



## **Internazionali d'Italia Series renews partnership with Ciclo Promo Components**

*The distributor of prestigious cycling brands will once again be present at the most important Italian cross-country circuit this year, bringing with it a major innovation: the presence of the Maxxis brand, leader in the tyre sector.*

Internazionali d'Italia series and Ciclo Promo Components.

The most important Italian cross-country circuit has been on the lookout for a lasting high level synergy with sponsors who are reliable and forward-looking. A collaboration that is not only limited to events, but extends throughout the year.

In this sense, the partnership with Ciclo Promo Components, a multi-brand distributor based in Loria (TV) and one of the most important in Italy, has been renewed.

Ciclo Promo Components already took part in the first stage in San Zeno di Montagna (VR) on Saturday 16th March and will continue throughout with a very important novelty: the prestigious company Maxxis. The American brand, one of the world leaders in the tyre sector, is known and appreciated by all MTB enthusiasts.

It is a collaboration that grows stronger every year and, as Loris Campagnolo, Managing Director of Ciclo Promo Components SPA, explains, brings prestige to both parties:

*"For us at Ciclo Promo Components, it is fundamental to continue working in close synergy with the Internazionali d'Italia series and to support events that show the world the excellence of mountain biking." Says Loris Campagnolo, co-founder and partner of Ciclo Promo Components. "From this year on, Maxxis, a leading brand in mountain bike tyres, is also at the side of the Internazionali d'Italia series. This is an important opportunity to highlight a brand that is focused on developing innovative products to improve the performance of riders and champions ready to tackle challenging terrains such as the world famous Italian mountain bike circuit".*

The Internazionali d'Italia series kicked off in San Zeno di Montagna (Verona) on Saturday 16th and Sunday 17th March. This will be followed by the Esanatoglia (MC) round on 30th-31st March, the Nervesa della Battaglia (TV) round on 4th-5th May and the grand finale with the Alpago Trophy on 28th-30th June.