

## METAMORPHOSIS

### The First Sport Utility Bike in the World

#### Signed by De Rosa and Pininfarina

*From the fruitful collaboration between the two Italian excellences rises an innovative project. With the ambition to revolutionize the bike experience and to create a new category.*

Turin, June 26, 2018 – **Matamorphosis** was born with **two souls**. An **urban** one, composed of elegance and unique style that makes Metamorphosis the ideal solution to **move in contemporary metropolis**. And a **sportive** one, made of **performance** and **technology** that transforms Metamorphosis into the ideal partner for **sport** and **off-road trips**.

It has been shaped in image and likeness of the **modern gentleman**. A sophisticated creature, with infinite interests and performing in every sector of the contemporary action.



**De Rosa and Pininfarina** introduce the first **Sport Utility Bike**. A body crafted with **dynamic shapes** in line with the most sporting Pininfarina cars.

A mono-coque inner mold **carbon frame**, light and suitable for performance. A Shimano Alfine 8 Speed bicycle drivetrain system. 40mm high profile aluminum wheels that ensure comfort without neglecting sliding speed. But, most important, the **extraordinary versatility** of a bicycle capable of interpreting the needs of a contemporary life. The everyday partner to move in an effective and sustainable way.

Metamorphosis is in fact able to transform itself from **urban to gravel bike** selecting **two mounting options**. The Comfort saddle and handlebar grant the maximum ease during urban journeys. The transformation towards a gravel bike is ensured by the substitution of the above-mentioned set-ups with their sporty versions.

Finally, the toothed belt transmission ensures the maximum riding experience and smoothness both in the city and off-site.

"It's the rise of a new category that did not exist until yesterday" affirms **Cristiano De Rosa**, De Rosa Administrator. *"The choice of the best materials by De Rosa, combined with the attention to detail that has always been a trademark of Pininfarina excellence, have led us to a unique product in its aesthetics and versatility."*

"Metamorphosis isn't a new bicycle, but is a new way of conceiving and living the bicycle" declares **Paolo Pininfarina**, Chairman of the Group. *"An object with a strong personality capable of high performances in different contexts, from the city to natural environments. The innate propensity of Pininfarina to imagine new scenarios has found in De Rosa an extraordinary partner to make them real."*

The new born goes to expand the **De Rosa SK Pininfarina** family of bikes born from the collaboration between De Rosa and Pininfarina.

Metamorphosis will be on sale on the best bike stores and on **store.pininfarina.com**

**Price:** from € 3.200 to € 3.500

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