

2018

PRESS RELEASE / EN



OLMO INTRODUCES ITS 2018 RANGE

MILANO - 15.09.2017

Throughout 2016 and 2017, Olmo has repositioned its brand and relaunched the company globally with a top-quality, totally restyled offer, representing the best that Italy is able to offer: style, performance and technology are indeed the common denominators of all Olmo bicycle models. They provide an exclusive experience, and are an expression of the company's strong connection with past sports achievements and the culture of excellence, which has made Italy great worldwide.

Many dealers and enthusiasts have expressed their appreciation for our production, most notably the extended "Olmist" community which, during the past season, had an opportunity to try out and test Olmo bicycles first-hand during presentation events organized by our company worldwide.

Olmo's 2018 product range will consolidate its offer, with the introduction of new models and the addition of the best technological transmission units, wheels and components currently available on the market. It will offer greater versatility to meet the requirements of even the most discerning cyclists, not only those who strive for top performance in sport cycling, on- and off-road, but also those who cycle for fun, wellbeing or daily commuting.

Our product categories remain the same. They are not tied down by traditional uses, and have been given Italian names to evoke a positive attitude, sportsmanship and pleasure. Their great appeal is a distinctive trait of our company on international markets, which constitute our primary business target today.

We have focused our attention on updating our range of road bicycles which are part of our DNA; **Olmo's recent return to professional cycling** has encouraged us to work on improving our most successful products.

Our new range includes: the new **GEPIN PRO**, top-of-the-range for 2018, complemented by the special "chrome" version; the carbon fibre **ZERODIECI** with dynamic features and competitive pricing will prove very successful; the new designs for the best-seller, the **911TT**, and the improved quality of aluminium used for the popular, lightweight top performers, **ZEROCINQUE** and **ZEROSEI**.

The 2018 Olmo Bicycle range includes these and many more innovations: from the launch of totally new models to the upgrading of all competition bikes for on- and off-road cycling, with new designs for transmission units and wheels.

The TROFEO range is the linchpin in Olmo production; these bikes come in a wide range of colours, purpose-made with prestigious set-ups for our most discerning clients who expect the best out of customisation. Cutting-edge highly performing monocoque technology, on bicycles intended for use in competitions both on- and off-road.

THE NEW GEPIN PRO

The 2018 season marks the dawn of a new era for Olmo top-of-the-range products: after about 18 months of design and road testing, we are launching a model which will be representing us over the next few years on the road worldwide as well as at the main sports events in which the UCI team – to which we provide technical assistance – will be taking part; it is traditionally named after the Company's founder, "GEPIN", and its "PRO" version will be top of the range for 2018.

Because of the great design and processing effort that has been put into it, using the best machinery and raw materials available, comprehensive testing and a really interesting range of colours thanks to the special paints produced in Italy using cutting-edge techniques, the new Gepin Pro can definitely be expected to be our spearhead for the next three years.

The new Gepin Pro comes in two versions, one "Standard" and one "Chrome", with four colours available in each; together with the top groupsets by **Shimano** and **Campagnolo** with the **Di2**, **EPS** and **disc versions**; the range also includes an interesting novelty on the international market: the new **K-Force wireless groupset** recently introduced by **FSA**; the possible combinations between colours and set-up will be 64 in total, to meet all requirements by prospective "Olmists".

The business partnership with **FSA** regarding the wheels has been confirmed for the Vision range, for both aluminium and carbon models with the new **T40**, **T42** and **Metron 40** and **81**; the versions assembled by **Campagnolo**, on the other hand, will be fitted with **Bora One 35** sets.

911TT

An extremely successful product intended for Triathlon, appreciated on all international markets because of its shapes, dynamic performance levels and really competitive price which has been reconfirmed and enhanced, by overwhelming demand, with a version featuring electronic groupset and Vision Metron 3SP / **Disc lenticular wheels**; it is currently available only in the carbon/blue version, Olmo's iconic colour.

It has been designed using **CFD (Computational Fluid Dynamics)** technology to achieve streamlined shapes and profiles, also thanks to the brakes incorporated in the fork and the horizontal rear stay protectors.

The 911TT will continue to be used by the triathlete, **Andrea Secchiero**, a Triathlete cycling for Italy and with our team until Tokyo 2020.

BEIGUA PLUS

Our 27.5 Plus has been confirmed: highly performing, attractive and extremely versatile with its outstanding technical features; the possibility, thanks to the rear fork with double slot, to use either the 27.5" or 29" wheel make it an ideal product for all off-road cyclists.

Its assembly has been upgraded to include the new **12-gear SRAM Eagle** units and the possibility of fitting tyres with up to a 3.5" cross-section.

THE NEW BIGNONE

A new frame still in high modulus fibre HMX for our **BIGNONE 2018**, a high-performance carbon “front” upgraded to the latest boost standard. Once again we have used a new type of carbon for a better dynamic performance with the same weight and really interesting shapes. It is available in two colours, again with either an **11-gear or 12-gear** transmission unit, and the possibility of using the top-of-the-range from **Rock Shox, the carbon RS1 reversed fork** .

The choice of new shapes has been dictated by the latest technical trends geared towards optimising tube volumes and reducing lengths, thanks to the most recent developments in materials and processing equipment.

VELOCI

Ride with style

The core of the high-performance road bike standard production. Carbon and aluminium frames with specific layout and diversified set-ups depending on the intended use, both for semi-professional and amateur cyclists.

VELOCE ZEROUNO 2018

Just after the Gepin Pro project, we researched a carbon yarn produced in Japan and have been able to save about 100 grams on the central size of the already top performing Veloce ZEROUNO bike, which significantly was chosen by **Sangemini MgK-Vis Olmo team** for the 2017 season. This feature, together with the latest colours, will certainly prove successful in terms of sales and sports performance.

Updated graphics and a **new silver/blue colour** complete the restyling of our best seller “Zerouno”.

THE NEW VELOCE ZERODIECI

Alongside the popular Veloce Zerotre Disco, we have the ZERODIECI, a brand-new carbon frame with truly amazing structural features. This project was followed in-house with the intent of producing a “younger sibling” for Gepin Pro over the coming years. The resulting product remains a top performer, yet retains a “family feeling”, at a really appealing price that is affordable for everyone.

It is available in two colour versions and has a comprehensive selection of components, in line with the latest Shimano and Campagnolo trends. The weight of this new Olmo frame is **at the top of the entry-level carbon range**.

VELOCE ZEROCINQUE

For our much appreciated **aluminium road bike** line we have been working on the basis of customer demand and new market trends; our new ZEROCINQUE will be fitted with a beautiful **carbon fork** to replace the current alu monocoque and **internal cable routing**, a technical feature which has become the rule on aluminium models too.

Same shapes plus a **brighter and more captivatingly coloured version**. The ZEROCINQUE model will be complemented by the “**STRADA**” version with a **flat bar and triple Claris 24V**, replacing the Zeronove for a more streamlined production of the frames.

GRANPASSO

The climber peaks

Three off-road models with dual-and triple-thickness aluminium frames to guarantee strength and lightness under all conditions of use. Set-ups with the best of **Shimano** and **Sram** transmission units, off-road wheels Forza and Forza TXL with thru-axle, developed in-house by Olmo

We have worked to optimise a model which has given good sales results. We have totally restyled the Granpasso **ZEROSEI 29"** bike and redesigned its frame, although we have kept the same shapes and sizes, to give approximately a **600g weight reduction**.

The designs have been updated and enhanced, especially as regards the forks, which from this season are **exclusively air models**. The Granpasso lines now include **TURCHINO**, available in the 27.5" and 29" versions and – from this season – with the **Alivio 27V transmission unit**. It also includes **GIOVI** and **GIOVI DISCO** - both 27.5" – which thanks to the improved designs have been deemed worthy of a higher standing in our catalogue.

SPORTIVE

Ride for fun

The complete line of models has been confirmed for open-air sports with **GRAFFITO**, and for trekking and cycle tours with **NAVA** bikes for Men and Women. All these models are made of steel and aluminium. They all have Shimano transmission units, in a wide range of designs and frames with specific sizes and shapes for both men and women, as well as the **SENTIERO** and **AVVENTURA** bicycles for boys and girls with 26, 24 and 20 inch wheels.

QUOTIDIANE

Ride everyday

Trustworthy and reliable companions for everyday use: a comprehensive range of aluminium and steel **City Bikes**, strong and reliable under any conditions from urban traffic to light trekking.

The lightweight aluminium **BORGIO** line and the strong steel **BIVIO** line have been confirmed. The **ANITA** range is complemented by an economy, gearless version with 26" wheels.

Our **folding bike CENTRO** is always at the cutting edge, with aluminium alloy frame, handlebar, crankset and wheels and hi-ten steel fork to ensure the correct balance between strength and lightness.

Its design also includes a 6-gear Shimano transmission for easy cycling on any slope gradient, and a V-Brake system for easy, adjustable braking, even in emergency situations.

STILE

The Italian Style

The essence of Italian design, two best-selling items in our range: the **MILANO “fixed” bike**, which is now a fixture, whose rear wheel is also fitted with a free wheel for greater versatility, and the aluminium **DARSENA** bikes for Men and Women which, thanks to their wide tyre cross-section make for comfortable cycling on any urban road surface.

SHOP ONLINE

Authentic Olmo Spirit

Launched in early 2016, in just a few months the company's on-line shop has become a point of reference for cycling enthusiasts and Olmo 1939 fans in Italy and worldwide.

Its selection of all strictly **made in Italy clothing and merchandise**, is continually updated. It includes a high-end **casual line** for sport and leisure, with an unmistakable Italian design, and **racing outfits** for summer and winter in two colour versions, made using innovative fabrics and technical solutions which are also comfortable, protective and lightweight for a better sports performance.

The offer for the 2018 season is complemented by new items and a wide range of colours and fabrics, to meet all the requirements of the growing number of “Olmists” worldwide.



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MODEL YEAR 2018

GEPIN PRO



GEPIN PRO DISCO



ZEROUNO

ZERODIECI

MY 2018



BEIGUA PLUS

BIGNONE

MY 2018



