



PRESS RELEASE

PIRELLI AND CICLOTTE EXPAND THEIR LINE OF MOTORSPORT-INSPIRED DESIGN EXERCISE BIKE

The new model debuted in the Pirelli Motorhome in Monza during the Italian racing weekend

The two companies also launch the new Ciclotte Pirelli Dumbbells

9 September 2024 - Pirelli and Multi Design, producer of the CICLOTTE brand, gave rise to the new exclusive edition of the Ciclotte design exercise bike branded PIRELLI, characterised by elements derived from motorsport. The two companies continue their collaboration started last year, sharing values such as passion for design, sporting vocation and high quality. The partnership changes traditional gym equipment aesthetics, by introducing a bike which is at the same time a fitness equipment and a piece of design for home decoration.

This new Pirelli edition of the Ciclotte Bike differs from the previous one by various elements: a **LED screen** integrated into the bike frame gives information on training, such as speed, km travelled, heart rate; a **new Bluetooth connectivity** with smartphones and tablets through Kinomap™ App assures an immersive training experiences, from road ride simulations till spinning classes and multi-player challenges; the gearbox with electromagnetic resistance courtesy of NOHRD™, ideal for high-intensity aerobic workouts, is finally enriched with a **new transmission** with a heavier and larger flywheel.

A version with yellow graphics of the brand new Ciclotte Pirelli design exercise bike was displayed for the first time ever inside the Pirelli Motorhome set up in **Monza** over the race weekend at the beginning of September. The bike stands out with handlebar grips in rubber, for an easier grip during the most intense workouts, and with graphics that mirror the layout of the tyres used in the world's most prestigious car competition of which Pirelli is 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".

The Ciclotte Bike also combines a carefully studied ergonomic layout respecting the "3-touch points triangle" cycling mandates with a narrow gap between pedals, like on a racing bike, while its compact size allows it to be placed also in limited spaces like hotel suites and yacht cabins.

The Ciclotte Pirelli design exercise bike represents an evolution from "Ciclò," an innovative monowheel prototype designed in 2007 for sustainable mobility and a direct homage to 19th-century monocycles. Ciclò is displayed in the permanent collection of the Italian Design Museum, La Triennale di Milano, celebrating its historical significance and design excellence.

THE NEW DUMBBELLS

Besides the new Ciclotte Pirelli design exercise bike, the two companies also present a set of modular Dumbbells. This set is characterized by an innovative conic hooking system able to quickly vary the weight used by the users from 1.5 kg up to 7 kg per hand: this allows users to undergo real training session and heavy exercises.

The Ciclotte Pirelli Dumbbell features the same graphics and colors as the Ciclotte Pirelli design exercise bike and also shares with it the round shape, which directly refers to the "circle of life", ensures a better distribution of weight around the hands during exercise and the possibility to be used as a normal fitness tool. At the end of the workout, the dumbbells can be showcased on the special support, even in a living room, like a sculpture.

Pirelli, founded in 1872, is today one of the world's major tyre producers and the only one entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With distinctive positioning at the high and very high end - the "High Value" segment - PIRELLI is a global brand with deep Italian roots, known for its cutting edge technology, production excellence, and passion for innovation. To achieved the highest levels of performance, safety and environmental impact reduction, Pirelli is constantly engaged in research and development, where in 2023 it invested 5.4% of High Value revenues. In addition, it is also greatly committed to sustainability initiatives which has resulted over the years in the company being awarded top positions in the leading world classifications and inclusion in the most important indices, such as the Dow Jones Sustainability World and Europe Indices. Pirelli has been active in the world of motor sports since 1907, and today is involved in more than 350 competitions. Since 2011, it has been the Global Tyre Partner for the Formula 1™ World Championship, a relationship recently renewed until at least 2027. In line with the Company's strategic focus on the Premium and Prestige Segments, Pirelli Design develops projects aimed at collaborations with partners of excellence in their respective fields to supply products that are once unique and iconic.

Pirelli Press Office

Tel. +39 02 6442 4270
pressoffice@pirelli.com
www.pirelli.com

MULTI-DESIGN Srl is the company created to produce, promote and develop Ciclotte world, enhancing its design in the most innovative, creative and technological dimension, and managing the entire range of macro-processes from creativity, to production, to diffusion.

The Ciclotte line was born from the evolution of Ciclò, the concept of monocycle characterised by the iconic circular shape typical of retro bicycles of the late 19th century, designed to meet the need for sustainable urban mobility, which since 2007 has been part of the permanent collection of the Italian Design Museum at 'La Triennale' in Milan.

From the first bike, designed, engineered in carbon fiber and industrialized by evolving Ciclò in a functional fitness version, Ciclotte has become a collection of design fitness tools with the gradual introduction of models of bike in Wood, Glass and Marble, as well as the kit of Dumbbells/Sculpture and the Wall-bar/mirror.

Ciclotte: Design for fitness. The form of an object, the humanity of its function.

Multi-Design Press and Marketing Office

Tel. +39 035233350
mktg@ciclotte.com
www.ciclotte.com