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[www.vittoria.com](http://www.vittoria.com)

## Vittoria at the forefront of innovation in cycling Graphene 2.0: the best upgraded

Vittoria's eagerness to innovate and disrupt the cycling industry is endless and this is why the company remains at the forefront of innovation like no other within the bike tire industry.

It is Vittoria's mission to be #1 in developing products with disruptive technologies and materials. This provides cycling enthusiasts with the best tires and wheels possible. The company's proprietary laboratory is where Vittoria scientists harness the properties of new-found materials through advanced technologies and tools. They then integrate these developed materials into products, raising performance to previously unattainable levels.

This is where Vittoria Graphene technology is rooted. Being among the first companies in the world to harness the potential of Graphene, **Vittoria has established itself as the #1 Graphene user in bike industry.**

Every year, tons of Graphene are applied to Vittoria tires and wheels. Graphene interacts with rubber by filling the space in between the rubber molecules, which has been verified to increase all positive performance metrics.

Once riders experienced Vittoria's Graphene enhanced products they immediately noticed the huge improvement of their performance. Vittoria was credited with producing the fastest road race tire ever made. Simultaneously the graphene MTB tires were winning World Mountain Bike Championships in Cross Country. In 2018 Vittoria tires won every single Grand Tour time trial (ITT and TTT), as well as European, French, German, Austrian, Russian, Brazilian, and Pan-American Cross-Country championships. #VittorialsVictory.

With the aim to always push the boundaries of what is possible, Vittoria succeeded in the development of a new generation of Graphene: **Graphene 2.0.**

Unlike the first-generation graphene, the new 2.0 graphene is functionalized to enhance specific tire performances. In other words, where the first generation of graphene compounds raised the bar evenly, Graphene 2.0 pin-points each performance metric, and increases it disproportionately to the rest. Vittoria is now able to apply Graphene in such a way that it can achieve a performance boost specifically for speed, wet grip, durability and puncture resistance.

Don't take our word for it; Visit your local Vittoria dealer, and ask for Graphene 2.0 tires and wheels today!



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#### ROAD SEGMENT

- Competition category (Corsa, Pista and Triathlon product lines):  
G 2.0 significantly reduces rolling resistance and abrasion resistance for ultimate speed and mileage.
- All-Round category (Rubino product line):  
G 2.0 significantly improves wet grip and mileage.
- Training category (Zaffiro product line):  
G 2.0 significantly improves puncture resistance.

#### MTB SEGMENT

- All product categories and product lines:  
G 2.0 significantly improves wet grip

### About Vittoria

Vittoria is the legendary brand of Vittoria Industries Ltd., an international industrial group producing premium race tires and wheels for road and MTB race and sport bicycles. It pioneered the famous and unique cotton casings to offer very fast, safe and comfortable tubulars and tires for professional bicycle racing.

After several years of intense research, Vittoria launched a full range of premium tires and carbon wheels utilizing a revolutionary new material called graphene. Vittoria produces yearly many millions premium bicycle tires of which an ever-increasing part (already more than 1 million) race tires are using graphene. This makes Vittoria the world largest graphene buyer in the tire segment. Together with its famous cotton casing, the graphene enhanced tread makes them the fastest tires in the world. For more than 40 years, Vittoria tires were used by many professional racers who won many victories. Vittoria grew into the largest premium bicycle tire producer in the world working with several leading tire companies. Since 3 years Vittoria wheels were added to the product range satisfying a fast growing demand.

Vittoria SpA based in Italy was recently invited to become Associated Member of the Graphene Flagship. This is a Consortium created by the Commission of the European Union. The Consortium brings 170 academic and industrial researchers in 23 countries together. With a budget of € 1 Billion, it promotes and support research and development of graphene in many applications.

Vittoria Spa located in Brembate Italy is responsible for sales in EMEA and LATAM, Vittoria North America Inc. located in Salem (MA) USA is responsible for sales in the USA and Canadian market and Vittoria APAC Ltd for sales in the APAC region. Lion Tyres Ltd, is Vittoria's fully owned factory located in Thailand where besides an important R&D Centre all production is located.



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For further information, please contact the Vittoria marketing staff:

Vittoria SPA (EMEA/LATAM)

Diega Tosatto (Marketing Manager) – [d.tosatto@vittoria.com](mailto:d.tosatto@vittoria.com)  
Cristian Bellini (Marketing Executive) – [c.bellini@vittoria.com](mailto:c.bellini@vittoria.com)

Vittoria VINA (North America)

Ken Avery (Vice President, Marketing and Product) – [k.avery@vittoria.com](mailto:k.avery@vittoria.com)  
Devin Dube (Marketing Executive) – [d.dube@vittoria.com](mailto:d.dube@vittoria.com)

Vittoria APAC (Asia & Pacific)

Gregory Veerananda (Marketing Executive) – [g.veerananda@vittoria.com](mailto:g.veerananda@vittoria.com)

