



3T and Limar are together at the 2025 Italian Bike Festival!

Innovation, performance and experience at the Misano World Circuit!

Misano Adriatico, 2 September 2025 – 3T will once again take centre stage at the Italian Bike Festival in Misano (5–7 September), the leading Italian cycling event and a true point of reference for enthusiasts, athletes and industry professionals.

They will be joined by Limar, the historic brand specialising in professional helmets, with whom they will share exhibition spaces at stands U1 (3T) and U3 (Limar). This collaboration brings together cutting-edge frame innovation with advanced protective systems, offering visitors a comprehensive experience.

Visitors to the stand will be able to discover the latest offerings from both brands, including the Racemax WPNT with a new UDH setup and new builds with Shimano and SRAM drivetrains. There will also be a full range of helmets available for testing.

Exclusive models will also be on display throughout the event. Cycling fans will have the chance to see the Strada Italia of brand ambassador Mauro Rainieri up close. It is fully equipped for the North Cape 4000 and is designed for long-distance rides and bikepacking adventures. Visitors can also admire the limited edition Racemax Italia 'Night Vision', of which there are just 10 pieces, as well as a custom hydro-dipped Racemax Italia featuring top-tier components — an expression of both speed and style.

Activities and test rides

The Italian Bike Festival is a showcase and a place to meet and share experiences. 3T and Limar will give visitors the chance to experience riding for themselves with test bikes and social rides.

Schedule

<u>Friday, 5 September</u>	16:00 – Road test ride (1 hour 30 minutes)
<u>Saturday, 6 September</u>	10:30 – Gravel test ride (1.5 hours) 14:00 – Road test ride (1.5 hours) 16:30 – Social ride, starting from Prologo and finishing at NW with an aperitif.
<u>Sunday, 7 September</u>	11:00 – Reverb-3T-Limar Ride: starting and finishing at the stand 11:30 – Road test ride (1.5 hours)

Test ride bookings: Click [here](#)

Social ride registration: via Strava events on the [3T Cycling Community](#) and [Limar Cycling Club](#) pages.

Looking Beyond the Festival

Participation in the Italian Bike Festival forms part of a wider journey for 3T, reflecting its vision of cycling as an invitation to ride, discover, connect and experience the authentic. Following Misano, the journey will continue with the 3T Tour: a series of community-driven events that will bring the Bike Café spirit and 3T bikes to locations across Italy and beyond.

Save the date!

Cycling enthusiasts can meet 3T and Limar at the Misano World Circuit (Via Daijro Kato 10) from 5–7 September 2025.

This is a unique opportunity to discover new products, test bikes, meet the community and share your passion for road cycling, gravel cycling and new adventures.