

PRESS RELEASE

**SANTINI CYCLING AND PIRELLI DESIGN LAUNCH THE 2025 “SPORT CLUB”
COLLECTION OF TECHNICAL CYCLING APPAREL**

After the 2024 edition, a new exclusive line for cyclists inspired by the Pirelli Sport Club with graphics that recall Pirelli advertisements from the 1960s

Milan, 22 May 2025 – Santini Cycling and Pirelli Design, following the success of the first edition, launch a second capsule collection, “**Santini x Pirelli Sport Club 2025**”. The new exclusive collection, inspired by the club founded by Pirelli in 1922 to promote employee well-being through physical activity, confirms the combination of **tradition, aesthetic research and technical performance**. For Pirelli it is also an opportunity to remember the historic bond with two wheels: the first tyre produced, the “Tipo Milano”, patented in 1893, was in fact for bicycles.

Taking inspiration from the previous collection, the new proposal introduces **two graphic lines inspired by the Pirelli advertising archive** of the 1960s, part of the historical heritage of over 4 km of documents preserved by the Pirelli Foundation: the **Ruota** design, characterized by a motif that recalls the wheel in motion, a symbol of dynamism and innovation, and the **Tape** design, inspired by vintage advertising posters with horizontal colored bands that recall energy, speed and sporting spirit.

The new items include **two unisex cycling jerseys**: the Ruota version, with a wheel-shaped silicone detail on the back, made of ultra-light and elastic fabric to ensure a slim fit and a second-skin feel; and the Tape version, featuring colored stripes inspired by the iconic Pirelli posters of the 1960s, made of Polartec® Power Stretch™ with lightweight raw-cut sleeves, reflective details and a covered zip for comfort and functionality.

The two new jerseys, available in black and white, go with the Pirelli SC shorts, vest, windbreaker and all the accessories already present in the 2024 collection. To complete the collection, a selection of casual garments designed for both everyday use and pre- or post-ride, available from the end of June.

The new Santini x Pirelli Sport Club collection renews the bond between two Italian excellences, united by a common vision based on **innovation, passion for sport and attention to detail**.

The collection is available on the official website www.santinicycling.com

Recommended retail price - Ruota cycling jersey: 130,00 Euro - 156\$ - 130£

Recommended retail price - Tape cycling jersey: 110,00 Euro - 132\$ - 110£

Santini Cycling is the licensee of the PIRELLI and SC brands for cycling apparel



Santini Cycling was born in 1965, thanks to Pietro Santini's deep passion for cycling. Each of our garments, proudly made in Italy, is the result of dedicated work by a team of cycling enthusiasts designers. All Santini products are built on four core principles: perfect fit, exceptional performance, unbeatable comfort, and long-lasting durability. Through continuous investments in researching innovative fabrics and new production methods, Santini is committed to the well-being of athletes and enthusiasts. Our mission is clear: to refine our clothing, allowing everyone to pursue their passions while wearing comfortable and stylish apparel. Learn more about us at www.santinicycling.com.

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Pirelli, founded in 1872, is today one of the world's biggest tyre manufacturers, and the only one to be entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With a distinctive positioning at the top and very high end - the "High Value" segment – PIRELLI is a global brand with strong Italian roots, known for its cutting-edge technologies, manufacturing excellence and passion for innovation. To achieve the highest level of performance, safety and reduction of environmental impact, Pirelli has always been committed to research and development, in which it invested 5.3% of High Value revenues in 2024. Pirelli is also constantly engaged in sustainability initiatives that have earned it top positions in the major world rankings for years and inclusion in the most relevant indices, such as the Dow Jones Sustainability World and Europe. Present in the world of motorsports since 1907, it is now active in over 350 competitions and since 2011 has been the Global Tyre Partner of the Formula 1® World Championship, for which it has renewed the exclusive relationship until at least 2027. In line with the company's strategic focus on the Premium and Prestige segments, Pirelli Design creates targeted projects in collaboration with partners of excellence in their respective areas to provide products that are both unique and iconic.

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