



3T Tour 2025: A new approach to local engagement

An international format that puts retail, real-world experience and community at the heart of the event.

In an industry that is becoming more and more dominated by direct-to-consumer strategies, 3T is changing the game by choosing to support local shops and trusted partners with a global tour that focuses on authentic, real-life connections. This is the vision behind the 3T Tour 2025: a retail-driven initiative designed to strengthen relationships, bring the brand closer to people and place bikes where they truly belong — on the road and on the trails in the hearts of cycling enthusiasts.

Each stop on the tour — already successfully launched in France, Spain and the Netherlands, with upcoming dates in Canada, Germany, the UK and the US — is built in close collaboration with local dealers, ambassadors and the brand itself. These events offer a hands-on opportunity to test the bikes, meet the team behind the product, and explore the brand's world from the inside out.

Key 3T team members will be present at each event to share the story behind every bike, highlighting craftsmanship, technical expertise and the design processes that make 3T unique. This is a genuine way to connect with dealers and riders alike, passing knowledge, passion and vision directly on to the cycling community.

The tour also amplifies the voices of those who live and breathe the brand, such as The Gravel Club: a Berlin-based cycling group with over 500 active members nationwide. The Gravel Club is more than just a tour partner; it represents 3T at key events such as Eurobike, where it will manage the demo area following a successful outing at VeloBerlin. It also hosts three official 3T Tour stops in Berlin, Munich, and a third location to be announced soon.

This global tour embodies the local spirit of a brand committed to listening, sharing values and building stronger ties with the people who ride its bikes every day. The tour is a strategic move designed to deepen relationships with retail partners, raise the profile of the brand in local communities, and engage people through meaningful experiences and authentic storytelling.

You can find upcoming tour dates on the official 3T website