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Lucy Charles-Barclay and CUBE extend partnership to 2030

Lucy Charles-Barclay and CUBE have extended their collaboration on a long-term basis. The British triathlete will race on the German manufacturer's bikes until at least 2030.

The 32-year-old kicked off the first year of the partnership in style back in 2021 by taking her first-ever world championship title on CUBE. Since then, the partners have celebrated a string of major successes together, among them four world championship gold medals. Particular highlights were the victories at the 2023 Ironman World Championship in Hawai'i, and Lucy's second Ironman 70.3 World Championship title in 2025.

Lucy Charles-Barclay won every single one of these world titles on the CUBE Aerium. Extensive wind tunnel development work, direct collaboration with the designers and engineers, and custom-made solutions – from the cockpit to aerodynamics – have produced measurable performance improvements each year.

"We have consistently been able to turn ideas into innovations, save watts and hone the aerodynamics year after year." – Lucy Charles-Barclay

Lucy's close involvement in product development, especially for the new Aerium C:68X, guarantees that insights from elite-level sport flow directly into commercial products – benefitting both pros and age group athletes around the world.

The extension of the collaboration between Lucy Charles-Barclay and CUBE is a clear sign of what's to come. Both sides see plenty of potential still to be tapped from the partnership.

"CUBE extending my contract by five more years is a huge symbol of their confidence and it means a great deal to me. We started our partnership on an incredibly strong note in 2021 and since then have been constantly evolving together. What we have built and achieved over the years is way beyond anything I could ever have imagined back then. I'm super excited to take this next step together fuelled by such strong motivation on both sides." – Lucy Charles-Barclay