



Paolo Bettini and Luca Paolini together again

The two-time world champion has reunited with his former teammate in the Swiss company, where they launched the new Thrama jewel

In the early 2000s they raced together with Mapei, Quick-Step and the national team, winning dream races such as Milan-San Remo, the Brabant Arrow and the Olympic Games.

Now Paolo Bettini and Luca are side by side again. They are working on the development of a new bicycle, the bicycle of every rider's dreams.

Bettini tells us how their relationship came about: "I met Luca when he joined Mapei youth in 2000, the year I won the Liège. From that moment on he became my reference point, the one I counted on to win, with both the national team and in the team.

For example, I owe my first Milan-San Remo in 2003 to him. That day Luca attacked on the Poggio - an attack we had agreed to do together for months - he broke the group up and took me with him. Then he pulled on the descent and all the way to the finish, putting me in the perfect position to beat Celestino in the sprint. Seeing him again now after so many years is like being back on the team, like coming home, because just like back then, a look is all we need to understand each other. That's why when he called me for the SWI project, I knew I had to follow him again."

For Paolini too, the partnership with Bettini was from the outset something that went beyond cycling: "We've always had more of a brotherly relationship than a work one, there was total harmony, that's why we won so much: the Olympics, Milan-San Remo, the Italian Championship and more.

Even when I left Quick-Step and we joined the national team there was always something special between us.

Paolo has always been very active in the field of research and communication, so at SWI when we started to think about who could be the right ambassador, I had no doubts and called him.

I let him try Thrama and he immediately had very good feelings about it; he embraced our project and helped us to develop a niche bicycle of the highest quality.

I was sure of that, because this product perfectly reflects his passion for innovation and technology'.

The relationship between Luca and Paolo goes back a long way, it has been cemented over thousands of kilometers traveled together that have led to great victories built side by side, victories that have put them both in the cycling history books.

Now they have come together to write another page of that history: that of a bicycle that makes excellence its hallmark, the bicycle of dreams, the new SWI Thrama.

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