Internazionali d'Italia Series welcomes Bluetti as new partner

Cycling and Green Technology: A new challenge for sustainability

The **Internazionali d'Italia Series (IIS)** family continues to grow and is pleased to welcome **Bluetti** as the official sponsor of Italy's most prestigious cross-country race. This new collaboration marks another step towards a more sustainable future, combining sport, innovation and environmental responsibility.

"*If there's one thing that cycling teaches us, it's love and respect for nature,*" says **Michele Mondini, CM Outdoor.** "*Having partners who share these values and are committed to achieving sustainability goals makes us really proud. It's fascinating to see how two seemingly different worlds can come together through a shared passion for sport and continuous innovation*".

Thanks to this collaboration, Bluetti will provide energy storage solutions to power the electronic equipment used during the events. A practical solution that will help reduce environmental impact and once again demonstrates how sport can be a vehicle for important messages in building a zero-emissions future.

"*We are delighted to support the Internazionali d'Italia Series, an event that embodies values we hold dear, such as sustainability and innovation*," explains **Zola Fang, Vice Manager of BLUETTI.** "*We believe that technology should be a true ally in the transition to a greener future, and cycling - with its deep connection to nature - is the perfect setting to showcase the effectiveness of our portable energy solutions. Through this collaboration, we want to demonstrate how outdoor events and activities can be powered efficiently and with minimal environmental impact.*"

Although sports are not Bluetti's primary focus, the company has been a leader in solar-powered energy storage solutions for years, making them ideal for those who love to travel sustainably. With the growing popularity of adventure tourism, solar-powered batteries provide a perfect solution for charging electronic devices in remote locations away from traditional accommodation such as hotels and homes.

As a pioneer in clean energy technology, Bluetti is committed to developing green energy storage solutions for both indoor and outdoor use. For over a decade, the company has been developing technologies that inspire a more sustainable lifestyle.

This partnership between the Internazionali d'Italia Series and Bluetti is an important step towards a more conscious approach to sport, where technological innovation meets a passion for nature and cycling.

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