



Project directed by Tinder founder Rich Fox while an innovation director at Nike, Inc.

## The Brief: Support a Champion

Maximize the velocity of the worlds fastest cyclists through advanced apparel technology and support Lance Armstrong in his seventh Tour de France victory.

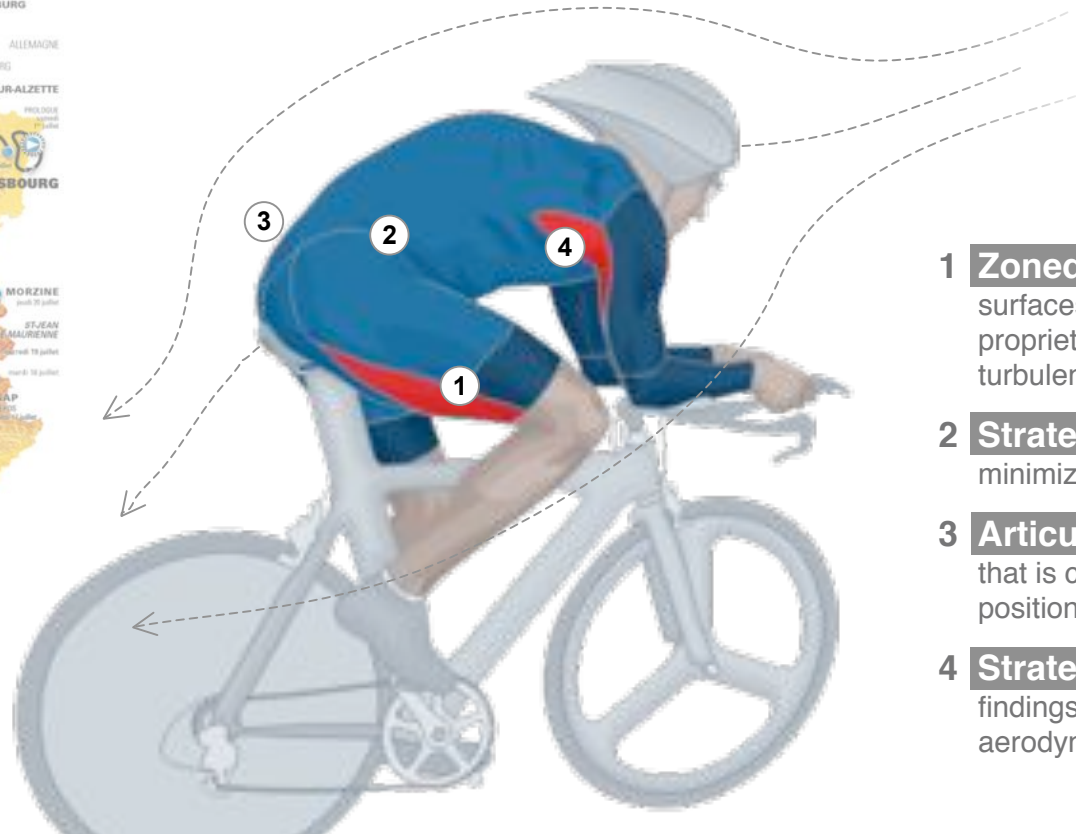




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### **Background: It's Not about the Bike.**

While historically, the bicycle industry has focused on streamlining the bike itself, the reality is that the rider's body is the real obstacle to airflow. Nike's project Swift Spin embraces that insight to create apparel systems that blur the line between clothing and equipment.



- 1 **Zoned Aerodynamics** treats the surfaces of certain body parts with proprietary textiles to reduce turbulence.
- 2 **Strategic Seam Placement** minimizes drag.
- 3 **Articulated Fit** creates a system that is cut specifically for the riding position.
- 4 **Strategic Venting** balances the findings from thermal imaging and aerodynamic studies.

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## Insight: Bring Swift Benefits to the other 97% of the Race.

Of the 3,657 km of the 2006 Tour de France, only 117 are contested through the time trials where aerodynamics are a focus. Why not bring the benefits of Project Swift (zoned cooling, advanced aerodynamics, weight reduction) to the other 97% of the race?





Lance Armstrong at the Allied Aerospace low-speed wind tunnel, in Swift skin suit.



Lance during a training camp fit session for the Swift Peloton Kit. (Rich Fox, Tinder co-founder, taking documentation video in the background).

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### **Process: Test, prototype, test, measure, test.**

The team worked closely with aerodynamicists, sports physiologists, and the Discovery Channel Pro Cycling Team to continually refine performance of a daily-use cycling kit that truly is high-performance equipment.



**Drag Reduction:** 151 grams less drag at 40 km/hr.

**Energy Savings:** 2.9%

**Speed Increase:** Energy to achieve 40 km/hr in standard issue short & jersey propels rider 40.72 km/hr in Swift Peloton Kit.

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### Outcome: Significant, Measurable Performance Improvements

The program resulted in the creation of the Swift Peloton Kit, composed of an advanced short and jersey system. Through wind-tunnel testing, the team was able to measure an astounding 2.9% reduction in energy expenditure for a rider traveling at 40 kph. Reduction of drag over the grueling distances of pro cycling keeps riders fresher for the critical efforts, whether climbing in the Pyrenees or sprinting for the line.