



AIR ATLAS UAP: PERFORMANCE, IDENTITY AND CUSTOMIZATION FOR TEAMS

From the roads of the Giro d'Italia Women to international gravel courses, Limar's helmet supports Aromitalia 3T Vaiano and Reverb Cycling Team with dedicated customization solutions.

The Air Atlas UAP is the latest development in the Air Atlas project, an aerodynamic platform created by Limar to provide high performance, advanced ventilation and stability at high speeds. Thanks to the new UAP (Unified Aerodynamic Profile) rear extension, the helmet improves airflow continuity and overall aerodynamic efficiency, all while retaining the lightweight construction and comfort that have contributed to the success of the Air Atlas range.

Today, helmets are also a key element in expressing a team's identity, enhancing its image and making it instantly recognisable. For this reason, Limar has developed a range of customisation solutions dedicated to teams and athletes. Two examples come from different disciplines but share the same commitment to performance: road cycling with Aromitalia 3T Vaiano and gravel racing with Reverb Cycling Team.

Aromitalia 3T Vaiano: visibility and identity in Elite Women's Cycling

Aromitalia 3T Vaiano, a women's team competing in major international road races, is among the teams that have chosen Air Atlas UAP for the 2026 season.

At the recent Giro d'Italia Women, the team made a strong impression with an active presence throughout the race, featuring in several breakaways and earning the blue jersey on the opening day of competition.

For the 2026 season, Aromitalia 3T Vaiano has selected the MyLimar programme, which allows teams to customise their helmets with their colours and visual identity using dedicated graphic applications.

Reverb Cycling Team: full customisation for Gravel Racing

In the gravel cycling world, the Air Atlas UAP helmet is worn by the **Reverb Cycling Team** athletes. This international project is supported by Limar and competes in some of the most important gravel and endurance events of the season.

An exclusive version of the helmet was developed for the team through the Custom Pro programme, which integrates graphics directly into the manufacturing process via a fully customised screen-printing solution. The result is a distinctive helmet that reflects the team's identity while retaining all the technical features of the Air Atlas UAP.

One Platform, multiple possibilities

The Air Atlas UAP is a versatile platform that can be adapted to meet a range of needs, offering customisation solutions that extend from graphic applications to fully bespoke projects.

Whether tackling the stages of the Giro d'Italia Donne or competing in the most demanding international gravel races, Air Atlas UAP combines aerodynamics, ventilation and comfort with the opportunity to express a unique team identity.

For Limar, customisation is not just about aesthetics; it is a strategic tool for enhancing athletes, teams and partners, all the while maintaining a focus on the performance and innovation that have driven the brand for more than thirty-five years.

ABOUT LIMAR

Founded in Italy, Limar is a brand specialised in the development of high-performance helmets and eyewear for road, gravel, and mountain biking. With a strong focus on innovation and safety, Limar combines Italian design, advanced technologies, and aerodynamic research to create lightweight, comfortable, and performance-driven products.

Over the years, Limar has introduced distinctive technical solutions in ventilation and aerodynamics, contributing to the evolution of modern helmet design. Today, the brand is distributed internationally and continues to develop products designed to meet the needs of the most demanding riders.