

DE ROSA 2020: A NEW DESIGN FOR OUR HEART

DE ROSA REBRANDING

21st of June. The first day of summer corresponds to a new chapter of the history of De Rosa, marking **the introduction of a new logo**. From the story of **De Rosa** and the expert hand of the designer **Pininfarina** comes a new logo for the Bikes with the heart, **the new identity that will accompany De Rosa and all its project in the years to come**. A logo that respects the great **tradition**, the **heritage** and the **story** of De Rosa, reflecting the brand's Italian soul and looking at the future with enthusiasm.

DE ROSA

The new logo

The new logo is the result of the exchange of ideas between the experts of **two Made in Italy icons** and represents the perfect synthesis between the **glorious past** of the company, born in Milan more than 60 years ago, and the idea of **keep going ahead of time** in the future, a value that has always been one of the brand main characteristics. **From the stylish point of view, the logo retains the strong character typical of De Rosa, but shapes are re-interpreted with a more modern design.**

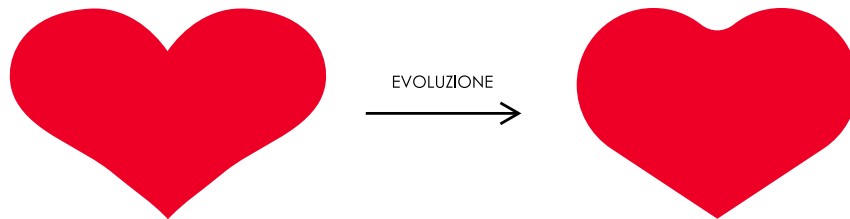
The typeface used has an accelerated character where the elongated shapes suggest a fast, horizontal movement. The style of the logo is the key for interpreting the journey of the company and is expressed by the solidity of **the lettering that is more and more dynamic, fast and open to the future**. The main innovation is anyway the **new shape of the heart** that is almost "engineered" by exploiting the proportion between the circular elements of the bike so as to become the pulsating element of absolute stylistic and technological perfection.



De Rosa Ugo & Figli Srl

📍 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy ✉ derosa@derosa.it 🌐 www.derosa.it

☎ T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968



“For us, working on a brand means working on the soul of the company” Paolo Pininfarina, president of the group, says. “Within De Rosa we found such a commonality of values and vision – materialized into the huge success of SK Pininfarina – that we are glad to consolidate the partnership with this new model and to start imagining together the future scenery of development”

Cristiano De Rosa explains the choice and traces the path for the future growth of the company based in Cusano Milanino: *A strong growth, epoch-making for our brand, born from the willing of combining the futuristic vision of our bikes with the logo that represents us. We had to come to terms with an important matter: **our modern, light, performative, aerodynamic products were any longer supported by their logo.** At the same time, we are aware of the story and the tradition that our logo and our heart carry out in the tradition of Italian cycling. This lead us, De Rosa family, to make a choice with our hearts, so we started the **creation of a new logo, together with the Pininfarina designers, that could reflect the vision of our products, while respecting the story that identifies us.***


*I want to thank **Paolo Pininfarina and all the Pininfarina design center** that have fully understood and valorized in the best way the tradition of De Rosa projecting it into the future.*

*The **vintage futurism** is the concept that inspired us and that we expressed in our new logo, but it allows us to tell what De Rosa has done during the first 66 years of its activity and what it aims doing during the next 66 years.*

*Heritage and dynamism. Those are indeed the values that we took as inspiration for the creation of the new De Rosa logo, with the intention of conveying the future of the brand without ever forgetting its past and its history. **I have the fullest respect for everything related to the past and this represents for me a real cultural value for the company, but it is only the basis for the future development of De Rosa, a future where the product and the brand – intended as logo – speak the same language”.***

De Rosa Ugo & Figli Srl




 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy  derosa@derosa.it  www.derosa.it


 T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

DE ROSA: FROM CUSANO MILANINO TO EDDY MERCKX

De Rosa company was established in Milan in 1953, in an energetic city, full of ideas and animated by the desire of ransom of the postwar period. Its **founder Ugo De Rosa** begins his career in the world of professional cyclism as mechanic, but he soon starts working within the production of frames. His bikes are “geometrically innovative” and riders aim at cycling with them. From Cusano Milanino (that still is the home of the brand), De Rosa frames cross first the national borders and then the European ones. Between the 60s and the 80s lot of professional cyclist demand to use the frames with the red hearts during their competitions. It's the 1973 when De Rosa becomes the Molteni official bikes supplier, the team where **the legendary Eddy Mercks runs and he personally chooses Ugo De Rosa** as his personal mechanic. The personal relationship with Eddy Mercks will be of a crucial importance for Ugo and for the future of De Rosa company, since the study of the performance and the precision of both lead to improvement that had been unknown until then. A few years later, **Ugo De Rosa builds the bikes for Francesco Moser** (that would win three Paris- Roubaix with those bikes). The ongoing study of the materials, the passion for bikes and the love for cycling are transmitted to his siblings that continue the activity undertaken from the dad, always aiming at the excellence. The production in titanium rapidly join the one in steel and is, still today, the metal that perfectly represents the frame production of De Rosa. During the 90s, the care in the details and the hunt for perfection are enhanced by the hunt for performance and lightness. Aluminium makes its entrance in the production, rapidly followed by the material that would mark the epochal chngement in the production: carbon. It's in fact with this new material that De Rosa experiment more and will be used for most of the top-of-the-range products. From the KING to SK, born from the collaboration with Pininfarina, to the last model Protos, these bikes best represent what De Rosa can offer to the riders of the teams that decide to join the Red Heart. **4 materials, 3 professional teams and a pursuit of the absolute: these are the keys that guide the brand born more than 66 years ago.**

De Rosa Ugo & Figli Srl

 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy  derosa@derosa.it  www.derosa.it

 T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

THE NEW SK PININFARINA

De Rosa SK Pininfarina is a project launched in 2016 from two Italian icons that have marked the story of Italian cycling and design: De Rosa and Pininfarina.

In 2015, the first model of SK Pininfarina gave life to a top-of-the-range racing bike, able to express the essence that have guided the activity of the two companies since always.

De Rosa Pininfarina SK is the quintessence of the two companies' values: sportiveness defined by elegant lines, aerodynamism, lightness and speed.

Today, after 4 years, the two companies collaborate again to realize the New SK Pininfarina, modern and elegant that – as the previous one – aims to be the point of reference for the aerodynamic and fast bikes in the international cycling scenery.



The second generation of the Pininfarina SK is the aerodynamic bike by De Rosa. With Carbon frame, 8 sizes available and flat geometry, the new Pininfarina SK looks alike the previous model but is conceptually different in its content.

The second generation of the Pininfarina SK is the aerodynamic bike by De Rosa. With Carbon frame, 8 sizes available and flat geometry, the new Pininfarina SK looks alike the previous model but is conceptually different in its content.

Innovation in the new SK Pininfarina

More aerodynamic design: flat horizontal tube, seat tube with wing reduced by the 20%, greatest performance.

To improve the penetration or Cx performance, De Rosa undertook a series of frame

De Rosa Ugo & Figli Srl

📍 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy ✉ derosa@derosa.it 🌐 www.derosa.it

☎ T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

modification, so as to make it the most performative among the De Rosa line. The new SK Pininfarina has a frame with flat top tube that has been reduced and made flatter if compared with the previous one. The seat tube has been slightly resized for what concerns the “fin”, reduced by the 20%. The robust rear seat stay allows the bike to be performative and fast.

Entirely integrated wiring:

The entirely integrated wiring inside the steering tube and the redesigned fork guarantee the greatest air penetration that is transformed into a better CX performance.

Lightness:

Aerodynamism but lightness, as well. The polished frame of the new SK Pininfarina weights 950 gr in its medium size.

For what kind of customers:

For speed lovers that demand a fast bike, responsive and performative. To cyclists who love design and the neat lines, greatest expression of the Italian design that matches the story of De Rosa, the hand of Pininfarina and the technology perfected in the wind tunnel.

Technical data sheet:

Sizes	8 (seat tube from 46 to 60)
Carbon composition	69,2% 30T 22,3% 40T 8,5%60T
Frame weight	950 gr
BB size	86,5x46
Headtube	1 1/2+ 1 1/2 ACR SYSTEM
Seat post	DEDICATED
Colors	6
Assembly Kit	CAMPAGNOLO RECORD-SUPER RECORD - CHORUS 12 SPEED - SHIMANO DURACE ULTEGRA BOTH MECHANIC AND ELECTRONIC- SRAM WIRLESS

Innovation in points:

- **Lightness:** Middle size frame, 950 gr polished.
- **Aerodynamic design:** Frame with flat top tube, seat tube with “fin” reduced by the 20%.
- **Wiring:** Completely integrated to improve its design and performance.

THE TECHNICAL COMMENT BY DANILO DE ROSA


Daniilo de Rosa: “**SK Pininfarina is the De Rosa product designed by Pininfarina that reflects the speed, the dynamism, the integration, the style and the design.** Values that have been always expressed by Pininfarina, a real Italian excellence that contributed in first person to the SK project bringing remarkable added value and novelties in the cycling world. Dynamism and speed are expressed by the product style and design while aerodynamism and cx performance have been reached through the choices concerning the shapes and in the different adjustments we made. It may look alike the present SK but conceptually is a brand new, completely different bike that reflects the vision that guides today the De Rosa production. The new SK Pininfarina is for the cyclists that want to be

De Rosa Ugo & Figli Srl

 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy

 derosa@derosa.it

 www.derosa.it

 T. +39 02 61 95 171 - F. +39 02 61 95 188

P.IVA: 00878090968







the protagonist of the Milano – Sanremo or of the fastest stage of a big Tour, but also for who want to do agonistic cycling at a high level, or who simply loves to do advanced bicycle touring in a perspective of dynamism and speed”.

THE NEW SK PININFARINA FULL GALLERY:

https://drive.google.com/drive/folders/19ttw1I4nz085fIwvN8F_ACSv7Vrp-bxC?usp=sharing

De Rosa Ugo & Figli Srl

 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy  derosa@derosa.it  www.derosa.it

 T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

MERAK

Merak represents De Rosa racing soul, competitive and winning. Merak has been the model that won the Plouay world championship in 2000 and that in 2020, 20 years later, is coming back in De Rosa products range to represent the big innovation at the performance level.



With the carbon frame, Merak is suitable for all kinds of itinerary and ready for every challenge, from the highest competition to the more demanding granfondo.

Lightness and production technology:

Thanks to its weight of only 800 gr, it is the new De Rosa top-of-the-range for what concerns lightness. Its reduced weight combined with a high quality are the result of the innovative EPS production technology

Integrated wiring:

Wiring is completely inside the steering tube. Therefore, in the disk version, any shift, brake or derailleur wires are visible.

For what kind of customers:

Suitable for any itinerary, Merak is the important novelty proposed by De Rosa for the 2020 and represents today the new greatest technological expression in carbon, suitable for the more exigent professionals.

De Rosa Ugo & Figli Srl

📍 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy ✉ derosa@derosa.it

🌐 www.derosa.it

☎ T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

THE TECHNICAL COMMENT BY DANILO DE ROSA

“Merak is the new De Rosa top-of-the-range for performance, that today naturally matches with the Protos model but with great differences in terms of weight, being definitely lighter (the polished frame weights 800 gr) and in terms of design, thanks to a more modern and slightly slope geometry. Merak is the perfect bicycle for who want to ride uphill, in plain or downhill, for who want to run a granfondo at really high level, for who want to run a Giro d’Italia or for who want to do high quality bicycle tourism.

I don’t like to define Merak an “all round” bike but, looking at the different activities it can lend itself, it’s definitely the best adjective for it.

For the De Rosa family, Merak evoke the 2000, the year when it won the world championship in Plouay with Romāns Vainšteins, pedaling with the Merak metal frame. It is a key product for the De Rosa frame line and, for this reason, in a retrofuturism perspective, we decided to name Merak our next top-of-the-range product.”

TECHNICAL DATA SHEET

Sizes	8 (seat tube from 43 to 58)
Carbon composition	65% 30 Tons High Modulus with High Strength T800 Carbon Pre-Preg with carbon Nanotube Matrix
	+ 25% 46Tons Ultra High Modulus M46JB carbon Pre-Preg
	+5% Ultra High Strenght Multiple Axes Carbon Woven
	+5% High impact 3K Carbon Weave Pre-Preg
Frame weight	800 gr
BB size	86,5x41
Headtube	1 1/2+ 1 1/2 ACR SYSTEM
Seat post	DEDICATED
Colors	6 CATALOG + PERSONALIZATION
Assembly Kit	CAMPAGNOLO RECORD-SUPER RECORD - CHORUS 12 SPEED - SHIMANO DURACE ULTEGRA BOTH MECHANIC AND ELECTRONIC - SRAM WIRLESS

Distinctive features:

- Lightness: Medium size frame, 800 gr polished
- Production technology: EPS
- Wiring: fully integrated

MERAK FULL GALLERY:


<https://drive.google.com/drive/folders/1f0TQDjvRvId52EWt64PoRDsBhAhW-X9E?usp=sharing>

De Rosa Ugo & Figli Srl

 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy

 derosa@derosa.it

 www.derosa.it

 T. +39 02 61 95 171 - F. +39 02 61 95 188

P.IVA: 00878090968

THE NEW IDOL

“Formally”, Idol is the bicycle of the De Rosa medium range, the most important in terms of value. However, the new Idol is “technically” closer to the top-range in terms of design, lightness and performance. With the arrival of the New Idol, there’s only one thing that keep it in the present market range: price.



Carbon frame produced by De Rosa, able to express style and design that have always been brand’s trademark.

Unmistakable appearance:

Its unmistakable appearance is able to express the style and design that have always been brand’s trademark. Its Arc Slope curvature, renowned by many as an element of absolute refinement, remains the signature in the second Idol generation as well.

Carbon frame, Ultegra Shimano or Potenza Campagnolo groups:

High modulus carbon frame, 1 kg weight, available in 6 sizes and available with Ultegra Shimano or Potenza Campagnolo groups.

Geometry and total wires integration:

The Arc Slope geometry and the total integration of the shift, disk brakes and derailleur, make the De Rosa Idol the perfect match between a product for highest level of bicycle tourism and the racing product.

For what kind of customers:

A product that allows you to go anywhere for any level of cycling. From the most exigent racer to the bicycle tourist that loves quality.

De Rosa Ugo & Figli Srl

📍 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy ✉ derosa@derosa.it

🌐 www.derosa.it

☎ T. +39 02 61 95 171 - F. +39 02 61 95 188 P.IVA: 00878090968

THE TECHNICAL COMMENT BY DANILO DE ROSA

“Idol is the product that reflects all the features and the values of De Rosa, inside that market segment that is – in my opinion unfairly – called “middle segment”. Being a highly important segment for the De Rosa family, we decided to realize the best product possible, in line with the features required by that segment: carbon frame, Shimano Ultegra or Campagnolo Potenza, carbon wheels and the highest attention to technical contents. Conceptually, Idol can be considered as if it were a De Rosa top-range product, since we really wanted it and it is 100% designed and realized inside the company. The integration of all wires and the Arc Slope frame allows Idol to be the unique from the stylistic point of view and the only one in its market segment able to reach highest performance. The new Idol preserved the lines and the geometry that established the success of the previous model, but it is completely new for what concerns contents.”

Technical data sheet:

Sizes	6 (seat tube from 43,7 to 56,5)
Carbon composition	17% 24T +65% 30T +18% 40T
Frame weight	1060 gr
BB size	86,5x46
Headtube	1 1/2+ 1 1/2 ACR SYSTEM
Seat post	DEDICATED
Colors	6 CATALOG + PERSONALIZATION
Kit Montaggio	CAMPAGNOLO POTENZA CHORUS - SHIMANO 105 ULTEGRA

Distinctive features:

- **Design:** frame with Arc Slope curvature
- **Wiring:** fully integrated
- **Lightness for the category:** 1 kg

Availability: Can be order from the 21st June 2019. Disk version available from the end of July.

THE NEW IDOL FULL GALLERY:


https://drive.google.com/drive/folders/1Q1ITJuLO4zHkh3WrR-1rvS_UIsl_9F1W?usp=sharing

De Rosa Ugo & Figli Srl

 Via Bellini, 24 - 20095 Cusano Milanino, Milano - Italy

 derosa@derosa.it

 www.derosa.it

 T. +39 02 61 95 171 - F. +39 02 61 95 188

P.IVA: 00878090968