



SWI unveils its new brand ambassadors: Marco Mapelli and Raffaele Marciello
The two GT World Series drivers will be the new faces of the brand, flanking two-time world champion Paolo Bettini

After Paolo Bettini, SWI has chosen two more big names as the new faces/(to represent the) of the company.

They are Marco Mapelli and Raffaele Marciello, GT World Series drivers, the latter also fresh from winning the 24 Hours of Spa.

With this, the Swiss brand has reinforced its intention to embrace a wider public audience, which goes beyond one that is strictly linked to the world of cycling, because the bicycle is a transversal means, used by athletes of all disciplines.

In fact, the bike is a fundamental tool for training for competitions, for top-level riders. The kilometres they cover during the year prove this: Marciello 6 thousand, Mapelli even 15 thousand.

As Mapelli recounts: *"When I go out on the bike I follow high-intensity charts that help me to maintain my physical fitness, because - as for those who ride bikes - weight is very important for us riders. As soon as I tried Thrama I immediately felt comfortable, as if it had been sewn just for me. At SWI they managed to find a compromise between stiffness and comfort that I had never experienced before. From now on, even following the tables will be less tiring and more fun."*

Marciello was impressed by Thrama's weight: *"I was immediately impressed by the lightness of the bike. After Luca Paolini brought it to me, I weighed it, and in the disc configuration in size L the weight is only 6.9 kg, which is crazy. A detail that makes itself felt when climbing. And then the comfort, the way it smooths out the roughness of the asphalt, compared to the other bikes I've tried, it's certainly the most comfortable."*

The company is proud to welcome to its team these two new brand ambassadors who have immediately embraced the project and believed in the product's potential.

Marco and Raffaele are people of the highest calibre who practise cycling for their own well-being, to relax in their free time and enjoy unforgettable moments with friends.

SWI is happy that, as of today, they have chosen to do so while riding Thrama, a bike with exceptional features.