

# This is the Future of Bike Racing

*No Breaks. No Masters. Formula Fixed Is Here to Disrupt Cycling, One Gear at a Time*

SAN FRANCISCO, CA, UNITED STATES, May 12, 2025 /EINPresswire.com/ -- High speeds. Tight corners. No brakes. Welcome to Formula Fixed ([www.formulafixed.com](http://www.formulafixed.com)) — a bold new cycling format at the crossroads of sports, gaming, and entertainment. Inspired by the raw intensity of fixed-gear street racing and the cultural energy of modern reimagined sports like TGL and Unrivaled, Formula Fixed is not your average race series — it's a cultural movement on wheels.



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"94% of people know how to ride a bike, but our ability to convert them into fans or consumers of cycling as a sport is fundamentally broken," said James Grady, Co-Founder of Formula Fixed. "We're not here to tweak the old model. We're here to tear it down and rebuild it from scratch with culture, inclusivity, and energy at the core."

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*Clare Grady*

Proof of Concept: The 2024 Showcase Event: Before the first full season even begins, Formula Fixed has proven it can deliver. The 2024 Showcase Event, held last October at an indoor F1 race facility in California, served as

a live case study, reaching 5.6M digital impressions from just 32K followers — a 175x amplification — without spending a dollar on paid media. It also sold out of spectator tickets, something only rarely seen in the sport of cycling.

By comparison, legacy events with influencer rosters of 1M+ followers averaged far less (10-15x follower amplification). Formula Fixed's roster of athletes who raced in last fall's showcase event had more than 500K followers and a 7.8% engagement rate. More importantly, the 2024 event was done sustainably, utilizing a temporary indoor venue, allowing for a low-cost setup and breakdown without the hassles of permitting, government approval and the red tape most outdoor street races face.

Audiences were captivated by a new format that could see races shift at any moment thanks to tight corners, high speeds and a track that resembles a video game, street racing, or snowboardcross as opposed to the famed Champs-Élysées or white elephant velodromes well-known to the sport.

"This is a format that is broadcast-friendly, spectator-first, and built to create viral moments through a competitive setup that never stands still," said Clare Grady, Formula Fixed Co-Founder and GM of the Bay Breakers pro women's rugby team. "Whether you're in-venue, watching on-screen, or on your phone, you're going to feel the speed, the energy, and the emotion of every corner and crash."

#### The 2025/26 Pro Series Schedule

Formula Fixed will launch with two 2-day qualifying tournaments in Fall 2025 ahead of its Winter 2026 Pro Series, which will bring the best-of-the-best together on indoor tracks across the United States:

- Eastern Qualifier – September 2025
  - Western Qualifier – San Francisco Bay Area, CA – September 13-14, 2025
- Part of events surrounding the Oakland Grand Prix.

Top finishers along with a series of selected auto-qualifiers will qualify for conference play in 2026 with locations to be announced over the coming months.

- Eastern Conference – February 2026
- Western Conference – February 2026
- Formula Fixed Championship – March 2026

Each weekend will include Short Track and Stadium Crit events, plus cargo bike races and kids races, affirming the brand's commitment to community, inclusivity, and local culture. Registration for qualifying events begins on July 4, 2025 at [www.formulafixed.com](http://www.formulafixed.com).

"Venue flexibility and not being stuck in a collective box is at the heart of the Formula Fixed plan," said Clare Grady. "We've been in discussions with several locations about our Pro Series Eastern Conference, Western Conference and Championship events, with event plans that range from the intimate to the elaborate."

WATCH OUR SIZZLE REEL:

YouTube: <https://www.youtube.com/watch?v=11faNt41d5I>

About Formula Fixed:

Formula Fixed ([www.formulafixed.com](http://www.formulafixed.com)) is a brakeless, elite race series at the intersection of sports, gaming, and entertainment. We blend the authenticity of fixed-gear culture with immersive fan experiences, delivering a new kind of sport that lives across streets, screens, and stadiums. Join the movement.

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