



Imatra and BePink: Together for the future of cycling
A renewed alliance with new objectives and an ambitious vision.

The partnership between **Imatra** and **BePink** continues, reaffirming the brand's commitment to supporting a team that takes on the challenges of elite cycling season after season - this year under the name BePink-Imatra-Bongioanni.

Imatra is delighted to announce this collaboration, which combines sport, innovation and passion, and shows how shared commitment can lead to a journey of growth and success. This renewed alliance moves forward with revived energy and ambition to take up the challenges of the upcoming season.

"We are excited to embark on another exciting journey with the team," said **Manolo Bianchini, CEO and founder of Imatra**. "These athletes will cover thousands of kilometres around the world, competing in a packed calendar of major events. They will not only be perfect ambassadors for our app, but also actual advocates of an active and healthy lifestyle on the bike. We're ready to support and cheer them on!

Already an official sponsor in 2024, Imatra has decided to strengthen its collaboration with the team, led by team manager Walter Zini, by becoming its title sponsor. From the beginning, the partnership between Imatra and the team has been much more than just a sponsorship - it is a fusion of shared values, visions and goals. Imatra's commitment to supporting women's sport, a sector that is experiencing exponential growth, combined with the team's pursuit of excellence, has created a collaboration that has led to continuous progress and remarkable achievements.

Walter Zini, Team Manager, shares the same enthusiasm: "We are honoured that both Imatra and Bongioanni have decided to renew their trust in our project and continue their valuable support this season. Our journey together began a year ago and we've celebrated great successes and memorable achievements ever since. We've come a long way and there's still a long way to go.

Imatra and Bongioanni share the values of innovation and environmental responsibility within a sustainable model: Imatra promotes cycling as a lifestyle, while Bongioanni offers advanced solutions for home comfort and energy efficiency.

By renewing this partnership, Imatra reasserts its commitment to supporting a team that continues to embody the values of sport and sustainability, with ambitious goals and continuous growth. This new step for the brand aims to promote a culture of success that goes beyond competitive results.