



SWI at Eurobike with Paolo Bettini to launch its full carbon monocoque frame, The AEQUUS

For the first time on an international stage, the brand will present its philosophy to bike design: the fusion of art and engineering.

From 21 to 25 June, SWI, an ultra-premium cycling brand based in Switzerland, will join hundreds of exhibitors at Eurobike to present its patented, full carbon monocoque frame, The AEQUUS. A masterpiece of art and engineering, The AEQUUS is fully monocoque, constructed of high-grade Swiss carbon textiles, hand-crafted for each customer in Italy, and finished to an exceptionally high standard of aesthetics.

The name AEQUUS, a Latin word meaning “equal” or “balanced,” reflects SWI’s objective to balance in harmony the key characteristics of stiffness, comfort, weight, aerodynamics, durability, and aesthetics.

SWI was founded by Stefano Cenere, a passionate cyclist from Bassano del Grappa in northern Italy with expertise in high-end carbon fiber composites, including the artistry and precision craftsmanship required by the jewelry industry. “From the beginning,” said Cenere, “I insisted on a true carbon monocoque construction process using the finest carbon textiles available, despite the very high production cost, because the result is truly exceptional stiffness and lightness. But that was never enough – the frame also had to be stunningly beautiful. The proportions, the carbon layering, the finishing details – it all had to be perfect.”

Visitors to the SWI stand will have the pleasure of meeting, alongside Stefano, Olympic and World Champion Paolo Bettini, who advised SWI during its 4 year R&D process and now serves as an ambassador for the brand. Paolo shares SWI's interest in creating a bike with the World Tour level performance to which his is accustomed, but is also exceptionally beautiful, unique, and bespoke.

"It is an honor for me to join my friends from SWI at Eurobike," said Bettini. "I have been with SWI since the very first sketches and it has been inspiring to see their ambitious vision transformed into reality. The AEQUUS is a masterpiece, technically and artistically, and I look forward to speaking about this jewel with those that love bikes as much as I do at Eurobike".

An event not to be missed! Enthusiasts and industry professionals alike will be interested to see in person The AEQUUS and learn more about SWI’s unique approach to bike design from Stefano and Paolo directly.

The SWI booth can be found alongside its exclusive European distributor, **Bike Passion GmbH**, at stand **A05a - Hall 12.1**.