



Jeroboam returns to Franciacorta for 3T Gravel Ride's ninth edition with new 600 km 'Matusalem' route

*In the heart of Franciacorta, the ninth edition of the gravel event that set the standard in Europe*

Presezzo (BG), 7 July 2025 – Jeroboam was born in Franciacorta when gravel riding was still a niche sport, and it has since become a landmark event for off-road cycling enthusiasts. From Thursday, 10 July, the region's white roads will once again be filled with the knobbly tyres of hundreds of riders from all over Italy and beyond for the ninth edition of the gravel ride organised by 3T Bike, a historic company based in Presezzo near Bergamo.

The 2025 edition of Jeroboam Franciacorta celebrates a journey that began in 2017, when gravel riding was still relatively unknown and participants often showed up with modified road or mountain bikes. Today, while the scene has changed, the spirit remains the same: offering an authentic and inclusive experience in a unique format inspired by wine bottle sizes.

There are routes for all abilities, from Demi to Jeroboam — and now the new Matusalem. The format includes four classic distances: Demi (37.5 km), Standard (75 km), Magnum (150 km) and Jeroboam (300 km). This year, a brand-new challenge is introduced: the Matusalem, a 600 km route designed for hardcore gravel endurance riders. The "zero edition" has already sold out, with all 30 slots filled. It starts on Thursday 10 July, with participants set to experience two or more days of nature, effort and freedom.

Each distance is designed to welcome riders of all levels, from curious beginners to seasoned adventurers planning to tackle the full 300 km non-stop and those who prefer to rest at the checkpoint overnight. This year's checkpoint will be at the Reverb Hub in Bergamo — the community hub and beating heart of 3T.

As per tradition, alongside the sporting events, there will be opportunities for connection, music and relaxation. The Jeroboam Village will be open in Erbusco's town square from Friday 11 July at 6:00 pm until Sunday. Activities will include yoga sessions, massages, street food and a live performance on Friday night by the singer-songwriter Alberto Bianco.

Even though places for the Matusalem have already sold out, you can still register for the other routes on the Endu platform until Wednesday, 9 July or on-site during the event at the organiser's registration desk.

In 2025, only two Jeroboam events will take place worldwide: the Italian event in Franciacorta and the event in Palma de Mallorca in November. These two locations are symbolic places where Reverb Hub has set up spaces dedicated to promoting gravel riding and outdoor culture with the support of 3T.

This is a strategic choice by the organisers, who aim to strengthen the identity and consistency of the format.