

PRESS KIT

FINISHER EVO

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Julbo®

FINISHER EVO

A new performance milestone for road bike helmets.

Julbo was founded in 1888 in the Jura and the French brand is recognized today for its expertise in the world of eyewear. Two years ago, the company took up a new challenge: to make a name for itself in the world of road cycling. After bringing a particularly innovative MTB helmet to market in 2022, which was designed in-house, Julbo asked its teams to meet the challenge of designing a road helmet planned for release in 2024.



But not just any road bike helmet... because the company has set itself the challenge of becoming a leading brand in the high-performance road helmets market!

Thanks to these ambitions, significant investments and above all a commitment to limitless innovation, in January 2023 Julbo became an official partner of the **Groupama-FDJ cycling Team** and together they are co-developing high-end performance helmets.



"Julbo wanted to break into the performance helmet market and the Groupama-FDJ cycling Team was looking for a partner to develop a helmet with and wanted to be involved in the production of the ideal pro product, so the collaboration between us was an obvious choice" explains Jérémy Roy, Head of Technical Partnerships in the Groupama-FDJ cycling Team.

Since then, Julbo has worked in close collaboration with the entire staff of the Groupama-FDJ cycling Team to create a new high-end helmet model that will be a landmark product in the world of cycling: **THE FINISHER EVO.**



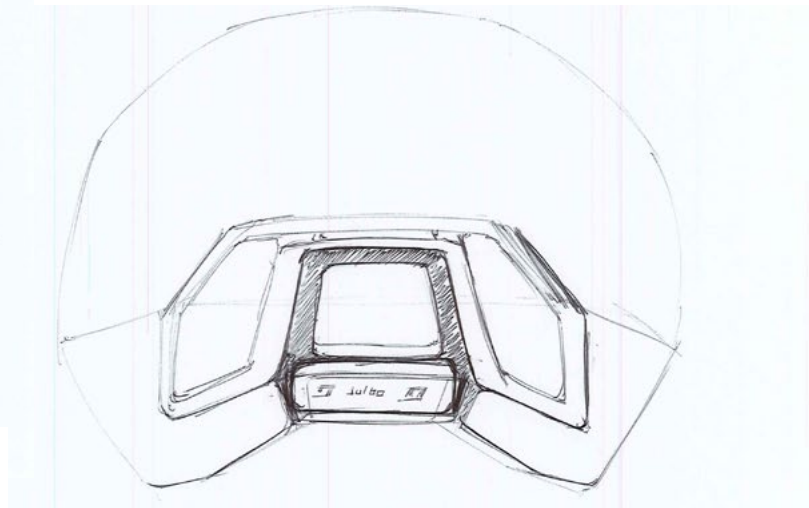
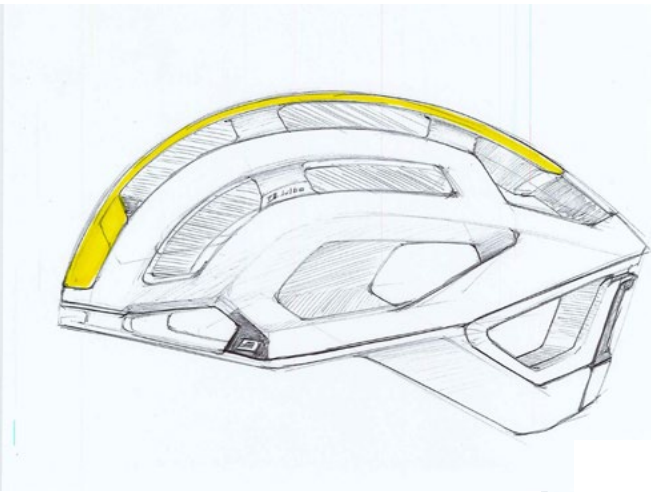
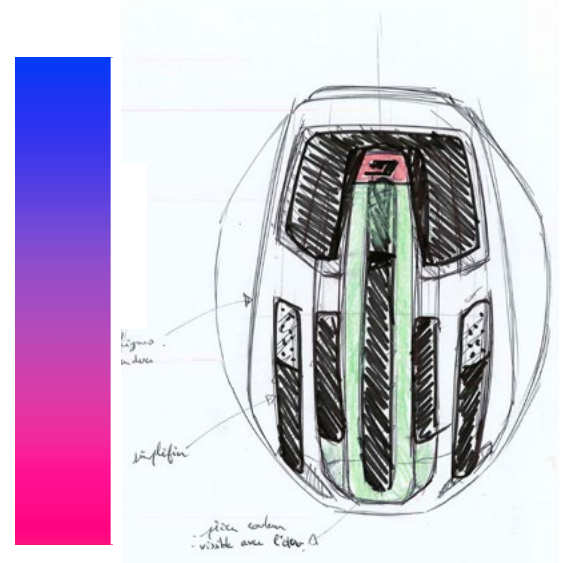
OUTSTANDING SPECIFICATIONS

When it comes to starting from scratch, there are no limits.

It was this ambition that drove the design of the **FINISHER EVO** helmet. Rethink everything and allow anything was the motto behind the quest to design a protective, aerodynamic and vented helmet equipped with the Julbo trademark of innovative and exclusive features.

The Julbo x Groupama-FDJ cycling Team collaborative development project began with ambitious specifications covering numerous criteria:

1. Safety
2. Aerodynamics
3. Comfort and hold
4. Thermal regulation
5. Lightness



Nicolas Defude (Product Manager) explains the objectives of the **FINISHER EVO Groupama-FDJ** helmet:

“The helmet had to tick all the boxes that contribute to high performance: safety with the latest generation of MIPS® technology; aerodynamic optimization for stress-free management of hot days such as rolling stages; flawless comfort for helmets worn for long periods of time at high-intensity effort. These were the critical factors in the development of the helmet. All the details were meticulously studied to make this model more efficient and pleasant to wear than other helmets on the market. This was the target we set with all stakeholders in the project.”

- Nearly 30 hours of wind tunnel testing
- 3 CFD studies
- 4 helmet models
- 6 iterations of the Aero shell
- 70 hours of testing on the road
- 33 pro riders testing the helmet
- 4 staff from the Performance Unit
- 3 designers
- 2 product managers



A PARTNERSHIP WITH CUTTING-EDGE STANDARDS

The relationship between the **Groupama-FDJ cycling Team** and Julbo is not just about sponsorship, but about the creation of a genuine partnership. When the two organizations signed on the dotted line, the goal was already in sight: to develop the best high-performance helmet on the market.



*"**Julbo** was looking for a cycling team competing in the WorldTour to carve out a niche in the world of road cycling. Our brand wanted to find a team for an eyewear sponsorship deal. And the **Groupama-FDJ cycling Team** was looking to renew its helmet sponsorship agreement. On paper, it seemed impossible: Julbo didn't make bike helmets. However, before rejecting the idea, we discussed it in-house with the product and design teams.*

*The challenge was huge, and at **Julbo**, we love nothing more than a challenge! And this one was particularly tempting: the chance to develop our first high-end road bike helmet with one of the best teams in the peloton. There was a real commitment from both parties to be 100% involved, to give their best, and above all, to open their boxes of secrets. And then there was the relational aspect. At **Julbo**, 50% of the success of a project is down to the relationships created. We were a perfect match in terms of mindset and know-how,"* explains Lucie Lacroix, Sports Marketing Manager.

*Another plus, the development team of the **Groupama-FDJ cycling Team** is based in Besançon, just a two-and-a-half-hour drive from the Jura, which made it much easier to create close connections and fruitful dialog. It's pretty much a 100% local story, made in the region of Franche-Comté!*





After two years of tireless collaboration, the conclusion is unanimous: this local and visionary alliance has matched all expectations. The **FINISHER EVO** helmet boasts the best results on the market in many key helmet criteria.



THE SECRETS TO GREAT RESULTS



The perfect fit!

In order to offer cyclists optimal comfort, the Groupama-FDJ research and development laboratory scanned the skulls of all riders in the WorldTour squad. This allowed them to establish references for three head shapes which were then divided into three sizes. The Julbo Development Unit then cross-referenced this data with its own in-house results to create the perfect fit.



The **FINISHER EVO** has the most advanced sizing on the market for a comfortable and ultra-precise fit. A new occipital hold system has also been developed to provide more comprehensive, more accurate and lighter adjustment. It combines 360° circular tightening with significant vertical adjustment to ensure a tailor-made fit.

A safety-driven design

Julbo defined the internal construction and thicknesses of the shell to combine protection capacity and volume. The inclusion of a **ROLL CAGE** reinforcement section produces a more compact and lightweight structure. This allows large ports for better ventilation while ensuring compliance with the requirements of safety standards.

« Including the internal Roll Cage part allowed us to optimize differentiated thicknesses to lighten the structure of the helmet and maintain maximum protection. This part required significant development work » explains Nicolas Defude (Product Manager).



Julbo®



In addition to compliance with relevant standards, **MIPS®** technology was immediately adopted at the request of riders in order to reduce the rotational force transmitted to the head in certain angled impacts. With the help of the **MIPS®** technical teams, the latest **Air Node®** iteration was integrated from the design phase for better efficiency.

“With ever-increasing average speeds, the helmet continues to be the rider’s only piece of safety kit. We challenged the Julbo teams to make sure no compromises were made on these safety criteria” explains Jérémy Roy.

Aerodynamics pushed to the limit

The quest for the best possible aerodynamic performance began with an in-depth study of the offering available on the market combined with wind tunnel analysis of a range of competing products to identify the results required.



Using the benchmark CFD (computational fluid dynamics) analysis software @ANSYS DISCOVERY, the **Julbo** design and **Groupama-FDJ** research and development teams evaluated numerous versions of the helmet until they defined the most promising shapes. The lines of the helmet were carefully designed to optimize front-to-back air flow in order to reduce the dynamic stalling and turbulence that are synonymous with loss of output for cyclists.

“For a professional cyclist (70 kg, SCx of 0.21) riding at 25 mph, 70% of the power consumed is related to aerodynamics,” explains Alexis, director of the AerOptimum wind tunnel.

Based on this preparatory work, prototypes were made and modified as often as required in three wind tunnel testing sessions at AerOptimum in Nevers Magny-Cours. These tests were carried out in accordance with the protocol defined by the cycling team, including different speeds, angles of incidence of wind and rider positions.



An Aero Shell for improved modularity

The removable Aero Shell is the result of brainstorming sessions during the preliminary design phase. Aerodynamic, innovative and designed with the environment in mind, it provides a unique three-in-one accessory: a ventilated helmet for summer, an aero helmet for riding fast and a helmet made for bad weather.

The pointed shape, upper boss on the shell and strategically placed front ports allow optimized airflow in and around the helmet to minimize the rider's aerodynamic drag.



In winter, the shell reduces the number of vents for optimal protection against the cold and elements (rain, snow, etc.). This modular option transforms the product from a high-end vented helmet to a high-performance aero helmet whatever the season.




Julbo®



Because sunglasses are essential

Julbo has used its eyewear expertise to optimize compatibility of the **FINISHER EVO** helmet with sunglasses when in the heat of battle. The new helmet also includes the **EYEWEAR STORAGE SYSTEM**: a specially designed, intuitive and safe way of storing a pair of sunglasses. This innovation has the advantage of limiting chafing between the temples of sunglasses and the rider's head which is always extremely unpleasant!



High-performance spec, high-performance look

The **FINISHER EVO Groupama-FDJ** helmet has a white polystyrene structure highlighted with minimalist decoration for an original look in the peloton. Maximum use of light colors helps to partially combat the heat generated by solar radiation.



The new **FINISHER EVO** helmet sits at the apex of the current range of Julbo road helmets, positioning itself as the brand's high-end, high-performance helmet. For less seasoned cyclists, the brand offers the **SPRINT** and **FAST LANE** helmets in different colors and several sizes.



FINISHER EVO



FAST LANE



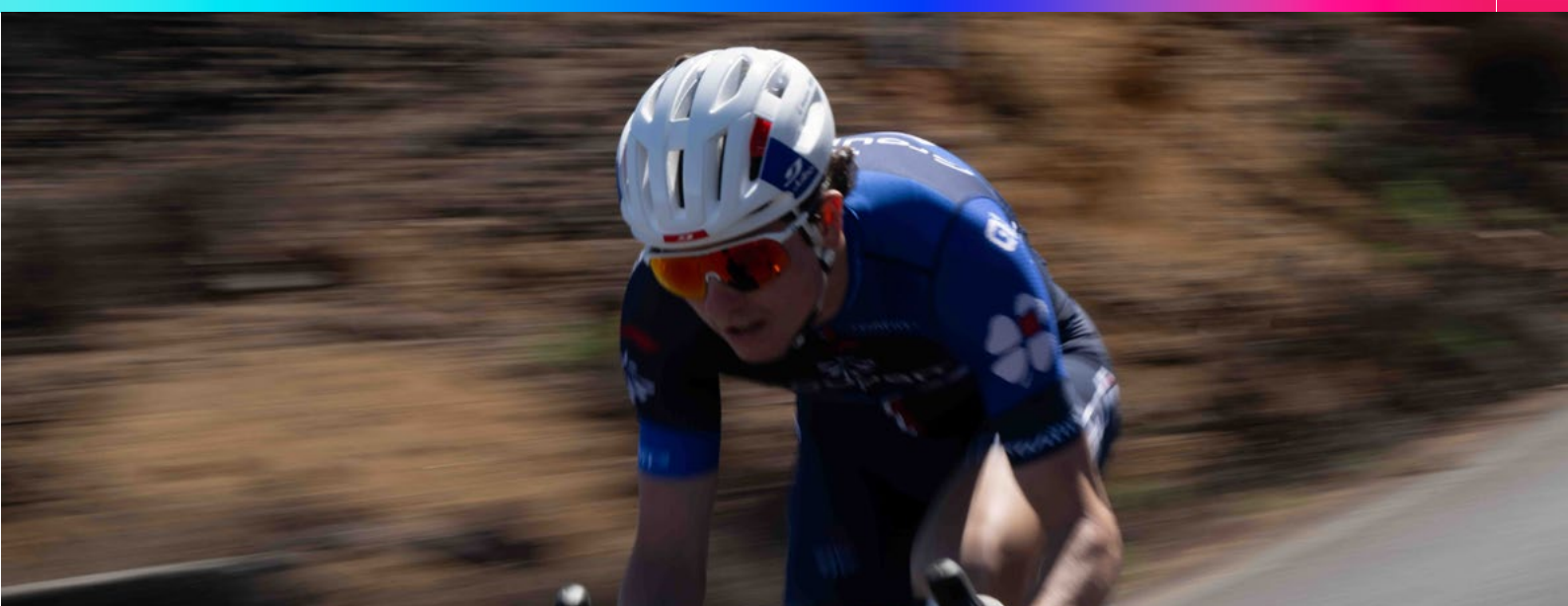
SPRINT



FINISHER EVO IN DETAIL



- 300 g (size M)
- 3 sizes: S (52-56) / M (56-59) / L (59-63)
- Compliant with standard EN 1078
- MIPS® Air Node technology
- Eyewear Storage System
- 360° Julbo Fit System
- Aero Flow
- Roll Cage
- Aero Shell compatibility
- Ultra Light Divider
- Xtra-lite straps
- Fidlock buckle system




Julbo®

A DEDICATED SUNGLASSES COLLECTION



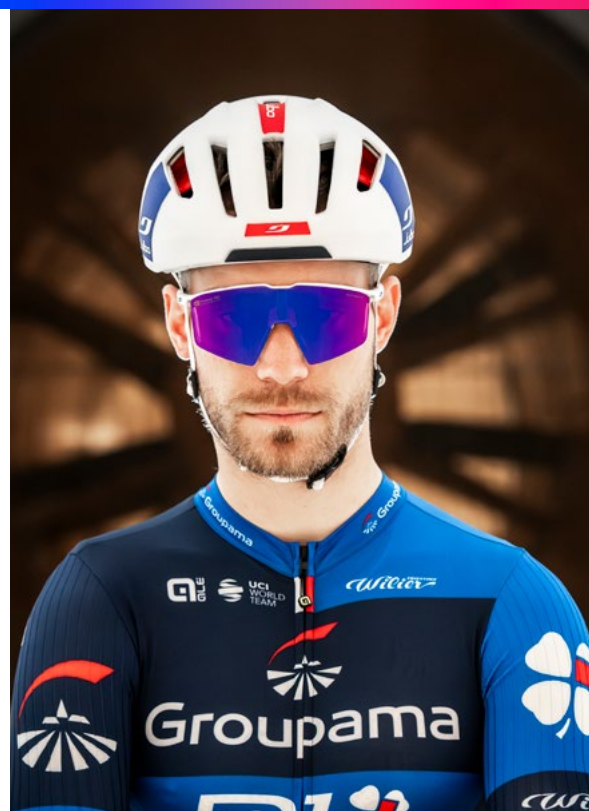
Four models of white sunglasses with a subtle touch of blue will now be worn by the riders of the **Groupama-FDJ cycling Team**, for a perfect match with the color of their helmets. These sunglasses are fitted with the new **SPECTRON HD 3** lens, offering a perfect combination of style and performance.

This new **SPECTRON HD 3 lens**, with a blue and red flash finish, is specifically designed for outdoor cycling activities, improving visual perception and color contrast for enhanced reactivity. It allows faster adaptation to variations in light for easier reading of road signs and accentuates red and white colors to give cyclists an undeniable advantage on the road.

EDGE Groupama-FDJ STAY ON THE EDGE

Discover this exclusive sunglasses model featuring a unique white colorway with blue detailing which reflects the spirit of our partnership with the Groupama-FDJ cycling Team. Fitted with the new SPECTRON HD 3 lens with a blue-red flash finish, it ensures improved visual perception and increased color contrast for optimal reactivity on the road. Just like you, these sunglasses won't tolerate any compromise, especially when it comes to performance. With its lightweight, streamlined frame, EDGE Groupama-FDJ guarantees optimal field of vision and superb panoramic views.

Featuring our exclusive MagneFix technology, changing lenses is quick and easy. Vented lenses minimize suffering in the heat and the gently curved wraparound frame will hold your sunglasses in place under a helmet, even at full speed.





DENSITY Groupama-FDJ SIMPLY BOLD

Used by the riders of the Groupama-FDJ cycling Team, the Julbo DENSITY Groupama-FDJ model reinvents the conventions of sporting performance with its bold styling and technical reliability. It features a lightweight, minimalist design, anti-slip bridge and superb comfort thanks to the flexible inserts on the frame which guarantee grip without catching in your hair. These sunglasses offer a fully optimal field of vision for a panoramic view whatever the circumstances. Featuring a white colorway and blue temples, this special version is fitted with the brand-new SPECTRON HD 3 lens, guaranteeing improved visual perception and increased color contrast for even faster reactivity on your rides.

INTENSITY Groupama-FDJ AUGMENTED VISION, INTENSELY LIGHT

The new addition to the range is specially designed for today's demanding cycling standards. Featuring an exclusive colorway in the colors of the Groupama-FDJ cycling Team, this frame is perfectly suited to stepping up the pace with its ultra-lightweight spec and outstanding hold. Available with the new SPECTRON HD 3 lens for clear and accurate vision, these sunglasses have what it takes to support the expression of your excellence, giving you the best high-intensity experiences and the best days out. Let your enthusiasm run wild, move up a gear and enjoy enhanced vision with the INTENSITY Groupama-FDJ model. Get ready to put the hammer down!



Julbo®