



SWI unveils new brand ambassador: actor Paolo Kessisoglu

The famous actor, comedian and presenter has been chosen as the new face of the brand, joining two-time world champion Paolo Bettini and two GT World series drivers Mapelli and Marciello

After securing the collaboration of three leading figures in the world of sport, SWI is now also entering the world of entertainment.

It does so by involving Genovese actor Paolo Kessisoglu, a much-loved face in the public eye and a passionate cyclist for many years.

For Kessisoglu cycling is a real passion (he pedals over 6,000 km a year) that helps him relax and keep fit: "Cycling for me is essential, both for the body and - above all - for the mind. I started cycling seriously about ten years ago, because of a motorbike accident. The doctor who was treating me told me to try cycling and it was love at first sight. I immediately realised one thing: I liked climbing much more than riding on flat courses."

Over the past ten years, he has had the opportunity to try many bikes, but the encounter with Thrama was special right away: "I was used to bikes that the better they perform, the 'harder' they are, uncomfortable, difficult to ride. Instead, what amazed me about Thrama is the fact that it manages to hold together these two key characteristics for me, performance and comfort. I would define it as a 'sincere' bike - a bike that you immediately feel reliable, that you know from the first pedal stroke that it won't betray you, especially in the most tricky moments such as downhill and cornering.

SWI was born to create top-level frames assembled with the best components available on the market, to give its customers an exceptional product that accompanies them in the most demanding races as well as rides with friends.

The company is proud to welcome to its team a person like Paolo Kessisoglu, an outstanding showman who is very active in social work and a great sportsman. A character who - just like SWI - makes cycling as a means of well-being and sharing his philosophy.