



3T at Eurobike 2025: Less showcase, more experience!

The Italian brand has teamed up with The Gravel Club to create an immersive, community-first testing experience.

Taking place in Frankfurt from 25 to 29 June, **Eurobike 2025** will see 3T — the historic Italian brand originally known for high-end components and now a leader in the gravel bike segment — unveil a fresh new approach: more authentic, more hands-on and more focused on the direct rider experience.

There will be no traditional booth and no static displays. Instead, 3T has partnered with The Gravel Club, the European platform that connects cyclists, events, and brands in the gravel biking community. **The Gravel Club will represent 3T at Eurobike 2025**, giving participants the chance to **test ride the bikes firsthand**.

The collaboration began just before CyclingWorld 2025 in Düsseldorf and continued at VeloBerlin, confirming 3T's desire to break away from traditional exhibition formats and connect more closely with its community.

Rather than merely showcasing products, this initiative aims to share genuine experiences, convey the brand's story, and bring the 3T world to life on the road. The test rides will be led by ambassadors and experienced guides, offering a fully immersive experience in which participants will not only see the bikes, but also experience riding them.

*"For us, it's important that anyone who gets on a 3T bike truly understands what it means to ride one," says **Carlo Donadoni, Marketing Manager at the Presezzo-based brand**. "Major trade shows are important platforms, but this year we chose to do things differently – getting closer to the riders and connecting more closely with the reality of those who live the gravel lifestyle every day."*

'Our decision to partner with 3T is rooted in our core values and DNA: the freedom to ride, which we have brought to life through gravel cycling. We chose to join forces with 3T Cycling because no other brand is as passionate about gravel cycling as they are. Their bikes, which are designed and built in Italy, set the standard for the category and are a joy to ride anywhere in the world. But before we head back to the trails, we'll be in Frankfurt, so come and test the bikes, chat with us and enjoy a great espresso.' **Sascha Eulig, Team Leader at The Gravel Club**

This is a natural step in 3T's evolution, which has prioritised direct rider engagement, event participation and building authentic relationships with local areas and their riders in recent years. This mission involves dealers and retailers, as well as The Gravel Club, who are now a trusted partner.

At Eurobike, The Gravel Club will provide a full fleet of 3T bikes in a range of sizes for test rides on short circuits within the trade fair. Visitors can try out the bikes at any time during the fair's opening hours.

See you at Eurobike from 25–29 June at **Stand F11 – B18!** Come and experience the passion and know-how of The Gravel Club team for yourself with a hands-on experience of 3T bikes.