



The Internazionali d'Italia series welcomes a new sponsor: Pellenc

An alliance driven by innovation and sustainability to improve route preparation and support athletes.

With the season well underway and the excitement from the first two stages still fresh, the Internazionali d'Italia Series is thrilled to announce a new partnership with Pellenc. After making its presence felt at San Zeno di Montagna and Argentario, Pellenc has now officially joined the roster of companies backing Italy's premier MTB cross-country race.

A global leader in professional equipment for green space management, Pellenc is known for its eco-friendly, cutting-edge technology—including lithium-ion battery-powered tools designed for efficiency and sustainability.

"Investing in environmentally friendly equipment and promoting respect for the environment and operators has always been a priority for us. That's why our partnership with Internazionali d'Italia, an event held in full contact with nature, was a natural fit," explains Marco Guarino, Communication Manager at Pellenc. "We have been operating in Italy for over 25 years with a range of battery-powered equipment and were among the first to believe in sustainability and innovation in this sector. Moreover, at Pellenc we have a strong passion for sport, especially mountain biking. Taking part in top-level events where world-class athletes compete is always an exciting experience that allows us to be part of a truly unique atmosphere."

Thanks to this collaboration with a market leader, the Internazionali d'Italia Series not only increases the visibility of its event, but also improves the efficiency and sustainability of course preparation and maintenance. Recognised for its cutting-edge innovation and strong commitment to environmental protection, Pellenc provides valuable support to ensure the competition's success, combining advanced technology with a deep respect for nature.

"Creating a top-level course for modern mountain biking is a complex challenge. There are many variables and technical specifications to consider, and the terrain doesn't always provide what is needed," says Luca Carton, CM Outdoor. "The manual work behind the scenes is incredible—pre-event preparation takes time, dedication, and attention to detail. Having tools that make this process easier is invaluable. That's why we're grateful to Pellenc for taking on the challenge of supporting us in this new area and helping us create flawless courses that allow athletes to perform at their best."

This partnership highlights how the Internazionali d'Italia Series is driving innovation and sustainability in sports. By teaming up with industry leaders, the series continues to set new standards for eco-conscious event management, proving that top-tier competition and environmental responsibility can go hand in hand.

The Internazionali d'Italia Series is thrilled to welcome Pellenc as a partner, strengthening its mission to push the boundaries of innovation, sustainability, and an athlete-focused competition. With this collaboration, the series takes another bold step toward redefining what it means to race in harmony with nature—where cutting-edge technology meets world-class performance, all with environmental responsibility at its core.