



3T Bike expands its presence in China: first Asian Roadshow with Paolo Bettini and partner Bike+Work a success

This strategic move aims to introduce Italian cycling excellence to a new generation of enthusiasts.

With five stops across Tianjin, Beijing, and Shanghai, 3T successfully completed its inaugural roadshow in China, led by brand ambassador and cycling legend Paolo Bettini. Organised in collaboration with local partner Bike+Work, the initiative marks a key milestone in 3T's broader strategy to establish the brand within the Asian market, particularly in China — one of the most dynamic regions for the premium sports and lifestyle sectors.

Founded in 1961, 3T is one of the most innovative cycling brands. From high-performance components to complete bikes, the company has revolutionised manufacturing with proprietary technologies such as filament winding and a fully Made-in-Italy supply chain. 3T stands for design, performance, and craftsmanship, offering products where aesthetics and functionality go hand in hand. The brand is now looking to global markets with a clear vision: to share Italian cycling excellence with the world.

In recent years, China has emerged as fertile ground for active lifestyles and a growing interest in sports such as cycling. This trend is being driven by a new generation of urban consumers who are increasingly mindful of wellness, sustainability, and the aesthetics of movement. In this context, 3T's strategy is to promote its heritage and Italian manufacturing in a market that responds well to quality and storytelling.

"We recently embarked on an in-depth collaboration with Bike+Work to develop a product offering tailored to the Chinese market, which is one of the most dynamic and promising for the bike economy," says Carlo Donadoni, 3T's Marketing Manager. "Our partnership is built on shared values: a commitment to quality, a deep cycling culture, and the ability to create experiences around the product. The result is an expanded range, including new aerodynamic wheels, integrated cockpits and, for the first time, a frame designed specifically for the Chinese market. This was unveiled in Shanghai during the final stage of the tour."

The journey with Olympic and World Champion Paolo Bettini marked a pivotal moment in the activation of the brand. Through open rides, in-store events, meet-and-greets, and product presentations, 3T engaged with an enthusiastic, young, and knowledgeable cycling community.

At the Shanghai Cycle Show (5th–8th May), hundreds of visitors queued to meet Bettini and explore the latest products from 3T. The level of interest confirmed the brand's intention to replicate the initiative with new stops in additional Chinese provinces.

"It was a truly eye-opening experience," said Paolo Bettini, 3T ambassador. "I had visited China before — during the 2008 Beijing Olympics and again in Shanghai in 2019 — but this time, I witnessed a whole new level of enthusiasm for cycling and healthy, wellness-focused lifestyles. People showed a keen interest in well-designed, high-performance, and visually appealing products. It was moving to meet so many fans who recognised me — not necessarily from my racing days, but because they have only just discovered cycling. Others were simply curious and waited patiently for their turn to get a photo or autograph. I share the prevailing sentiment: China is a rapidly growing market for the bike economy."

This tour marked the beginning of a broader internationalisation strategy. The goal is for 3T to establish itself as a premium benchmark brand in the road and gravel segment across Asia. This will be achieved by leveraging the company's high-quality products, strong high-end retail network, and ability to activate local communities through globally recognised ambassadors.

Through Bike+Work, 3T intends to adapt its offerings to the Chinese market while maintaining its European identity. By doing so, the brand is positioning itself as a cultural bridge between heritage and innovation, and between "Made in Italy" and emerging sports economies.