



Olympic Champion Elia Viviani visits Vittoria



Bangkok, Thailand – Olympic gold medalist Elia Viviani (28) and Italian Triple Road Champion Elena Cecchini (25) visited Vittoria and its tire factory LTT at invitation from Vittoria.



Elia Viviani Profile – Elia Viviani is one of the most accomplished sprinters in the peloton having claimed an impressive 38 victories since turning pro in 2010 at the age of 21. One of his biggest success to date is when he powered to victory on the second stage of the Giro d'Italia in front of his home fans in 2015. The Italian has also held the points jersey for 13 stages in his home Grand Tour, and competed at the Tour de France and Vuelta a España. As well as being a talented road rider, Elia also has an admirable record on the track and he has claimed four European titles and two World Championships medals for his native Italy. Viviani's most





notable success is winning the Men's Omnium event at the 2016 Olympic Games in Rio de Janeiro. Prior to Viviani winning the Olympic gold, Vittoria visited him in the mountains of Livigno where he was doing altitude training – *Read the exclusive interview here: [The road to success: Elia Viviani](#).*

Dealer shop visit – Both riders were first welcomed for some refreshments at Vittoria's APAC office in Bangkok. Shortly after, the authorized Vittoria dealer store, Cycling Projects was visited in order to have a meet and greet with fans.

Factory tour – With Khun Penparn, managing director of LTT, Giovanni Mazzola, Vittoria Group CEO and Glenn Lee (CCO APAC) of Vittoria, as the gracious hosts, the riders were given access to the intricate process of tire manufacturing.





Tires customization – Viviani and Cecchini were given the unique opportunity to place their personalized hot patch on the Corsa.





About Vittoria:

Vittoria Industries Ltd. is an international group that acquired the famous premium cotton tubular tires producer Vittoria Spa in 1990. Vittoria has built highly reputable partnerships within in the cycling industry and created a distinct brand image. Today, Vittoria Industries is one of the world's leading manufacturers of bicycle tires with an annual production of approximately 7 million tires and 900,000 high performance tubulars and cotton tires. Its research & development center develops the best racing tires at all levels. Vittoria also entered the premium wheels' market in 2014. Vittoria's worldwide commercial operations are shared among three distinct regions: Vittoria SpA is responsible for Europe, Middle East, Africa and Latin America (EMEA & LATAM). Vittoria Industries North America, Inc., is responsible for North America. Vittoria Asia Pacific is responsible for Asia-Pacific region. The group holding company, Vittoria Industries Ltd, carries out manufacturing and R&D at its Lion Tyres Thailand Ltd factory in Bangkok.