

**freeload**<sup>TM</sup>

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[www.freeload.co.nz](http://www.freeload.co.nz)



Your platform for adventure

## The philosophy of Freeload

### One rack fits all

The triangulated design of the Freeload bicycle rack, coupled with its patented web attachment system is the secret to its universal fitment.

Freeload is the world's first fully adjustable bicycle carrier rack that can be fitted to the front or rear of all types of bicycles, including full-suspension mountain bikes. This innovation is a major breakthrough for load-carrying on mountain bikes, especially for off-road adventure touring.





## A story of design

### *Durability*

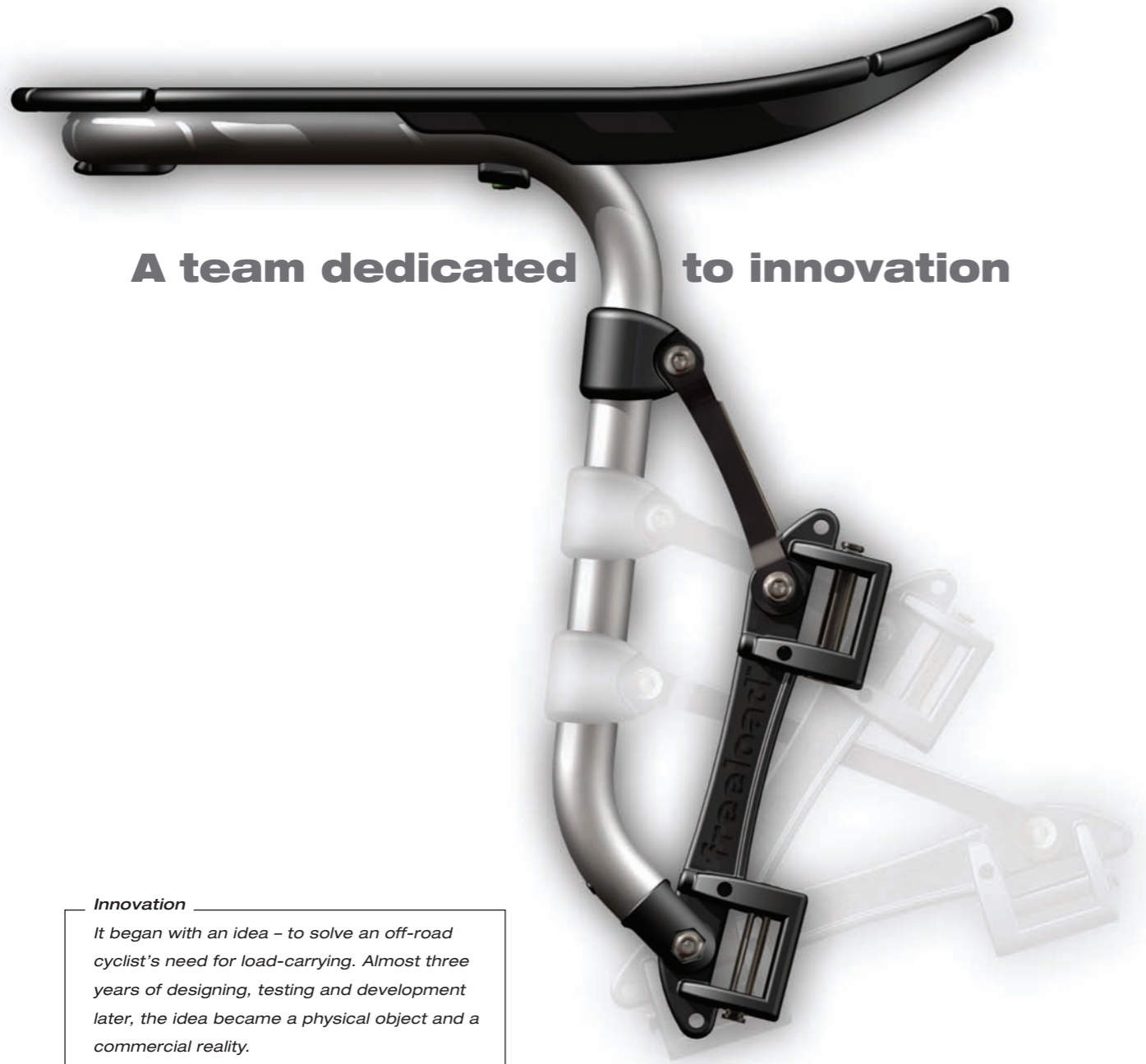
*When the racks were tested recently they were loaded with a 30kg weight and were subjected to 50,000 oscillations. The rack showed no signs of wear on what was the equivalent of at least a lifetime of use. So they cranked it up to 100,000 oscillations – only the cushions showed signs of wear . . . so even more durable ones were designed.*

The Freeload design team creates products with one goal: to enhance the recreation and transportation experience of the modern bicycle.

Designed and developed in New Zealand, the Freeload system has evolved out of an environment that blends design, ingenuity and the most advanced R&D technology available, to create products that respond to cyclists' load-carrying needs.

It designs and innovates products that encourage the uptake of long-range cycle touring, both on and off-road. The design team is passionate about discovery and adventure, whether it be in the design studio or in the backcountry exploring the wilderness by bicycle.





## A team dedicated to innovation

### **Innovation**

*It began with an idea - to solve an off-road cyclist's need for load-carrying. Almost three years of designing, testing and development later, the idea became a physical object and a commercial reality.*

Freeload is dedicated to innovating in the cycling category with products that extend the capability of riders to experience adventure and to explore further.

Freeload's innovation is inspired by its perpetual desire to improve the bike-riding experience and satisfy the unmet needs of cyclists.

Freeload products evolve from concept to market using New Zealand-grown design talent and some of the most advanced technology and digital R&D and prototyping capability available globally.

With a strong focus on design differentiation, high performance and a sustainable use cycle, Freeload offers its customers the ultimate load-carrying capability to fuel their adventures.





## Anatomy of a Freeload rack

### Deck

Glass-reinforced polypropylene  
Injection molded with multiple  
anchor points

### Frame

One-piece 6061 aluminium tube  
T6 tempered with anodised finish

### Slider

Injection-molded, glass-reinforced  
polypropylene clamp

### Security release key

A simple tool that's easily  
stowable and easy to use

### Warranty

All Freeload racks are covered by a 1-year  
warranty on parts and workmanship. Visit  
[www.freeload.co.nz](http://www.freeload.co.nz) for full warranty details.

### Tie-downs

Retractable 6mm bungees  
Replaceable with snap-lock  
fittings

### Attachment bracket

Glass-reinforced nylon with  
stainless steel ratchet pins

### Cushion pads

Polypropylene co-moulded  
with elastomer contact areas

### Webbing straps

25mm nylon

### Link

304 stainless steel 80mm and  
120mm supplied

This exploded view of the Freeload bicycle rack system offers a detailed insight into the build quality that has become a cornerstone of the company's philosophy and ambition.



## Features of innovation

The Freeload bicycle rack is borne out of the experience and skill of a dedicated design team and nowhere is this more evident than in its functional detail.



### Locks on gently

The unique and patented attachment system allows you to quickly fit, remove or swap racks between different bikes, regardless of brand, type or tubing diameter.

Incorporating a stainless-steel ratchet pin and 25mm webbing, the Freeload racks require no braze-ons, or traditional mounting points and will clamp firmly to any frame shape or material.

A rubberised foot provides a soft, paint-friendly contact point between the rack and your bike.



### Spread the load

The Freeload rack not only allows you to choose any bike to join you on your adventure rides, but also how and where you want to position your load on your bike.

You can mount loads on the front or back of your bike . . . or both.

By splitting your load evenly, you can transfer its weight across the bike and ensure a low centre of gravity. This is easily done by using dry bags, backpacks or panniers.



### Change is good

The 6061 T6 aluminium frame is a tubular platform that can adapt to a variety of load-carrying duties.

With the push of a button, the standard polypropylene deck can be removed and replaced by other accessories for road touring, work-related loads, commuting or carrying a child.

The Freeload system lets you extend your bike's versatility.

### Freeload facts

- Rack can be fitted to the fork (front) or seat stays (rear) of any bike.
- The 790g platform supports panniers, backpacks, dry bags, tents and more.
- Its tough construction is rated to 25kg for rough off-road use.
- Silent and vibration-free, even over the roughest terrain.
- The retractable on-board bungee cords provide convenient, secure tie-downs.
- Patented attachment system allows you to quickly fit, remove or swap racks between bikes.
- The Freeload rack is fully re-buildable with all components available individually.



## A platform for an Olympian's dreams

### Sustainability

*Freeload prides itself on making its products to a sustainable use cycle and encourages its customers to tread lightly in the wilderness.*

"The Freeload bicycle rack opens up a whole new world of adventure riding. The system fits to any bike – even my 6-inch full-suspension bikes and lets me carry my tent, sleeping bag and food to make multi-day trips an accessible reality. Its classy design and clever innovation is going to change the face of adventure touring. Let's explore!"

– Kashi Leuchs, three-time New Zealand Olympic representative





## Your platform for adventure

### Strength

*Each rack is rated to 25kg, but the Freeload team is rumoured to have tested them with up to 100kg!*

Freeload has now made long-range adventures possible, whether it be cabin to cabin or simply backcountry exploration. With each rack rated to 25kg you can carry up to 50kg with you on your bike.

The extra weight has minimal affect on the bike's attitude. For optimum touring performance the designers recommend spreading the load evenly between the front, rear and your backpack.

The rack can be easily removed in minutes, freeing you up to explore backcountry destinations from your basecamp with ease.





## Meet the design team

### A pioneer

When Freeload director Pat Maguire couldn't find a capable bike to ride the off-road trails around his hometown of Dunedin, New Zealand, he built his own. It was the '70s and probably one of New Zealand's first mountain bikes. He rode trails 10 years before the sport really arrived.



Pat Maguire, Director

Pat Maguire founded Freeload in 2007 as a design-innovation company, to design and commercialise his invention – the first fully adjustable, self-securing bicycle carrier rack in the world. Pat has a history in design and innovation starting in the early '70s, when, as a keen bike-riding teenager, he was designing and building his own bicycles. Since then his working career has spanned the fields of engineering, education, design and business. Pat's passion for the role design can play in the innovation process is reflected in the Freeload brand and its range of products.



Tim Armstrong, Designer

As an enthusiastic rider on and off-road, product designer Tim Armstrong has been the eyes and ears of Freeload development. He has put hundreds of hours and thousands of kilometres into field testing the Freeload bicycle rack system. His experience in designing outdoor adventure products and his empathy with the needs of riders across all disciplines is an invaluable mix. His role is key in the process of creating and innovating the expanding Freeload range and ensuring it continues to offer real solutions for modern cyclists. Tim's enthusiastic approach to design and his belief in the bike as a genuine and viable form of transportation into the future, underscores the Freeload philosophy.



Gary Gibson, Designer

With a background in design and product development, industrial designer and engineer Gary Gibson is responsible for the design, R&D and prototyping of Freeload products. His experience in the latest and most advanced digital CAD and prototyping methods, ensures the Freeload products and accessories are developed, resolved and tested to the highest possible standards and quality. Gary's committed to ensuring good design is reflected in customer satisfaction. He ensures Freeload products are always fully resolved without compromising design intent.



## Experience the freedom of the Freeload system



### Try Freeloading

Share your adventures with others by visiting [www.freeload.co.nz](http://www.freeload.co.nz) and uploading your stories and pictures, or read other people's tales for inspiration.

Design: Pitch Design, Photography: Derek Morrison, Tim Armstrong

The Freeload system is constantly expanding as the design team adds new products.

Freeload customers can add high-quality durable panniers, sturdy child seats, low-profile bags and backpacks, drybags, quick-mount fenders, clip-in front and rear LED lights and more.

Or customise your rack with Freeload's range of anodised-aluminium frames, colourful decks and fully customisable bungee tie-downs.



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