



3T and Milan Bergamo Airport launch contest to win a Racemax Italia
A high-performance Made in Italy bike lands at Milan Bergamo Airport – and one lucky traveler will take it home.

Travelers passing through Milan Bergamo Airport are in for a surprise: a 3T Racemax Italia, manufactured at the brand's factory in Presezzo, just a few kilometres from the terminal, is now on display—and up for grabs—mere steps from the departure gates.

In collaboration with Milan Bergamo Airport—the first airport in Italy and Europe to receive bike-friendly certification—3T proudly presents its high-end gravel bike in a striking glass installation designed specifically for the occasion. Equipped with a SRAM RED 1x13 groupset and finished in 3T's distinctive EVO livery, the Racemax Italia is not only on show: it's the prize in a unique contest. Passengers can simply scan the QR code next to the display case to enter for a chance to win the very bike on display.

The installation bears the slogan: **"This bike is made in Bergamo. Let it become your gateway to gravel."** **Edi Jareci, CEO of 3T**, commented: "We've watched this airport grow and admired its commitment to cycling. It was the perfect location to showcase the flagship product from our factory—something we're particularly proud of."

The display celebrates local innovation, cycling culture, and craftsmanship, made possible with the support of Bergamo-based partners Vontree, Vetreria Mazzotti, PoliedroStudio, and Nuova DOT. It will remain in place until the end of 2025, sharing a message of performance, design, and regional pride with travelers from around the world.

Milan Bergamo: Europe's First Bike-Friendly Certified Airport

Milan Bergamo Airport was the first in Italy and Europe to receive official bike-friendly certification, thanks to SACBO's wide-ranging initiatives supporting cycling and cycle tourism. The collaboration with 3T aligns with the airport's mission to promote cycling culture and enhance interest in sustainable mobility. Alongside the existing bike room—open to both passengers and airport staff—SACBO is introducing additional value-added services to strengthen Bergamo and its province as an international destination for cycling enthusiasts. As part of the activation, 3T invites airport visitors to share photos of the installation on social media, tagging **@3tbike** and using the hashtag **#flytoride**. Selected posts will be featured on 3T's official channels. The initiative continues to champion the bicycle as a versatile means of transport—ideal for sport, travel, or adventure. A sustainable, healthy choice that is more relevant than ever. And now, this Racemax could become the perfect travel companion for one lucky explorer.

Racemax Italia

Racemax Italia is the result of Italian technological excellence applied to gravel cycling. Produced in Italy using advanced filament winding and RTM technology, it combines aerodynamics, responsiveness, and agility to deliver uncompromising performance on tarmac, white roads, and mixed terrain. A true gravel race machine designed for riders seeking speed and precision in every context. Distinctive finishes, tailored to reflect the rider's identity, complete the range.

About 3T

At the forefront of carbon frame production for gravel and road bikes, 3T is headquartered in Presezzo, Bergamo. With proprietary technologies and advanced processes, 3T has established itself as a leader in cycling innovation.



Founded in Turin in 1961 as Tecno Tubo Torino, the company quickly made its mark in professional cycling, with milestones including Francesco Moser's hour record in 1984, Carlos Sastre's 2008 Tour de France victory, and Ryder Hesjedal's 2012 Giro d'Italia triumph.

Since 2016, 3T has produced frames and complete bicycles, excelling particularly in the gravel segment, where it introduced the Exploro—the first aerodynamic frame designed for off-road riding. In 2021, to celebrate its 60th anniversary, 3T launched the Racemax Italia, the first frame produced entirely in its Presezzo facility.

Today, 3T is committed to bringing as much production as possible back to Italy and Bergamo, proudly carrying forward the tradition of Made in Italy.