



Internazionali d'Italia Series and Shimano: a journey of passion and history

"IIS - Storia di un'avventura" - A documentary celebrating a renewed partnership and a shared passion for XCO.

The **Internazionali d'Italia Series and Shimano** have confirmed their partnership for the 2025 season, strengthening a long-standing collaboration. To celebrate this important alliance, they present a unique and exclusive documentary: "IIS - Storia di un'avventura". The first ever documentary film dedicated to Italy's most prestigious XCO circuit, it tells the story of the enthusiasm and dedication that have fuelled its growth, with first-hand accounts from those who have made it truly special.

*"From the very beginning we knew how important it was to be part of this movement", said **Marco Cittadini, PR, Communications and Sport Marketing Officer at Shimano Italy.** "Michele and Luca have always had a clear vision, never holding back and always giving their all. We are incredibly excited to continue this journey together".*

*"The renewed trust and support of a world-renowned brand like Shimano is a huge boost for us. Having a partner of this calibre on our side only strengthens our motivation to pursue this project with passion," adds **Luca Carton, CM Outdoor.***

Shimano, a world leader in cycling components and a long-time supporter of the event, has strongly supported this project, highlighting the importance of solid partnerships in shaping the future. "Working on this documentary was both exciting and emotional; it is a piece of history for the future that brings back so many memories. Shimano is more than just a technical partner; we strive to build relationships that grow stronger over time. The Internazionali d'Italia is a perfect example of this philosophy. The seasons change, but we want to remain a constant for cross-country fans, in a discipline that truly embodies the soul of mountain biking". concludes **Cittadini.**

Eight years have passed since the Italian Cycling Federation handed over the reins to CM Outdoor. This period of constant experimentation is now captured in seven chapters. The documentary recounts a relentless drive to push boundaries, explore new communication channels, and bridge the gap between athletes and the public. *"Our inspiration comes from the electric atmosphere that international races create," explains **Michele Mondini, CM Outdoor.** "We have worked hard to give unity and value to the track, making it a true symbol. Working with Shimano on this documentary confirmed the importance of building a strong relationship with such a prominent brand. It was the only way to broaden the sport's reach and recreate the exciting environment that first sparked our love for cross-country. Our missions were perfectly aligned from the start, resulting in significant growth and the freedom to fully showcase our vision".*

The 30-minute documentary traces the key moments of the Internazionali d'Italia series, creating an emotional timeline that celebrates cross-country as the heart of MTB. A mix of sensations, anecdotes, and compelling stories illustrates how this event has become a landmark in Italian racing. This journey is more than just a competition, it delves into the essence of the sport and the deep bond between athletes, organisers, and fans.

Aimed at both dedicated enthusiasts and newcomers curious to discover the world of XCO, "IIS - Storia di un'avventura" captures the emotions and memories of the track. These stories are told through the voices of its main protagonists. Like a backstage pass, it allows viewers to hear directly from those who bring the event to life, painting an authentic picture of the complex workings behind its success.

The documentary is now available to watch at this [link](#).