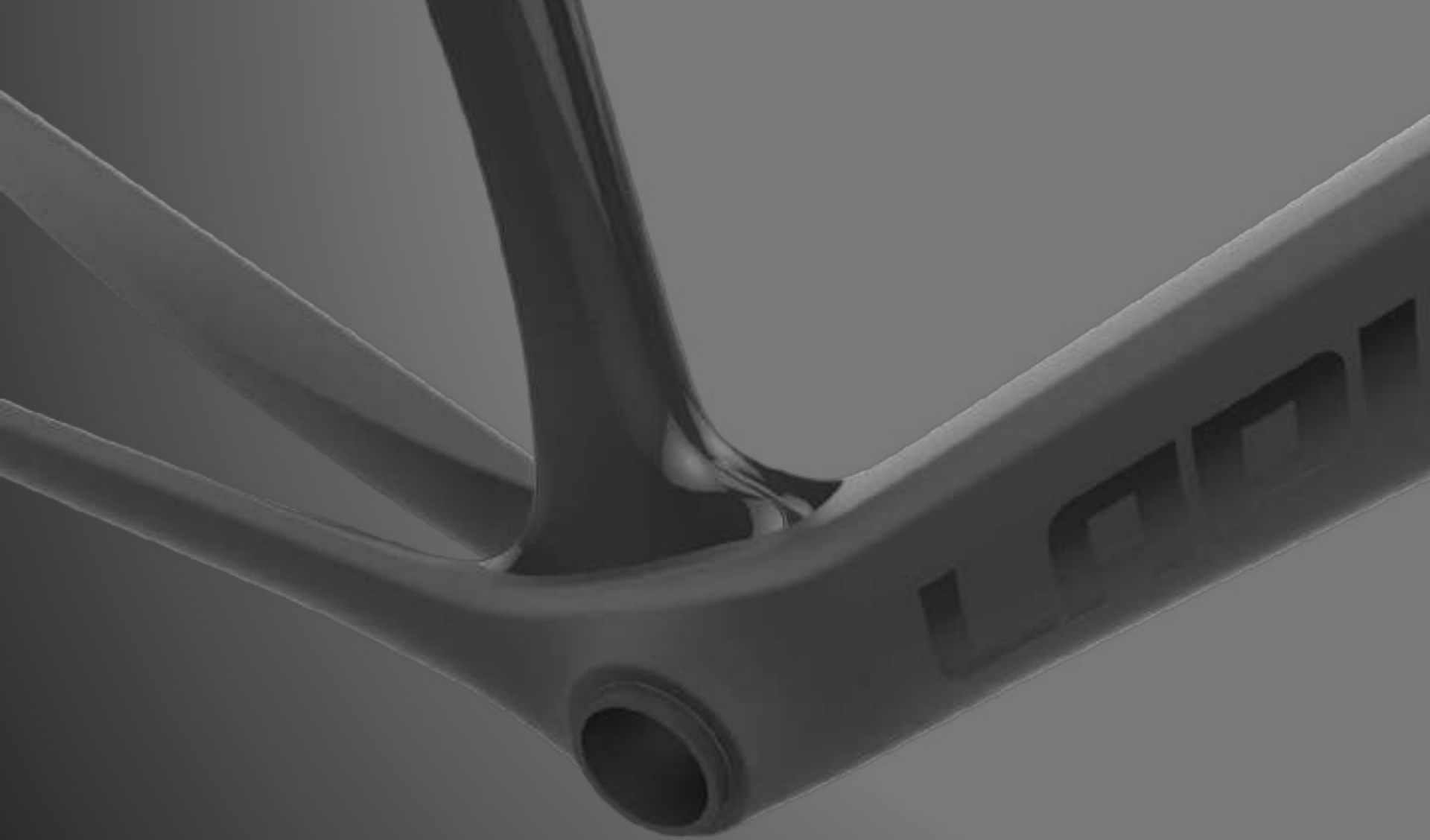






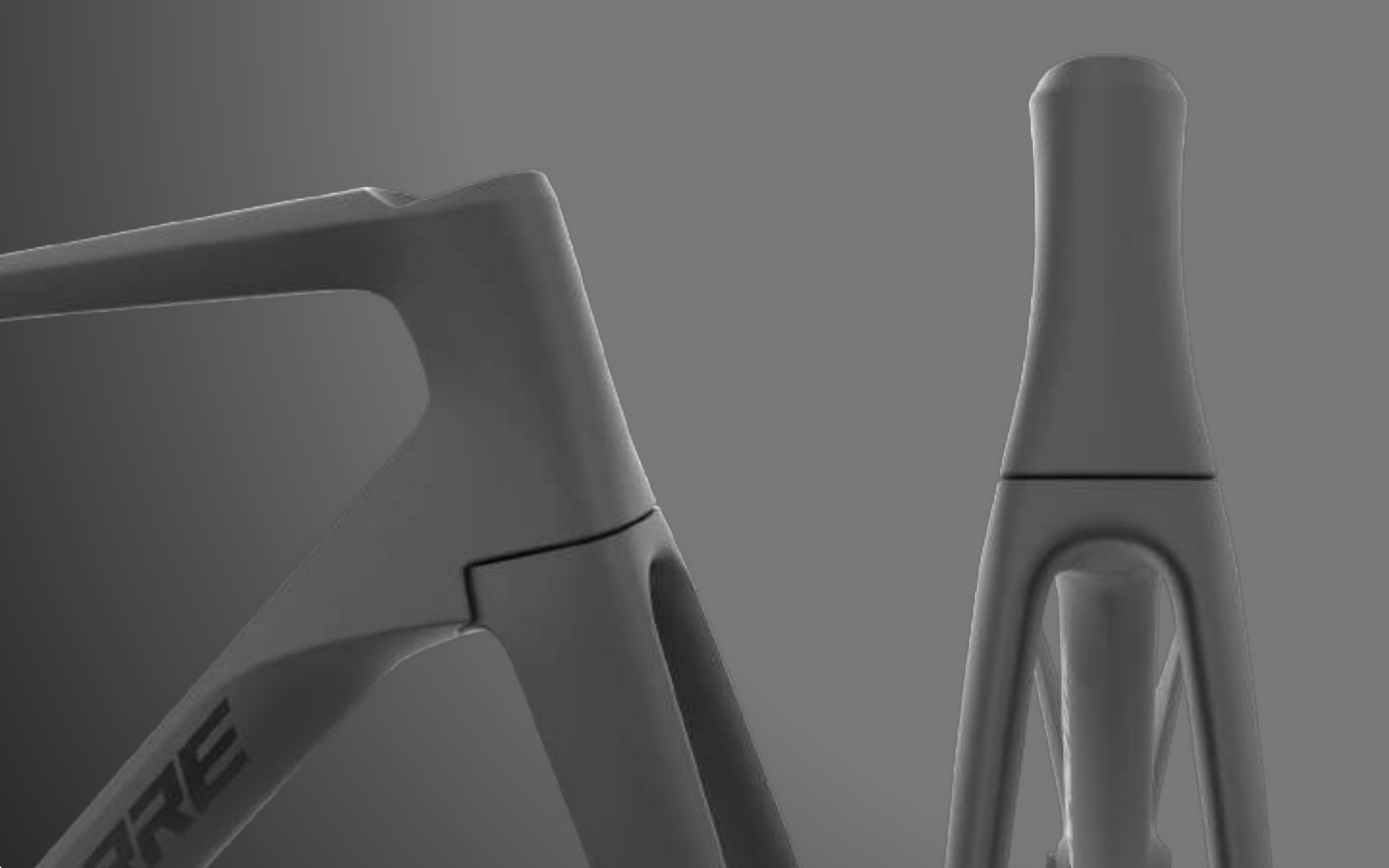












/ Concepts / **Next steps**

/ CAD adjustments

/ Stem design

/ Next meeting

