

Driven by Performance. The Azzurri are the protagonists of the new campaign of Buzzatti Dry Bulk Logistics

Reliability, efficiency and team spirit, these are the values at the heart of the Buzzatti Dry Bulk Logistics campaign in collaboration with the Italian National Cycling Team

Sedico, 30 March 2022 - Cycling champions Filippo Ganna, Jonathan Milan, Michele Scartezzini, Francesco Lamon, Elisa Balsamo are the faces of "Driven by Performance" by Buzzatti Dry Bulk Logistics, the transport and logistics company and partner of the Italian national cycling team.

Driven by Performance was conceived and developed at Buzzatti Dry Bulk Logistics hub in San Quirino, Pordenone, an international strategic hub for the company's logistics and goods storage activities. As during their performances in the race, the Italian team had fun pedalling through the large spaces available, embodying values such as efficiency, speed and precision.

Buzzatti Dry Bulk Logistics wants to pay tribute to the successes of the athletes through a campaign focused on the philosophy that fuels both the Italian National Team and the company from Belluno, namely goal achievement through performance and enhanced teamwork, a trademark of both the company and the national cycling team.

The campaign also wants to celebrate both men's and women's road and track sectors, which have always been a breeding ground for medals and great satisfaction for the Italian team.

"Cycling has always been a great passion of ours," said Mario Buzzatti, CEO of Buzzatti Dry Bulk Logistics. "We share with this sport many values that allow us to give our best in work and in life. Constancy, determination and the desire to always raise the bar of expectations are undoubtedly some of the cornerstones that unite us with the Azzurri and their international victories. Ours is a family business, born in Italy but which has made its way across Europe. We are proud of our roots, which is why it is an honour to support athletes who are pursuing their dreams, a bit like we do on a daily basis."

"Buzzatti Dry Bulk Logistics' campaign is an initiative that demonstrates the communication opportunities that can be created through important partnerships in sport and in particular cycling. We are pleased that an important company like Buzzatti Dry Bulk Logistics has decided to go beyond brand awareness by creating a campaign in which shared values are an integral part of the communication," said Cordiano Dagnoni, President of the Italian Cycling Federation.

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