



Paolo Bettini si racconta: "I miei primi 6 mesi al fianco di SWI"

Since this spring, the two-time world champion has been an ambassador for the Swiss company, which has launched Thrama, a jewel of technology and aesthetics, on the market thanks also to his valuable advice.

In his career he has won everything there was to win (two World Championships, once the Olympic Games, three times the World Cup, five Monumental Classics, and much more) on many different bikes.

But since he began his new adventure alongside the Swiss company SWI six months ago, Paolo Bettini has discovered completely new sensations.

"At first I was very curious to see and then try this bike" says 'Il Grillo'.

"They had told me about its unique technical features such as the 'real' monocoque, the UD carbon processed with TPT technology... in short, I had strong desire and curiosity to try it out."

Then, Bettini had the opportunity to ride Thrama throughout the season, using it during the many events where he was a guest as much as on his ordinary daily rides.

"After six months I can say that it is a product of excellence, falling outside the normal commercial logic.

It's a product of excellence, an object that has been carefully designed down to the smallest detail, both technical and aesthetic.

And if it is true that it cannot be for everyone, it is because it is a real jewel, a work of art."

A work of art, indeed, but at its best in its natural habitat - the road.

"I'm a former racer who has really tried a lot of bikes and, besides that, I'm at an age when aches and pains sometimes make themselves felt.

And I can say that even after a 5-6 hour ride Thrama doesn't make me suffer in my neck or cervical area, the most delicate places for those who practice this sport.

We all know that carbon is a very stiff material, but this UD carbon is something different, because in addition to being super performing it is at the same time incredibly comfortable.

Thanks to this aspect, along with the TPT processing and the real monocoque, vibrations are discharged to the ground and 'slide off' without tiring the rider.

This makes Thrama a perfect bike for those who seek performance in competitions, but also for those who are no longer in their thirties and want a top-of-the-range bike to have fun with friends."

So what is it that really makes Thrama unique?

After these first six months, Paolo Bettini has a clear idea.

"The point is that this is not just a bike.

You don't buy a SWI just to have a bike, albeit an excellent one, maybe to use for a while and then resell and change.

When you have it, the only thing you want is to enjoy it, cuddle it and take it out for special occasions.

Here is the truth: Thrama is a jewel that stays with you for a lifetime, something to hang in your living room and enjoy even when stationary, like you do with an art painting hanging on the wall."