



3T unveils Primo² WPNT and refreshes the range with new colours and builds

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In the spirit of continuous evolution and refinement, 3T introduces the new Primo² WPNT, the latest iteration of the iconic Exploro, while also unveiling a broad aesthetic and technical refresh across the brand's lineup. Designed for versatile gravel use, the new bike seamlessly blends the unmistakable Exploro DNA with modern updates, including internal cable routing, full compatibility with any groupset, and a UDH standard.

As the longest-standing and most versatile model in the 3T lineup, Primo² WPNT now arrives with a modern design language that reflects the 3T's rebranding. The exact handling, geometry, and ride feel are the same as those of the Exploro and Primo, with a front end raised by 1.5 cm for a more relaxed position and to accommodate full cable integration. Thanks to 3T's Semi-Integrale technology, the bike offers a clean and functional solution, compatible with both 1x and 2x mechanical drivetrains, as well as electronic groupsets and UDH. Optimised for tires between 35–45 mm WAM, it comes in four distinctive Italian-named colours (Gesso, Fumo, Salvia, Orchidea) that showcase 3T's in-house painting.

With this launch, 3T also introduces new colourways and builds for four other key models, spanning from road to gravel, marking a significant step in the brand's ongoing aesthetic and technical evolution.



EVOLUTION OF THE SPECIES

Almost ten years ago, when the gravel wave was only beginning to rise, the Exploro became the pioneer of the aero-gravel segment: aerodynamic, versatile, multipurpose, and far ahead of its time. Today, as gravel riding has evolved into a global movement and the market branches into increasingly specific directions, versatility remains one of 3T's cornerstones. With its technical updates and noble DNA, the new Primo² WPNT continues to "ride the high line".

Primo² WPNT is designed for gravel enthusiasts looking to enter the 3T world: a versatile, modern, and iconic model at an accessible price point, serving as the gateway into the 3T universe, delivering high-level performance both on and off-road.

SETUPS AND COLOURS

Primo² WPNT will be available as a frameset in four sizes (S, M, L, XL) and as a complete bike in three builds: Shimano GRX 1x12 and SRAM Rival AXS XPLR 1x13 with either alloy or 3T carbon wheels. All builds will be offered in four colours: Gesso, Fumo, Salvia, and Orchidea. These Italian names reflect the 3T's in-house painting facility in Presezzo—WPNT stands for We Paint.

A NEW DESIGN LANGUAGE

The look of the new Primo² WPNT reflects 3T's rebranding: the slightly restyled 3T logo appears in negative through a colour gradient. This visual transition nods to the traditional red box that has framed 3T for the past decade, now left behind as a tribute to a closed chapter. It marks the beginning of a new era for 3T: frame-free and bold.

PRICING¹ AND CONFIGURATIONS

Frameset

Primo² WPNT with 3T Apto (Semi-Integrale cable routing) stem: EU: € 1,966 | UK: £ 2,035 | Asia: US\$ 2,261 | USA: US\$ 2,799 | Canada: CA\$ 3,899

Complete bikes

- Primo² WPNT with Shimano GRX 1x12: EU: € 2,705 | UK: £ 2,800 | Asia: US\$ 3,111 | USA: US\$ 3,699 | Canada: CA\$ 4,899
- Primo² WPNT with SRAM Rival XPLR AXS 1x13: EU: € 3,360 | UK: £ 3,478 | Asia: US\$ 3,864 | USA: US\$ 4,599 | Canada: CA\$ 6,399
- Primo² WPNT with SRAM Rival XPLR AXS 1x13 and 3T Discus 40|30 carbon wheels: EU: € 3,934 | UK: £ 4,072 | Asia: US\$ 4,524 | USA: US\$ 5,359 | Canada: CA\$ 7,599

¹ Prices are ex-VAT and may vary depending on local VAT. Visit 3t.bike under your country selection to view VAT-inclusive retail prices.



NEW COLOURS ACROSS THE 3T RANGE

Alongside the launch of Primo² WPNT, 3T also introduces new colourways for four other key models:

- **Extrema Italia:** two glossy colourways (Selva and Abisso) with logo finished in a pastel paint pattern over a metallic base. Available as frameset or complete bike in four builds: SRAM Rival E1/GX Eagle Transmission AXS 1x12, Shimano GRX Di2 1x12, SRAM Force E1/XX SL Eagle Transmission AXS 1x12, SRAM RED XPLR AXS 1x13.
- **Racemax WPNT:** four options, two satin (Turchese and Bronzo) and two glossy (Zefiro and Aliseo). Available as frameset or complete bike in two builds: SRAM Rival XPLR AXS 1x13, Shimano GRX Di2 2x12 (both with alloy or carbon wheel options).
- **Strada Italia:** two glossy colours (Oro and Argento). Frameset or complete bike in four builds: Shimano Ultegra Di2 2x12, SRAM Force XPLR AXS 1x13, SRAM RED XPLR AXS 1x13, Campagnolo Super Record PM 2x13.
- **Strada WPNT:** two glossy colours (Azzurro and Verdeoro). Frameset or complete bike with Shimano Ultegra Di2 2x12.



MEDIA KIT

Hi-res pictures and documents are available at the following links:

- Primo² WPNT: [studio shots](#), [action shots](#), [intro sheets](#)
- New gravel colours (Extrema Italia and Racemax WPNT): [studio shots](#), [action shots](#), [intro sheets](#)
- New road colours (Strada Italia and Strada WPNT): [studio shots](#), [action shots](#), [intro sheets](#)

For more information, visit [3t.bike](#)



ABOUT 3T

At the forefront of carbon frame manufacturing for gravel and road bikes, 3T is a Bergamo-based company headquartered in Presezzo. Utilising cutting-edge processes and patented technologies within its proprietary factory, 3T has established itself as a leading innovator in the cycling industry.

Founded in Turin in 1961 as "Tecno Tubo Torino", the company quickly established itself as a leading producer of bike components. It achieved numerous successes in professional cycling, such as Francesco Moser's hour record in 1984 and victories in the Tour de France by Carlos Sastre in 2008 and the Giro d'Italia by Ryder Hesjedal in 2012.

Since 2016, 3T has been producing frames and complete bikes, with a particular focus on the gravel segment. There, it pioneered the "Exploro" frame, an aero frame designed to tackle off-road terrain. On its 60th anniversary in 2021, 3T launched the first frame produced in its Presezzo factory: the "Racemax Italia."

Today, 3T is committed to bringing the production back home to its headquarters in Bergamo, Italy, as much as possible.