

## Press Release

### Pinarello Title Sponsor of GT3 Lavaredo – UCI Gravel World Series

The partnership between **Pinarello and GT3 Lavaredo – UCI Gravel World Series** takes a decisive step forward in its international growth, bringing high-level technical and sporting expertise into a format that blends performance, innovation, and the promotion of the **Dolomite territory**. With both start and finish in **Auronzo di Cadore**, the event reaffirms its strong connection to the Veneto region and to its sporting and landscape excellence.

“The collaboration with **Pinarello** represents a strategic added value for **Pedali di Marca** and for the GT3 Lavaredo – UCI Gravel World Series project. Combining the organizational experience gained in world-class events with the technical excellence of a brand that is a symbol of Italian cycling means strengthening the event’s international identity and enhancing a unique stage like the **Tre Cime di Lavaredo**, bringing to the world a message of innovation, performance, and deep connection to the territory.”  
— *Massimo Panighel, President of Pedali di Marca*

“Partnering with Pedali di Marca as **Title Sponsor of GT3 Lavaredo – UCI Gravel World Series** was a natural choice for us. Our brand has always been driven by the pursuit of performance and by a profound respect for cycling tradition—values that find full expression in this event. The Dolomites are much more than an extraordinary backdrop: they are a symbol of Italian cycling and part of our identity. We are proud to support a project that starts and finishes in our beloved Veneto region, challenging athletes on such an iconic stage. We look forward to seeing the international gravel community push and surpass its limits in the shadow of the Tre Cime.”  
— *Fausto Pinarello, President of Cicli Pinarello*

A perfect synergy that unfolds within a context of strong expansion of the gravel movement, enhanced by a Dolomite landscape that perfectly expresses its nature: technical, selective, authentic.

The GT3 Lavaredo course, developed around one of the world’s most iconic landscapes and rooted in the heart of Cadore, offers a high-level proving ground for elite athletes and amateurs alike, with an inclusive route: **ideal for gravel bikes yet accessible also to MTB riders**.

Pinarello’s entry into the project further elevates the event’s standards, integrating technical expertise, innovation, and a tradition that has shaped some of the most important chapters in modern cycling.

GT3 Lavaredo – UCI Gravel World Series thus confirms its status as a leading international gravel event, capable of combining technical rigor, sporting vision, and a territory of extraordinary scenic value—recognized as a **UNESCO World Heritage Site** and deeply tied to **Veneto’s cycling culture**.