Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY

OpportunItaly
Driving business growth with Italian excellence.

ITALIAN PAVILION AT ROULEUR LIVE LONDON 2026

12 - 14 November 2026
The Truman Brewery, London

ITA
ITALIAN TRADE AGENCY

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

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PEdALED

Santini

FULCRUM

CICLI Barco

SARTO

SIDI

GREGARIO
CYCLING DEVELOPMENT LAB

guerciotti

LIMAR

ZULLO

MB Wear

northwave

GALICE
vedi italiano

I.T.D.
Italian Transfer Diffusion s.r.l.

3T

ITA
ITALIAN TRADE AGENCY

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STAND 732

Founded in Turin in 1961, 3T is an Italian cycling brand with a long history of innovation in bicycle components and design. Today, headquartered in Presezzo, near Bergamo, 3T specializes in high-performance gravel and road bikes, pioneering advanced carbon manufacturing technologies and bringing bicycle frame production back to Italy.

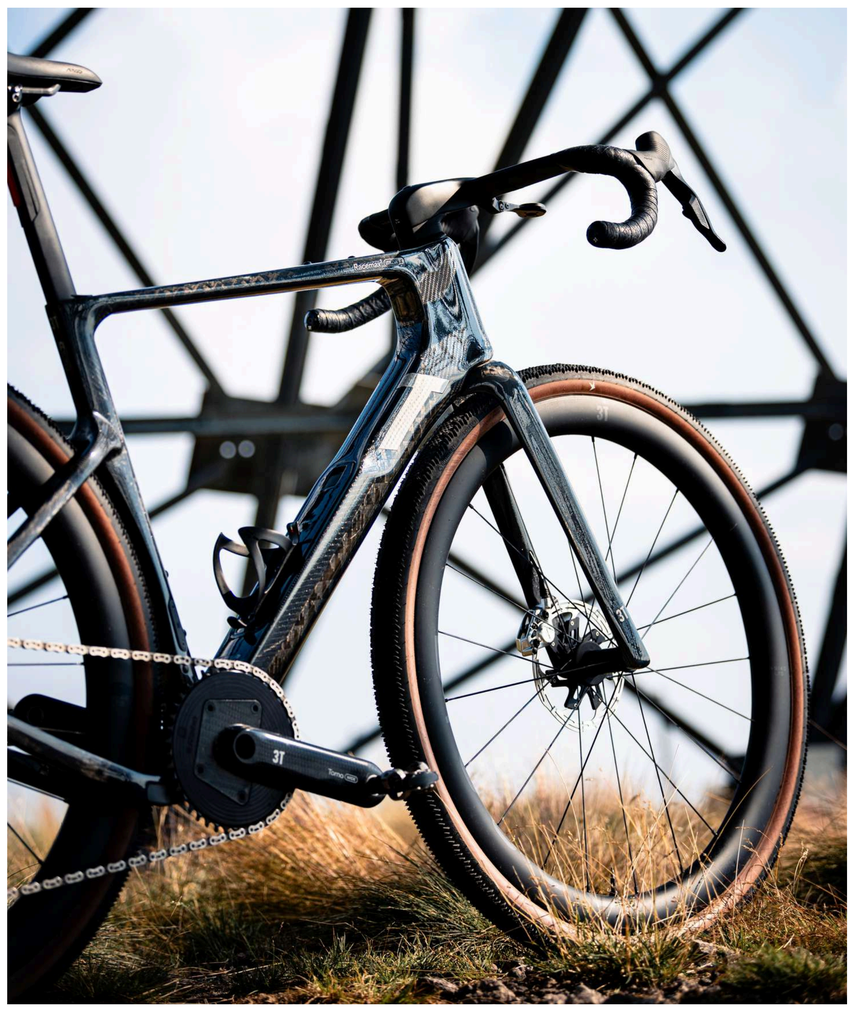
RACEMAX 2 ITALIA_X

We introduce ITALIA X, a new top-tier range within our bike collection, bringing together our most refined Made in Italy frames with premium builds, wheels, and components to create bikes that embody the highest expression of 3T manufacturing.

Every ITALIA X frame is proudly made in our Italian factory, starting with continuous carbon fiber and using our exclusive Filament Winding and RTM technologies.

The naked carbon finish, now exclusive to the ITALIA X range, is a window on absolute precision and technology behind every frame we create and the clearest expression on of how our bikes are made.

On these most exclusive 3T models, we leave the carbon texture visible, making every frame unique.



Strada Italia X



When we launched the first version of the Strada in 2017, we set out on a journey into the future. At the time, no road bike was designed and built the same way: an aerodynamic frame shaped around wide tires, the option of 1x drivetrains, and modern geometry and forms built for performance as well as handling and comfort.

Today, the 3T Strada has evolved into the ITALIA and ITALIA X versions, built in Italy at our Presezzo facility using proprietary technologies such as Filament Winding and RTM from dry carbon fiber tow.

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STAND 720

Cicli Barco is an Italian family-run framebuilding workshop with a heritage dating back to 1947. Combining traditional craftsmanship with modern technology, we create handcrafted steel and stainless steel bicycle frames, blending timeless elegance, performance, and attention to detail.

Every frame is proudly made in Italy, reflecting our passion for cycling and dedication to quality.

Marconi Zero

Marconi Zero is a contemporary road frame designed for precision, responsiveness, and versatility.

Its distinctive silhouette, seamless cable integration, and carefully selected tubing deliver an exceptional balance of performance and style.



Viva

Viva blends classic Italian design with modern engineering, featuring elegant lines and a distinctive stainless steel fork.

At Rouleur Live, we will unveil an exclusive edition with unique details and a fresh take on this timeless model.



STAND 702

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Founded in Milan in 1948, Cinelli is the world's leading performance cycling lifestyle brand. Over 75 years of rich history including 28 Olympic Gold Medals, countless Tour De France and Giro D'Italia victories, design awards and exhibitions, we have developed a unique mix of manufacturing know-how, creative collaboration and cultural significance.

These three areas of excellence allow us to operate outside the rigid categories and constraints of the mainstream cycling market, and instead work to continuously redesign the cultural limits of performance cycling.

Speciale Allroad Titanium

Handcrafted in the Cinelli workshop, the Allroad Ti is built around Columbus Hyperion titanium, carefully welded by the same people who design and create every frame under one roof: one of the shortest supply chains in the cycling industry.

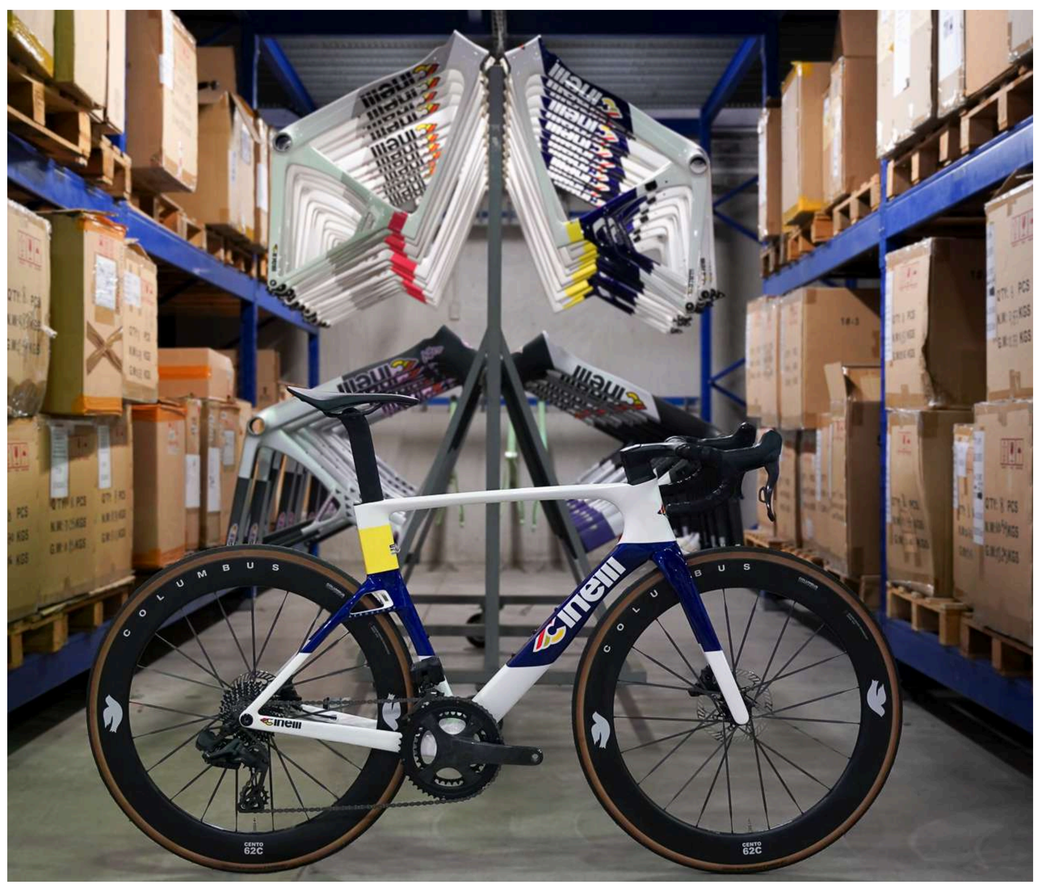
Designed to take on asphalt, gravel roads and endless adventures, it combines up to 45 mm tire clearance, UDH compatibility and a Columbus Divide fork, delivering advanced technology, versatility and the timeless durability of titanium.



Aeroscoop

The Aeroscoop is our latest evolution in aerodynamic carbon road bike design; shaped by more than 75 years of relentless Milanese innovation and fine-tuned in the wind tunnel for pure performance.

Every line, surface, and angle has been optimized to reduce drag, enhance stability, and deliver maximum speed in even the most demanding real-world racing conditions.



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FULCRUM

STAND 706

We design wheels that deliver the best performance modern technology can offer.

Sharq GR

The GR project has grown out of an in-depth analysis of race data and direct experiences from high-level gravel races.

The objective was clear: to create a wheel able to support high speeds over rough terrain, whilst maintaining control, precision and a concrete aerodynamic advantage.

The heart of the project is the new 2-Wave Rim with an inner rim width of 30 mm, and mini-hook, designed to work in perfect synergy with wide tyres, optimising their shape, contact patch and stability.

The variable wave profile, with a height of 47/52 mm, improves air flow management and reduces the yaw moment and frontal drag.

The Sharq GR represents the maximum expression of Fulcrum’s performance for gravel races: FF100 carbon fibre, hubs with Cup & Cone bearings, flat profile A3RO spokes and 2:1 lacing pattern, for maximum reaction, precision and aerodynamic advantage.

The wheel-tyre system has been developed to work in perfect synergy with 47-50 mm.



GREGARIO
CYCLING DEVELOPMENT LAB

STAND 710

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Gregario is a bike-tech company, a workshop, a design studio and much more: a laboratory of cycling innovation based in Italy, putting passion and expertise at the service of the cyclist.

VERA AR

Monocoque meets the bespoke heritage.

VERA AR is the first and only integral monocoque composite frame-kit that can be tailored for the rider's uniqueness, thanks to our innovative adjustable mold.

Every frame-kit is handmade in Mondovì (Piedmont, Italy) with a blend of craftsmanship passion and engineering skills.



Guerciotti

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STAND 718

Founded in Milan in 1964 by Paolo Guerciotti, Guerciotti is a family-owned Italian bicycle brand built on passion, craftsmanship and racing heritage.

Today, the company is guided by his children, Alessandro and Micaela, who continue to combine the values of its history with a contemporary vision of cycling. Every Guerciotti bicycle embodies the spirit of authentic Made in Italy, where technology, design and craftsmanship come together.

Guerciotti Atelier

Guerciotti Atelier is our interpretation of Italian craftsmanship: a creative workshop where colour becomes material, identity and emotion.

Every finish is born from the fusion of aesthetic sensitivity, manufacturing expertise and continuous research, transforming each frame into a surface shaped with the same care and attention reserved for a handcrafted work of art.

The four new colourways, Laguna Deep, Acid Pulse, Cocoa Dust and Lavender Void, mark the beginning of this journey. They will be available on our top range bikes Sixty, Eclipse S, Veloce SLR, Anima, Escape and Vito CX.



Sixty

Sixty is Guerciotti’s top-of-the-range jewel, created to celebrate 60 years of the company’s history and Italian cycling heritage.

Featuring an advanced high-modulus carbon frame, racing geometry and optimized stiffness-to-weight ratio, Sixty delivers exceptional power transfer, precise handling and outstanding responsiveness, combining cutting-edge technology with the unmistakable craftsmanship of Guerciotti.



VELOCE S 2027

Veloce S 2027 is the new generation of Guerciotti’s historic bestseller, developed for riders seeking racing performance and excellent value.
Its Torayca carbon frame combines stiffness, lightness and responsiveness, while the UDH dropout and PressFit bottom bracket enhance efficiency and versatility.
New graphics complete a modern, aggressive racing character, ready for every challenge.



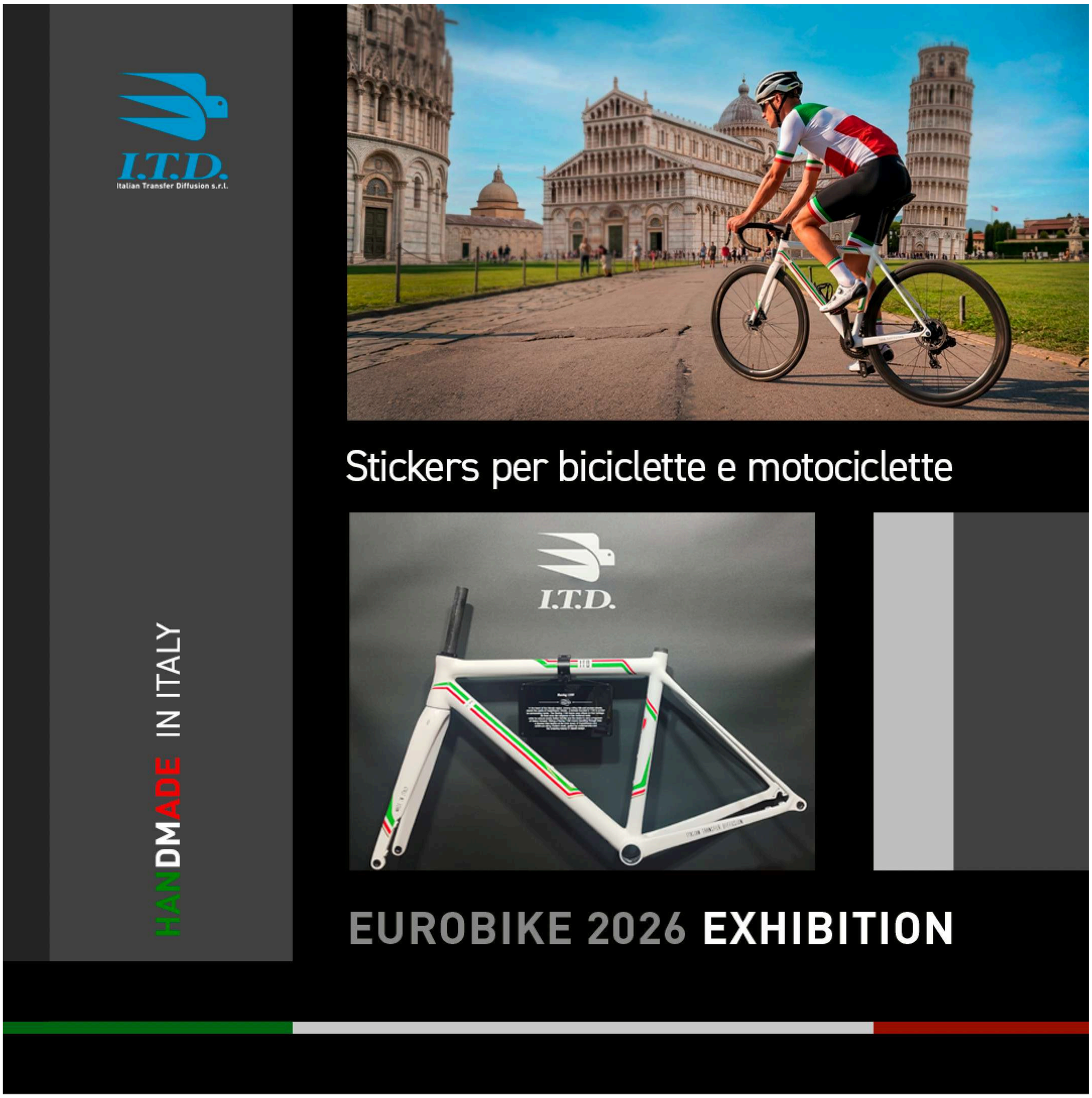
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STAND 708

Screen Printing Company.

Decals for bicycle

Customization decals for bicycle.



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ZULLO

STAND 712

Steel is Real.
Made by hand, made to measure.
Verona, since 1973.

ZULLO Bike

Made to Measure Italian Steel.

Bicycle Frames Since 1973.



LIMAR

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STAND 734

We are the helmet specialists.

Since creating the lightest helmet in the world, we have never stopped.

We've explored the border of aerodynamics, and gone even further - and still the best goal, is always the next one.

Altair

THE ULTIMATE BALANCE OF AERODYNAMICS, VENTILATION AND PROTECTION.

Altair is Limar’s latest high-performance road helmet, combining the best features of Air Atlas and Air Pro into a single, advanced solution.

It brings together the optimized aerodynamics and ventilation of the Air Atlas with the carbon structure and enhanced strength of the Air Pro, resulting in a top-tier helmet designed for both professional and demanding amateur riders.



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STAND 722

Technologically advanced cycling clothing.

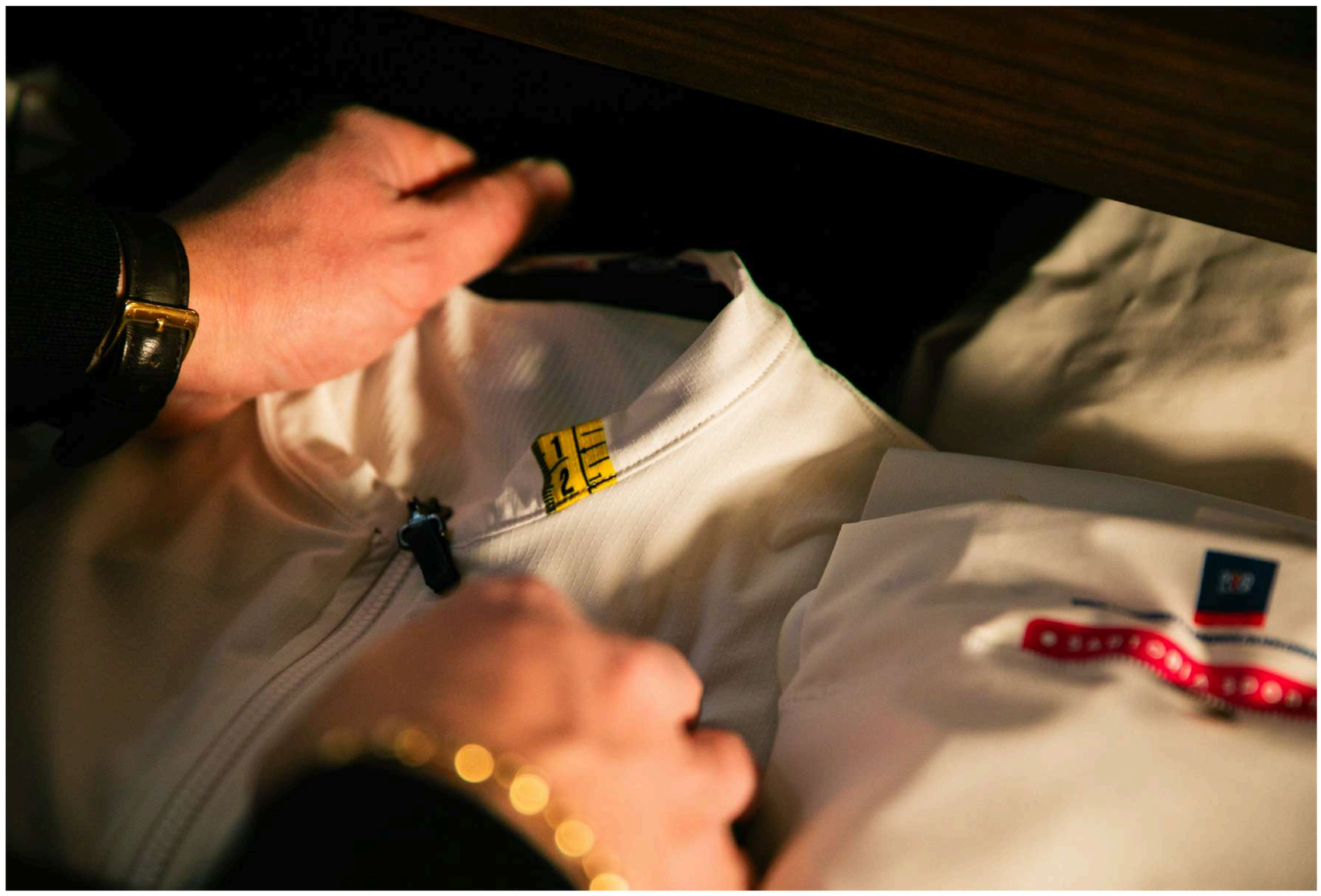
Exquisite craftsmanship from Napoli 🇮🇹

#sartoriasportiva

Sartoria Sportiva's Project

Sartoria Sportiva is a new project inspired by the Neapolitan tradition of tailoring.

Although OBBI is a young brand, it has the ambitious goal of maximizing the customization of some of its high-end products to satisfy the love of detail, the desire for uniqueness, and the need for elegant, tailored clothing.



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STAND 714

MBwear is an italian company of premium sports socks and base layers.

Aero Race Socks

USE: The Aero sock is for those who want the very best and are looking for the fastest sock on the market.

FEATURES: Designed with a footbed that combines a honeycomb pattern with a hexagonal texture, mirroring the construction of the leg section.

The forefoot is crafted using a yarn infused with silver ions and a construction that ensures comfort in high-pressure areas, whilst providing maximum breathability and lightness where the foot needs it most.

From the ankle upwards, the sock utilises MBwear's patented Aero Lycra, tested in a wind tunnel in Milan; thanks to its internal construction, it minimises the drag coefficient (Cx) and thus enhances performance.

Test results confirm that this sock generates the least friction whilst cycling, making it the top choice for those seeking speed, whilst also offering a unique aesthetic appeal, thanks to the texture visible on the upper section.



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STAND 704

At Northwave we pour all our energy into one and one thing only: creating the finest products for sport in the mountains. With a single-minded focus, we create innovative products, unmatched in terms of performance, quality, design and style.

Cycling Shoes

Innovative cycling shoes for summer and winter. Engineered for world-class pros, worn by tastemakers!





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ITALIAN TRADE AGENCY

PEdALED

STAND 724

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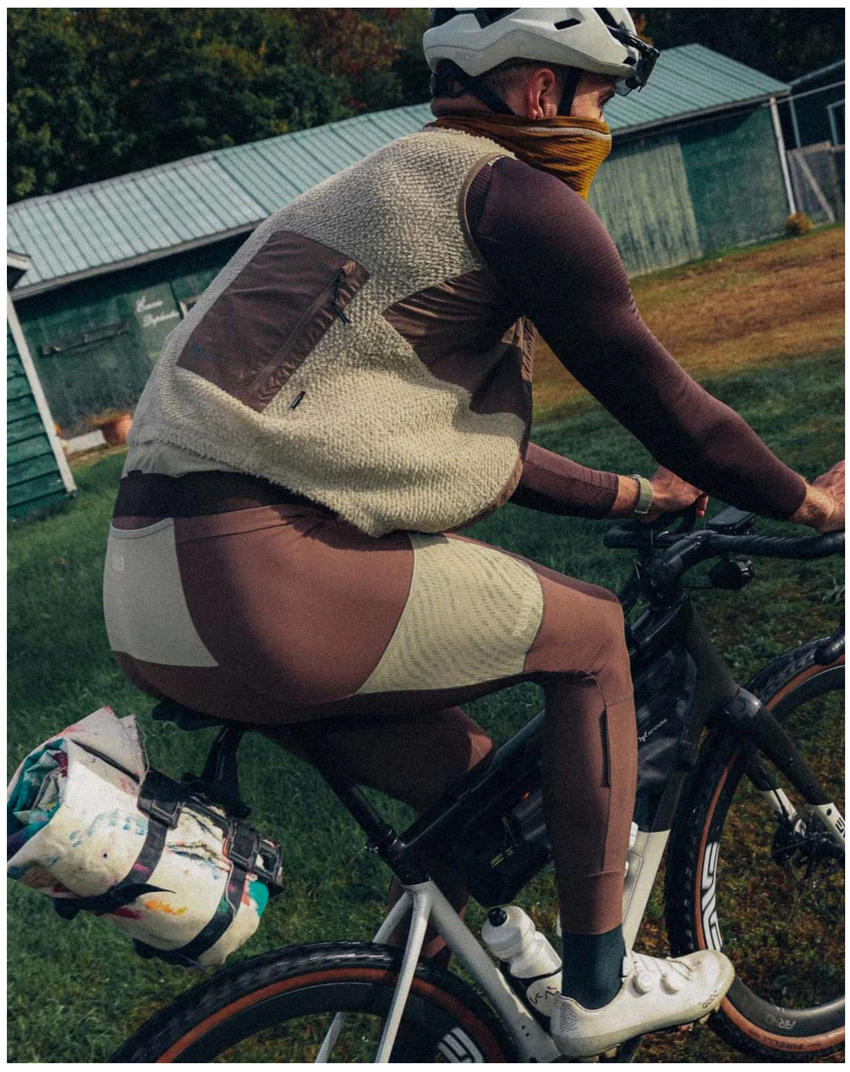
Designed for those driven by discovery and endurance, PEdALED delivers premium cycling wear tailored for every discipline.

Bridging the gap between road performance, gravel exploration, and ultracycling, the brand combines advanced fabric innovation with timeless aesthetics to accompany cyclists across all conditions and distances.

Odyssey Collection

Designed for those who push beyond ordinary boundaries, the Odyssey collection is engineered for multi-day adventures and ultra-cycling.

Featuring weather-resistant fabrics, expanded pocket capacity, and integrated reflective detailing, Odyssey balances endurance-level durability with a refined aesthetic—ensuring optimum thermoregulation and comfort over any distance.



Element Collection



Engineered for essential performance and daily riding, the Element collection embodies PEdALED's commitment to lightweight functionality and streamlined design.

Crafted with breathable, quick-drying fabrics and an ergonomic fit, Element seamlessly adapts to road and gravel disciplines alike—delivering timeless style, superior thermoregulation, and uncompromised comfort for every outing.

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vedi italiano

STAND 713

Salice Eyewear and Helmets, Italian heritage and design since 1919.

Salice 031 Vision CRW Sunglass

The 031 vision Mirror Photochromic sunglass has spherical monofocal base 8 lenses that sit either side of an adjustable nose bridge giving more flexibility, a better fit and more importantly allow you to focus on close up objects, such as text on screens, GPS navigation devices etc.

The addition of the Photochromic technology enhances the experience and allows the lens to lighten or darken according to the sunlight.

Solid and yet remarkably light, the 031 has hollowed out arms which direct the airflow over the lenses and prevent any unnecessary fogging.



SALICE VENTO ITA HELMET

Italian in design and styling the Vento ITA from Salice offers a more aero option for road cycling.

The Vento incorporates many elements of superior design and function. Venting above the forehead allows air to push through and out, creating both air flow and the least resistance.

Lightweight and compact the helmet offers EN 1078 certified protection and comfort.

The Vento has two lateral attachment guides: engineered to hold your sunglasses firmly on the helmet when not in use.



Santini

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STAND 730

Founded in 1965 in Bergamo, Italy, Santini Cycling designs and manufactures premium Italian-made technical apparel for cycling and triathlon. For over 60 years, we have combined innovation and performance through iconic collections and partnerships.

We are the official partner of the UCI and L'Eroica, and support numerous international events. We are also proud to sponsor Lidl-Trek, Unibet Tietema Rockets, Reverb Cycling and other professional teams.

MADSS Skinsuit

The MADSS Road Skinsuit (Mega Aerodynamic Speed Shell) is designed to maximise aerodynamic efficiency, combining advanced materials, technical construction and a second-skin fit for uncompromising performance on the road.

The lightweight, breathable Lycra upper ensures comfort during intense efforts, while the low collar and specially engineered striped sleeves help optimise airflow and reduce drag.

The lower section features durable, medium-compression Lycra with extended, raw-cut legs and silicone grippers for a stable, aerodynamic fit without restricting movement.

Designed for demanding races and long distances, the C3 chamois with anti-shock gel inserts provides lasting comfort, while three rear pockets offer practical storage for ride essentials.



Santini x Mads Pedersen Momentum Series

The Santini x Mads Pedersen Momentum Series is an exclusive collection developed by Santini in close collaboration with Mads Pedersen, combining professional racing experience, technical innovation and Italian craftsmanship.

Born from the development of MADSS (Mega Aerodynamic Speed Shell), the aerodynamic skinsuit created with Mads, the collection brings pro-level technology to everyday cycling. Advanced materials, engineered construction and a fit refined through testing come together to deliver speed, comfort and performance.

The range includes jerseys, bib shorts, a road skinsuit, a baselayer, a vest and technical accessories. The collection also extends beyond the bike with lifestyle pieces, including T-shirts and hoodies.

Its distinctive graphic, featuring arrows pointing in opposite directions, expresses the energy, movement and speed that define the collection.

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SARTO

STAND 726

A Sarto bicycle represents the pursuit of perfection, a product of boundless innovation and material excellence. A high-precision work of art brought to life with a singular vision to create the ultimate custom carbon fibre racing bike. Here's how we do it.

SARTO Cima TC

A New Weave, A New Standard.

At the core of the Cima TC is a refined Tri-Composite weave: carbon fiber interlaced with copper filament, tightened to a finer pattern than before. The result is a surface that holds more consistency under stress, with the same signature depth of finish that made the original Raso TC unmistakable.

Built From Two Philosophies .

The Cima TC brings together two things Sarto has spent decades perfecting. From the Cima: the endurance-inspired geometry, the race-oriented handling, the diamond profile at the head tube and down tube. From Tri-Composite: a carbon structure reinforced with metallic filament, built to absorb road vibration and resist impact without adding weight.

Every tube is still hand-laminated. Every joint is still hand-wrapped and bonded, tube-to-tube, in the Pianiga workshop. Nothing about the process changed. What changed is what the process now produces.

Comfort Without Compromise

Tri-Composite carbon does two jobs at once: it damps vibration through the frame, and it holds its stiffness where the frame needs to stay precise. On the Cima TC, that means a bike that climbs like a race bike and rides all day like an endurance bike, exactly the balance the Cima was designed around from the start.

Four Colors, One Character

The Cima TC launches in Blue, Green, Red, and White. Each filament color runs through the Tri-Composite weave itself, not just the paint, so the effect shifts with the light and holds up over years, not seasons.



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STAND 700

Founded in 1960 in Maser (TV), Sidi is an Italian company specializing in the production and sale of cycling and motorcycling footwear used by top professional athletes and enthusiasts worldwide.

Renowned for its dedication to quality and both technical and technological innovation, Sidi is present in over 70 countries, supporting people in the continuous progress of their potential by offering products that transcend time—combining performance, comfort, and cutting-edge design.

This philosophy is encapsulated in the company's credo, "Made to Progress."

SIDI New Cycling Collection

SIDI presents its new cycling collection, showcasing the latest technologies and innovations developed to elevate performance, comfort and efficiency.

The collection features SHOT 3 PURA, refined through the demands of elite racing and developed in collaboration with Isaac Del Toro.

Its ultralight construction, precision fit and advanced carbon sole are engineered to maximize stiffness, stability and power transfer—reflecting SIDI's continuous pursuit of performance-driven innovation.



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STAND 716

Since 1967, Ursus has been manufacturing high-quality components for cycling, automotive, and industrial applications in Italy. Reliable, innovative, and built to last, our products are designed to deliver consistent performance.

Arya G 50

ARYA G, the new dynamic platform engineered to adapt to every surface while maintaining consistent responsiveness, precision and power transfer. An AllRoad / Fast Gravel wheel developed for riders seeking speed, control and performance continuity across variable terrain.



With ARYA G, the brand introduces the Sapim RC-1 fiber spoke for the first time, integrating it into the new OmniTune System™: a proprietary dynamic platform conceived to redefine the relationship between terrain adaptability, mechanical efficiency and ride response through vibration absorption, while also increasing riding comfort.

ARYA G was born from a clear vision: to engineer a wheel capable of remaining fast and stable even when the surface changes constantly. It is not simply a sum of advanced components, but a complete wheel system developed to preserve what matters most under high-intensity riding conditions: responsiveness, smoothness and comfort.

At the core of ARYA G is not a single component, but the innovative OmniTune System™: the new URSUS architecture coordinating the dynamic behavior of the U-GD.60 hub, Sapim RC-1 spokes and the Y-stars™ lacing pattern.

Arya R 50



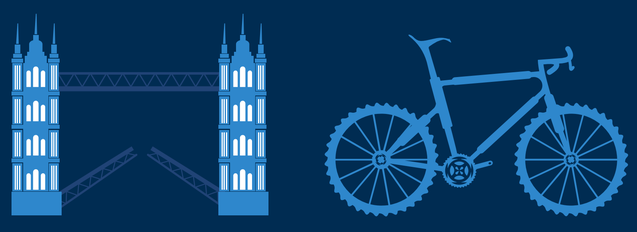
Tested at the 2025 Tour de France, ARYA R is the new wheel designed for cyclists who demand the best, like Oscar Onley, 4th in the 2025 TDF general classification.

Lightweight, responsive, aerodynamic, and race-ready, it represents the technological pinnacle of the Ursus range—a pure concentration of innovation created to push every cyclist beyond their limits.

Available in 35mm and 50mm profiles, ARYA R is the perfect choice for both professionals and enthusiasts.
Ready to take on any challenge, it excels on the steepest Alpine climbs, in explosive sprints and on the longest and most demanding race days.

With ARYA R, every watt turns into pure speed. A true racing companion that redefines lightweight performance, designed to excite every cyclist and transform the road into a stage for victory.

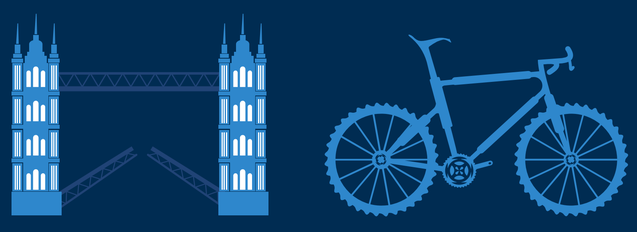
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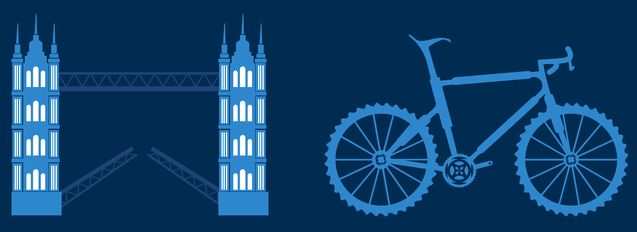
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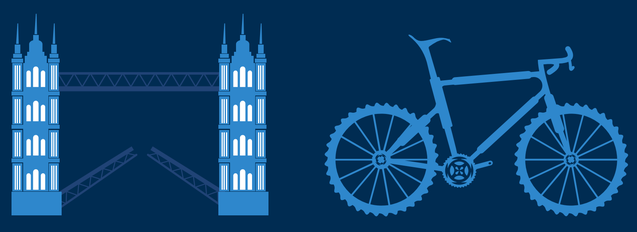
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ITA
ITALIAN TRADE AGENCY

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ITALIAN TRADE AGENCY

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A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE