

On Test: Williams Cycling Wheel System 30, November 27, 2006

Impressively well-built lightweight hoops that won't break the bank Williams Cycling isn't exactly a household name in cycling (yet?), but its ambitious sales model hopes to put top-quality wheelsets into the hands of riders with just average-sized wallets. Cyclingnews Technical Editor James Huang pounds on a set of all-purpose Wheel System 30 for a couple of months and finds that sometimes you actually get more than you paid for.

Who the heck is Williams Cycling?

Keith Williams is like many of us: having ridden and raced for a number of years, Williams developed a strong affection (or is it an affliction?) for high-end bicycle parts. However, those same years of riding and racing also took their toll on that equipment, and the high-end price tag with which those parts were typically associated left an increasingly bitter aftertaste. Before long, Williams was doing his componentry homework and zeroed in on higher-value options that offered more bang for less buck. After retiring from racing last year, Williams decided to proactively utilize that research and experience in the hotly contested road wheelset market, and thus Williams Cycling was born with the goal of delivering "great wheels at a great value".

Survey says

The Wheel System 30's rather minor caveats are simply steamrolled by its outstanding value. Williams Cycling manages to offer impressive all-around performance at a truly bargain basement asking price coupled with good reliability and solid build quality. What else is there to ask for? Unless you're a label hound or the kind of person that complains that the 2-for-1 deal on cereal at your local grocery store doesn't also include a free gallon of milk, the answer is, not much at all.

Simply put, the Wheel System 30 is an absolute screaming deal and deserves serious consideration for anyone looking for a top-quality wheelset.

Price: US\$479

Pros: Lightweight and well-built wheels with superb value, all-inclusive package, easily interchangeable freehub bodies.

Cons: Somewhat untested reliability.

Cyclingnews rating:

