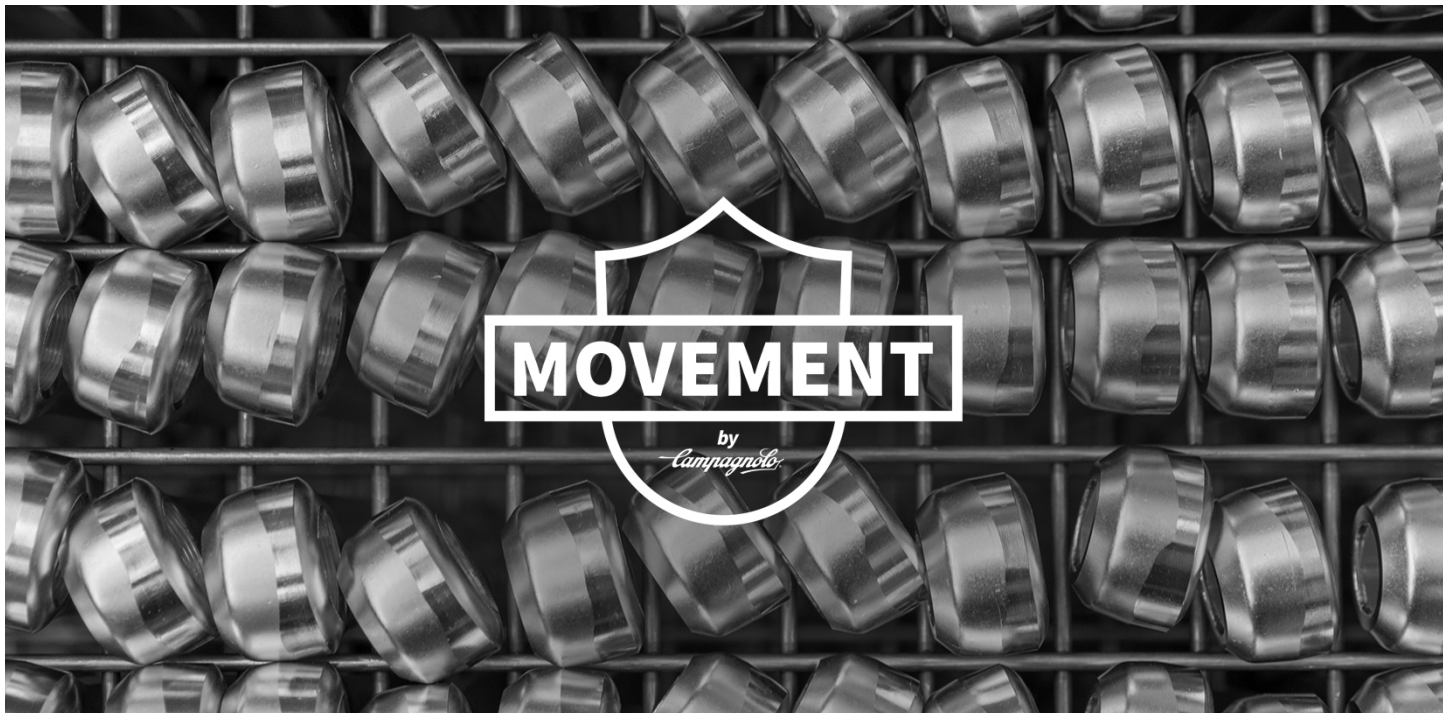


# MOVEMENT FOR EXPERTS

## MOVEMENT BY CAMPAGNOLO



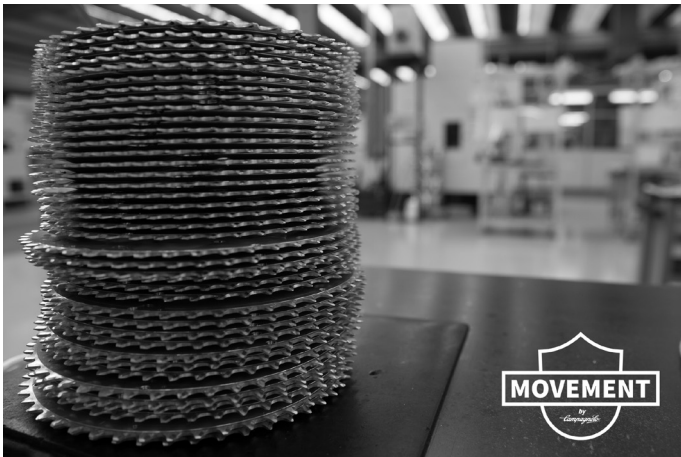
Cycling is a sport about movement... athletes pedal, wheels spin and gears shift. The great symphony of movement culminates in the most efficient and fastest movement crossing the finish line first and taking victory. The tool of the cyclist's trade is a bicycle: a union of frame, transmission and wheels. It cannot perform its function without **MOVEMENT** and it cannot MOVE without CAMPAGNOLO.

While the frame is extremely important and certainly the most visible portion of the bicycle it is incapable of movement on its own, much like the body of a sports-car. A frame can be more or less rigid, more or less reactive, more or less aerodynamic but without transmission and wheels, it has no way to propel itself forward. A car with no motor, a watch with no gears, a boat with no oars the unbuilt frame is a beautiful photograph that Campagnolo turns to video. More than merely rendering the immobile, mobile, the obsession with movement has led the Campagnolo company, over its 80+ years of history, to produce movement

for experts. There is movement and there is movement by Campagnolo, a movement that goes about its task beautifully, without fail and throughout countless years of use.

From its inception, Campagnolo has been dedicated to improving the cycling experience through better movement and increasing mobility. Its expertise began by improving the efficiency of a technology that impeded mobility: the butterfly nuts that held on a flip-flop wheel in the 1920's were a huge handicap. Tullio Campagnolo set the innovation of cycling technology in motion by creating the first quick release thus facilitating the reMOVEal of the wheelset and enabling riders to optimize gearing. This first invention quickly gave way to a steady stream of innovations all dedicated to one single goal...to improve the cycling experience by creating better, more efficient and faster **MOVEMENT**.

Campagnolo produces increasingly versatile gearing for efficient **MOVEMENT** across varied terrain,



derailleurs to MOVE chains across sprockets and chainrings, smoother and more reactive solutions for the racing wheel to render forward **MOVEMENT** ever more efficient.

Meticulous research of each and every minute detail of the bike and how the rider interacts with it meant for a need for comprehensive knowledge regarding every movement associated with cycling. Only by understanding not only how the bike moves but how the rider must move in order to pedal, shift, brake, drink, curve and sprint and design products with that knowledge in mind can Campagnolo produce solutions to improve the cycling experience. In essence, the expertise in hardware is a result of understanding the cyclist, the human body and how it moves while atop the bike.



With a heightened understanding of human movement, Campagnolo is in a privileged position to develop also solutions for the "engine" of the bike. Through its sophisticated wheels and transmissions, Campagnolo adds potential movement to the immobile while

aiming to improve the performance and movement of the bikes energy source (the cyclist) by producing extremely technical cycling apparel. Heightened understanding of movement allows the Italian company to produce energy efficient hard goods that save watts and transfer power but that same knowledge allows the brand to create form fitting, aerodynamic clothes that aid the cyclist to be the most efficient engine possible atop the bike.

With a long-standing record of perfecting movement by innovating cycling's hardware, a step into software with the MyCampy app and the creation of an advanced line of clothing to aid the cyclist in his or her movement in a 360° manner Campagnolo could potentially sit back and relax, content in having contributed to an improved cycling experience. To do so however would be incoherent for a company dedicated for over 85 years to the continuous innovation of cycling.



Campagnolo plans to keep moving in accordance with its mission to improve the cycling experience through the development of solutions for those who expect something more for their time in the saddle and soon will be ready to unveil the next solution for better cycling movement.

You can move with other componentry, wheels and equipment but given the choice why not aspire to move in a more meaningful, efficient and refined way. Movement for experts, **#movementbycampagnolo**. Let Campagnolo move you, find out how soon...