



ZIPP 303 FIRECREST CLINCHER

Zipp's revered Firecrest technology has finally made its way into their 303 wheelset. Pioneered over the last few years through countless hours of trial-and-error in the wind tunnel, the Firecrest design brings optimal aerodynamics and stability to the lightweight and low-profile 303. Its wider profile is not only more aerodynamic but also provides a smoother ride and is more pinch-flat resistant to boot. And Zipp has taken the 303 model one-step further by adding a full carbon clincher version to their line. They even developed a special blend of carbon and resins in the 303 clinchers that can withstand over-heating and hold up over punishing "Roubaix" style terrain. The rest of the wheelset retains Zipp's high level of quality and serviceability that they've come to be known for.

Out on the road the wheels clearly have a special feel to them. They're light and fast, as expected from an aero carbon wheelset but roll with a distinctly "solid" feel. It's unique because they feel so smooth, but often remind me of a deeper-dish wheel. I put them through a barrage of varied riding situations and they undoubtedly performed flawlessly throughout. They really are an incredible do-all wheelset; they're light, aero and have the convenience of a clincher design. But what really sets the new 303's apart is their reliability and quality. Whether I was blasting down harrowing descents or bouncing over some of my favorite dirt roads, the wheels never quit, a real testament to Zipp's exhausting commitment to perfection. \$2,700 / zipp.com