

# 3T

## **The 2026 Gravel season kicks off in Spain: 3T Introduces Its athletes and the Reverb Cycling Team in Girona**

*3T is renewing its commitment to gravel racing by combining independence, team support, and technological development. The company is placing its athletes and the Racemax<sup>2</sup> Italia at the heart of the project.*

Presezzo, Bergamo, March 11, 2026 — As gravel cycling continues to capture the attention of enthusiasts and the 2026 racing season begins in Girona with the Santa Vall race, 3T introduces its privateer riders and the Reverb Cycling Team. In recent years, gravel racing has grown exponentially, with new races, teams, and riders redefining how the sport is experienced.

About a decade ago, the iconic 3T Exploro hit the market, making a decisive impact on cycling and shaping the trajectory of gravel riding as we know it today. Off-road speed, technological innovation, and versatility have been pillars of 3T's philosophy. At a time when the future of gravel was still undefined, the brand introduced the concept of aero-gravel, opening new design and performance possibilities. Not coincidentally, the 3T Racemax went on to win two editions of The Traka.

In today's constantly evolving competitive landscape, 3T maintains the same approach. Its presence in gravel racing focuses on people and their constant desire to evolve.

### **RACING THE HIGH LINE**

While validating products and technologies through direct competition remains a key element, finding the best way to support athletes while preserving the originality and energy of a rapidly evolving sport remains an open challenge.

In 2026, 3T riders competing in the UCI Gravel World Series and other major international events will be divided into two groups: privateers and the Reverb Cycling Team. The former are independent riders competing without traditional team support, and the latter is a structured team with a modern, flexible approach capable of maximizing each athlete's unique strengths.

The 3T athletes competing in the 2026 season include **Toby Perry** (Reverb Team), winner of the 2025 The Hills edition; **Nils Brun** (privateer), who placed 17th in the Gravel World Championship; **Marjet Groen** (privateer), who placed second in the Bescanonina last Sunday; and **Kaitlyn Rauwerda** (SOG Team), a rising talent who has already competed in numerous endurance races.

### **3T PRIVATEER AND REVERB CYCLING TEAM**

Diversity and versatility remain core values for 3T. In a context where gravel racing is becoming more specialized, the brand has chosen to support athletes who move, race, and train independently—men and women who approach competition creatively and autonomously, balancing performance and personal identity.

Against the backdrop of the Velodrome Odeon—one of Girona's most unique cycling stores housed in a historic theater renovation in the city center—3T will introduce the Reverb Cycling Team during the Santa Vall, the opening race of the 2026 Gravel Earth Series.

The eleven-person team competes in gravel and ultra races and is united by a non-traditional approach to competition. Reverb was created to embrace diverse experiences and transform them into a distinctive strength.

In addition to racing, Reverb operates community centers and 3T bike rental locations in Bergamo, Mallorca, and Girona. The team is sponsored by Santini, Fulcrum, Northwave, Continental, Muc-Off, 226ERS Sport Nutrition, Miss Grape, Selle San Marco, and Limar Helmets.



### **VALIDATION THROUGH COMPETITION**

The bike that 3T athletes will use throughout the 2026 season, beginning with the technical and fast two-stage Santa Vall race on February 14–15, is the new Racemax<sup>2</sup> Italia.

Throughout the year, the athletes will collaborate closely with 3T engineers and designers, offering direct feedback from races. The conditions and speeds of competition provide a unique and invaluable form of product validation. Their sensitivity and experience at the highest competitive level will contribute directly to the development of future 3T products.