



## PRESS RELEASE

### **PIRELLI IS OFFICIAL PARTNER OF GIRO DI LOMBARDIA AND STRADE BIANCHE**

*Pirelli announces official partnership with Giro di Lombardia, Granfondo Lombardia, Strade Bianche 2019 and Granfondo Strade Bianche 2019. At the village of the two events, the company will offer all attending fans a pressure balancing check service.*

*Milan, Italy, 11 October 2018.* After the Under-23 Giro d'Italia, Pirelli links its name to two big, classic races of the road cycling panorama: the Giro di Lombardia (Tour of Lombardy) and the Strade Bianche.

The company has signed an agreement with RCS Mediagroup, which recognizes the presence of Pirelli as the official partner of the two well-known events.

The Giro di Lombardia, now in its 112th edition, will take place on Saturday 13 October 2018 and will bring the pro riders from Bergamo to Como, after 241 km of the race.

Among the professional teams at the starting lineup, there will also be the Australian team Mitchelton-SCOTT whose bikes will be equipped with the exclusive Pirelli *P ZERO*<sup>TM</sup> Velo tires in the 25 mm tubular version, for sale to the final consumer from November on.

Typical feature of both the Tour of Lombardy and Strade Bianche, which will start from Siena on March 10, 2019, is the opportunity for amateurs and fans to compete on the same route of the pro riders. In fact, together with the race of the pros, the same-named granfondos are taking place on the same days: the granfondo Lombardia on the 14th of October and the granfondo Strade Bianche on 9<sup>th</sup> of March 2019.

Pirelli will be present with a booth at both villages, displaying the full range of Velo products. All those who visit the Pirelli booth will be offered a "pressure balancing check" on-site. Arriving at the Pirelli stand with their own bicycle, cyclists can measure the exact distribution of their weight on both wheels and thus get the correct inflation pressure of the front and rear tires, according to the formulas calculated in the Pirelli labs.

For the tire to work properly, it is important to understand the applied load, the conditions of use, the position in the saddle as well as the style of the cyclist. With all this information available, the Pirelli staff will be able to recommend the correct pressure of both tires, in different conditions of use, for the rider.

*"Our participation in these important events such as the Tour of Lombardy and Strade Bianche reaffirms Pirelli's commitment to professional road cycling and its continuous product development, to satisfy more and more consumers with new products. - commented Antonella Lauriola, COO of Pirelli Velo – Il Lombardia will be the occasion to celebrate our newcomer in the range: the Cinturato Velo<sup>TM</sup>, a product that develops Pirelli's tubeless ready technology."*

[www.velo.pirelli.com](http://www.velo.pirelli.com)

**All press releases, pictures and video material of the Pirelli Velo products can be downloaded at the following link:**

<https://connect.pirelli.com/>

Username: Pirellivelo

Password: Pzerovelo1!

Vitamina C PR Office

Claudia Vianino - [claudia.v@vitaminac.net](mailto:claudia.v@vitaminac.net) – cell. +39 3472680427 – T.+39 011 6313305

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Pirelli Press Office

Tel. +39 02 6442 4270 –

[pressoffice@pirelli.com](mailto:pressoffice@pirelli.com) – [www.pirelli.com](http://www.pirelli.com)