



## EKOÏ AND PININFARINA FOR AN UNPRECEDENTED COLLABORATION

May 26, 2023, Cambiano - Ekoï and Pininfarina announce their **first collaboration**. During the Tour de France 2023, the result of two years of work will be unveiled. Several professional training Teams have already announced their desire to be equipped with it.

### A SIGNATURE AND A LINE IN HISTORY!

The cycling equipment brand Ekoï and the Italian design house Pininfarina announce the first chapter of their partnership.

Passion is undoubtedly the common denominator that gathered the Ekoï engineers and Pininfarina designers. Performance, ergonomics and aesthetics were the major goals shared in Cambiano and Fréjus,

the headquarters of the two brands, in the design of a product marking a new phase in the Ekoï history.

For several years, Ekoï notoriety has been increasing by forging strategic partnerships with professional teams, prestigious brands, scientific laboratories and artists.

Design, innovation, performance. Much more than a slogan, these 3 axes reflect the French brand state of mind and a perpetual questioning.

The collaboration with the legendary designer Pininfarina is part of this dynamics and will not go unnoticed on the next Tour de France. Presently confidential from the public, the product resulting ▶



from this collaboration has nevertheless raised the interest of several professional teams that have been able to test it before anyone.

“Beauty and performance have always been the values guiding our design and finding application in several sport equipment projects. In the new Ekoi product we have combined our product design skills with the solid knowledge of aerodynamics, that it’s part of our DNA developed in more than 50 years of experience thanks to our Wind Tunnel. We are very proud of the result and

can’t wait to see it worn by two-wheel professionals” affirmed **Paolo Pininfarina, Chairman of the Group.**

“Art lover, I am sensitive to aesthetics and the desire to offer products that meet a simple objective: performance. The collaboration with Pininfarina was initiated to rely on design expertise without denying Ekoi identity. I’m eager to see enthusiasts discover this product which will be impressive with its design and aerodynamics” affirmed **Jean-Christophe Rattel, CEO Ekoi.** ▲

## ABOUT PININFARINA

A global icon of Italian style, Pininfarina is recognised for its unparalleled ability to create timeless beauty through its values of elegance, purity and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service group. The company is the supreme expression of automotive styling and an established reality in industrial and experience

design, architecture, nautical and mobility as well as automotive. A group employing 500 people, offices in Italy, Germany, China and the United States and listed on the Stock Exchange since 1986. Over the course of nine decades, Pininfarina has designed more than 1,200 vehicles and more than 600 projects in different areas, receiving numerous international awards.

## ABOUT EKOI

Founded in 2001, EKOI quickly established itself as a leading brand on the international cycling equipment market (road, mountain bike, triathlon). Pioneer of online sales since 2008, EKOI has chosen to offer consumers premium products combining design and technicality, with a very competitive price-quality ratio.

The constant collaboration with professional cyclists allows to offer very innovative ranges, promoting performance. In 2023, EKOI is alongside the Cofidis, Arkéa-Samsic, Israel-Premier Tech and Lotto-Dstny teams in the most prestigious races of the season.

### Francesco Fiordelisi

HEAD OF COMMUNICATIONS, PININFARINA S.p.A.

e-mail: [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)

tel. 011.9438105

