



PRESS RELEASE

PIRELLI AND CICLOTTE LAUNCH MOTORSPORT-INSPIRED DESIGN EXERCISE BIKE

Reproduces road riding indoors, thanks to a multiple ratio transmission, electro-magnetic resistance system and a frame that can flex laterally

The first model born from the collaboration between the two companies debuts in Milan at the 2023 Fuorisalone

Milan, April 20, 2023 – The first PIRELLI-branded Ciclotte Bike made by Multi Design was presented during Milan's Design Week. This version of the design exercise bike inaugurates the collaboration between the two Italian companies and is characterised by elements derived from motorsport.

The Ciclotte Bike, designed by Luca Schieppati, distinguishes itself from traditional exercise bikes through a number of different elements, starting with the form of the single wheel. This design exercise bike is conceived to faithfully reproduce the feeling of pedalling a road bike, thanks to a multiple ratio transmission, an electro-magnetic resistance system, a frame that can flex laterally with each push of the pedals, and a narrow gap between those pedals, like a racing bike. An additional feature is Bluetooth connectivity, for immersive training experiences that simulate real roads, as well as training programmes, spinning classes, and multi-user challenges. The Ciclotte Bike combines a carefully studied ergonomic layout and prestigious materials (including carbon and steel). Imagined for a contemporary lifestyle where physical exercise, work and well-being share the same space, its compact size allows the bike to be placed in different areas and used for both fitness training and to complement home décor.

The Pirelli edition of the Ciclotte Bike stands out with graphics that mirror the layout of the tyres used in the world's most prestigious car competition of which Pirelli the sole supplier. These are available in five colours, just as is the case for a real race weekend: white 'hard', yellow 'medium', red 'soft', green and blue for "rain". For the first time, Ciclotte will also have handlebar grips in rubber, for an easier grip during the most intense workouts.

Yellow and red versions of the new bikes are displayed on Thursday 20 April during two events that are part of the Fuorisalone–Milan Design Week, at the Excelsior Hotel Gallia and the Illulian boutique.

"MULTI-DESIGN licensee for the trademarks ,  and P ZERO for exercise bike".

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