



SK DE ROSA PININFARINA: AT THE GIRO D'ITALIA WITH THE COLORS OF THE H2 SPEED

Turin, May 5th 2016. De Rosa, historic bicycle builder, to celebrate its 99th participation to the Giro d'Italia with the team Nippo-Vini Fantini, has realized, in collaboration with Pininfarina, a **special edition of the De Rosa SK Pininfarina**, inspired to the **H2 Speed**,



the powerful hydrogen track car signed by the famed design house Pininfarina.

The bicycle – with the frame white, orange and yellow flou, exactly as the car – has been assigned to Damiano Cunego who will run its 11th Giro.

“The two engineless wheels represent sustainability and when this subject meets also the extreme performance and the highest level of competition the union is perfect. This consideration generated the special project that has tided us, once again, to the company of Turin” – declares

Cristiano De Rosa, Managing Director of De Rosa – “One day, in the Pininfarina headquarter I've been really impressed by the H2 Speed, a car in which the technology is at the service of power. The same concept that we apply to our bicycles: research and development for an endless challenge. Damiano Cunego has the reins of this extraordinary competition”.

“Style and technology, sportiness and high performances are the features shared by the H2 Speed and the special version of the De Rosa SK Pininfarina inspired by the car” declared **Paolo Pininfarina, Chairman of the Group**. “We are proud that Damiano Cunego, leader of the team Nippo Vini Fantini, choose thsi model to run the Giro”.

“The Giro d'Italia is the main goal of my season. Running with the SK De Rosa Pininfarina H2Speed edition makes me proud and I hope to bring to the success the colors of this unique bicycle together with the ones of our team #OrangeBlue. I have always loved both the bicycle and the cars, therefore this is a perfect mix for me”, told Damiano Cunego, SK is a performing and unique bike, precise and reactive. I've had the pleasure to start using it in March and since that moment I understood how it was perfectly studied and built to support us on every ground. It will be great running the Giro with such a jewel”.

The exclusive debut of the De Rosa SK Pininfarina, during the Giro d'Italia, with the colors of the H2 Speed is also a homage to the most important sport event in Italy, beyond being a tribute to the De Rosa history which has always been strictly tied to the sport. The company participated to 30 editions of the Giro d'Italia.

SK Pininfarina is a concentrate of all the **values expressed by the two Italian companies**. Sportiness defined by elegant lines, aerodynamics, lightness and speed granted by careful analysis on rigidity, weight and use of materials. A bike telling and containing all the passion for speed shared by De Rosa and Pininfarina.



De Rosa since 1953

Ugo De Rosa

Everything began just after the war. It was 1947, I was 13 years old and crazy about bikes. It was the time of the Sunday magazine, the Domenica del Corriere, with its covers drawn by Walter Molino illustrating the feats of Bartali and Coppi. For me, it was a time for studying but also for dreaming. And in the workshop of Filippo Fasci, one of my relatives, I dreamed of building myself a bike and becoming a champion. It was in that little workshop that my destiny was decided. When I was 18 I set up business on my own and began this difficult but wonderful adventure that I am still experiencing today, with the same strength, desire and enthusiasm as in those early years.

I remember that...

It may happen that the memories of fifty years of a lifetime in cycling build up and become confused with one another. But there are some that are unforgettable for their intensity, emotion and satisfaction. All these memories are linked with champion cyclists. Like Raphaël Geminiani, whom I met in 1958 and who immediately wanted me as a mechanic in his team. Or like Van Looy, the king of fast finishes. Like Gastone Nencini, the never-forgotten "Yellow Cloud". Or like Gianni Motta, elegant in the saddle. Like Eddy Merckx: a champion par excellence, on the cycle and in life, Eddy was so scrupulous that sometimes he might seem capricious. How many sleepless nights, for Eddy...but how many satisfactions! After that came many more, thanks to Moser, Argentin, Berzin, Gonchar, Vainsteins, Casagrande, Baldata, Pellizzotti...and all those champions who have ridden or are still riding my bicycles. And whom I group together in a symbolic photo to commemorate their and our successes.

De Rosa "mastercraftsman"

His charismatic figure is closely linked with the name of the Italian racing bicycle and his name is part of a restricted list of frame artists, animators of that "movement" who, around the Sixties, with their skill and imagination were decisive in the success of the special bike "made in Italy". Advocate of a philosophy based on healthy realism, according to which "first you have to know how to make bicycles, and then know how to sell them", in fifty years of activity Ugo De Rosa has brought his business from a small workshop to one of the world's finest companies linked with the cycling world. A world where Italian is not the only language spoken.

It's true: behind a great man there is always a great woman. And behind Mariuccia and Ugo De Rosa, who have shared the joys and toils of fifty years of work, there are also three sons really worthy of their parents: Danilo, Dorian and Cristiano. A closely knit family, true strength of the company that bears their name and reflects their character, geniality, seriousness, precision and taste for beautiful things. A family with great unity of intent, in which each member has a well defined task, without conflict but with the precise aim of increasing the prestige of the De Rosa brand year after year.

Behind the name "Ugo De Rosa srl" we don't find the usual, typical family-run artisan company, but one of the finest cycle companies in Italy. Certainly it is firmly in the hands of a strong and united family, who work at artisan level but with absolutely modern criteria and with state-of-the-art technologies that enable them to keep in step with the times and often to anticipate them.

"I prefer to look ahead because, after working for half a century, I am still convinced that the bicycle has room for improvement. And just as I have done up till now, in the future too I want to contribute to the evolution of this fascinating vehicle, which is at the same time so simple and so complicated", says Ugo De Rosa.

Pininfarina

Pininfarina è una design house di fama internazionale, da 85 anni emblema dello stile italiano nel mondo, con sedi in Italia, Germania, Cina e Stati Uniti. Dalla matita di Pininfarina sono nati capolavori per marchi prestigiosi come Ferrari, Alfa Romeo, Maserati, Bmw. Nel 1986, la terza generazione della famiglia Pininfarina ha fondato Pininfarina Extra per estendere le competenze dell'azienda al di fuori del settore automotive. In oltre 25 anni di attività, Pininfarina Extra ha sviluppato più di 500 progetti sotto la direzione del suo Presidente ed AD, Paolo Pininfarina (ora Presidente del Gruppo Pininfarina). Tra le sue principali attività, il Transportation design (yacht, aerei, jet privati e people movers), l'Industrial design (elettronica, articoli sportivi, arredamento, attrezzature e macchinari, beni di consumo, graphic design e packaging), l'Architettura e l'Interiors (progetti residenziali, hospitality, strutture sportive e commerciali).

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