

Paolo Bettini and 3T announce a new partnership highlighting Italian prestige.

The understanding between the brand and the rainbow champion was propitiated by an affinity of vision and the return to Italy of part of 3T's production, which now offers gravel frames made in Italy produced in its factory.

Paolo Bettini is the new face of 3T, an Italian brand that has established itself as one of the references in the gravel world thanks to the innovative design of its frames and the cutting-edge technologies and production processes applied in its factory in Presezzo, in the province of Bergamo.

Paolo's first rides on a 3T were precisely on a gravel bike made in Italy: the new Racemax Italia. This is not a casual choice as the multiple World and Olympic champion himself points out, but one dictated by his passion for a discipline that for the past couple of years has managed to make him discover more intense and engaging aspects of cycling.

"3T is a brand with an important heritage but projected into the future, composed of a very young and visionary group," explains Bettini. "The idea of focusing strongly on gravel is a winner. I have been in love for several years now with this form of cycling, or rather... bike touring. It is a great pleasure to join this family that pioneered the discipline and continues To make the experience on the gravel roads even more high-performance. Having covered almost a million kilometers practically all over the world, I am proud to offer my experience and passion at the service of an Italian reality of this caliber."

Coming back from the first and successful edition of his GeoGravel Tuscany, Paolo Bettini reveals even more of his inquisitive experimental soul, confirming his role within this special collaboration. Always passionate about technology and particularly sensitive to the latest innovations in the field, the champion will also be involved in the development of new projects.

"Among the many people who have visited our Italian factory since we started it a few years ago, few have been as interested in understanding the technology and processes as Paolo," says Enrique Pineda, Head of Production. "Certainly his contribution will not be limited to supporting us in brand communication: in him we see a partner capable of helping us in the development of increasingly high-performance products more responsive to the demands of today's cyclists."

A valuable contribution to support the mission embraced by 3T in the enhancement of Italian heritage as Luca Mongodi, CEO of the brand, enthusiastically confirmed:

"After a road career studded with successes, Paolo found in gravel a different way of cycling, which is also what we like the most. It is on the basis of this affinity that our partnership was born. Seeing a World and Olympic Champion pedaling with bikes produced in our Italian factory makes us proud and gives us a glimpse of a future in which 3T can also be an Italian pride as Paolo has been in the years of his victories with the maglia azzurra."

As a true cycling icon, Paolo Bettini continues to dictate the trends of the moment and the agreement with 3T testifies to his desire to enshrine Made in Italy as a true statement. The philosophy of the brand fits perfectly with the attitude of the rainbow champion who, also in 2024,

is betting everything on the gravel world and on his peculiar way of living the bicycle, which combines performance and sociality, knowing how to put side by side events with a high competitive level, search for freedom and pleasure of discovery with moments of conviviality typical of a party among friends.

3T will also be a partner of the events created by Paolo Bettini: GeoGravel Tuscany and GreenFondo Paolo Bettini.

About Paolo Bettini

Born and raised in the heart of the Tuscan Maremma, Paolo Bettini now lives in a small village in the hills of the Val di Cecina.

In his career, he has won two World Championships, was Olympic road race champion at the 2004 Athens Games, and has won two Giri di Lombardia, two Liège-Bastogne-Liège, one Milano-Sanremo, and the final World Cup classification three times. Today Paolo Bettini is not just a sportsman but an all-around authentic character who has made authenticity his calling card, engaging the public with deep emotional intensity.

About 3T

Founded in Turin in 1961 as Tecno Tubo Torino, since 2016 3T has started a transition from being a reference brand for components to being a recognized brand for the production of high-performance carbon fiber frames, especially in the gravel segment. Since 2020, 3T has also brought back from the Far East an important part of its production to Italy, where it now has a factory that makes frames using advanced technologies such as filament winding and according to innovative production processes.