



## 3T Updates Racemax Italia Range with UDH Compatibility and Introduces the EVO Special Edition



*Presezzo, Bergamo, Italy, January 16, 2024 - 3T announces a significant update to its Racemax Italia range: all models are now UDH-ready. This enhancement ensures compatibility with SRAM Full Mount transmissions, improving performance and reliability for riders navigating diverse terrains.*

The Universal Derailleur Hanger (UDH) standard allows compatibility with SRAM Eagle Transmissions in mullet builds and the new RED XPLR AXS 1x13 drivetrain. Additionally, the universal standard makes finding a replacement derailleur hanger easier worldwide, eliminating the dependence on proprietary solutions and ensuring greater convenience for riders if a replacement is needed.

As part of this update, 3T has introduced the Racemax Italia EVO, a special edition highlighting the evolution of the Racemax platform. This model features a refined olive-green colourway inspired by the tones of extra-virgin olive oil, with a unique design element—a carbon “window” on the rear of the top tube. The window showcases the



advanced manufacturing processes employed at 3T, including filament winding and Resin Transfer Molding (RTM).

The Racemax Italia EVO will be displayed at the Velofollies tradeshow in Belgium from Friday, January 17, to Sunday, January 19, at the Addict booth, 408A.

The EVO edition is now available on 3T's official online store and through authorised dealers.

## Pricing and Configurations

### FRAMESET

Racemax Integrale EVO with 3T More Integrale stem and Aeroghiaia Integrale carbon handlebar:

- EU: € 5,799<sup>1</sup>
- UK: £ 4,279
- Asia: US\$ 5,467
- USA: US\$ 5,899
- Canada: CA\$ 7,899

### COMPLETE BIKE

Racemax Integrale EVO with 3T More Integrale stem, Aeroghiaia Integrale handlebar, SRAM RED XPLR AXS 1x13 groupset (3T Torno Wide 42T or Sram Red E1 AXS Power Meter 42T crankset at the customer's discretion), Zipp 303 XPLR SW carbon wheelset

EVO special edition finish:

- EU: € 11,999
- UK: £ 8,852
- Asia: US\$ 11,311
- USA: US\$ 11,999
- Canada: CA\$ 16,099

Project X finish:

- EU: € 12,199
- UK: £ 9,000
- Asia: US\$ 11,500
- USA: US\$ 12,199
- Canada: CA\$ 16,299

### Media Kit

Hi-res pictures and documents are available [here](#).

---

<sup>1</sup> Prices in € are valid for countries with VAT at 22%, e.g. Italy. The MSRP in other Countries changes depending on the local VAT rate.



For more information, visit [3t.bike](https://3t.bike), especially the [dedicated blog post](#).

## About 3T

At the forefront of carbon frame manufacturing for gravel and road bikes, 3T is a Bergamo-based company headquartered in Presezzo. Utilizing cutting-edge processes and patented technologies within its proprietary factory, 3T has established itself as a leading innovator in the cycling industry.

Founded in Turin in 1961 as "Tecno Tubo Torino," the company quickly established itself in producing bike components. It achieved numerous successes in professional cycling, such as Francesco Moser's hour record in 1984 and victories in the Tour de France by Carlos Sastre in 2008 and the Giro d'Italia by Ryder Hesjedal in 2012.

Since 2016, 3T has been producing frames and complete bikes, particularly excelling in the gravel segment. There, it pioneered the "Exploro" frame, an aero frame designed to tackle off-road terrain. On its 60th anniversary in 2021, 3T launched the first frame produced in its Presezzo factory: the "Racemax Italia."

Today, 3T is committed to bringing back as much production as possible to Italy and Bergamo.