



Time and time again cyclists the world over comment on the special qualities of Bianchi bicycles. The quickness of acceleration. The responsiveness in climbing. The stability when descending.

How has Bianchi been able to maintain leadership in design, competition and performance over 100 years? We think it comes down to two simple components.

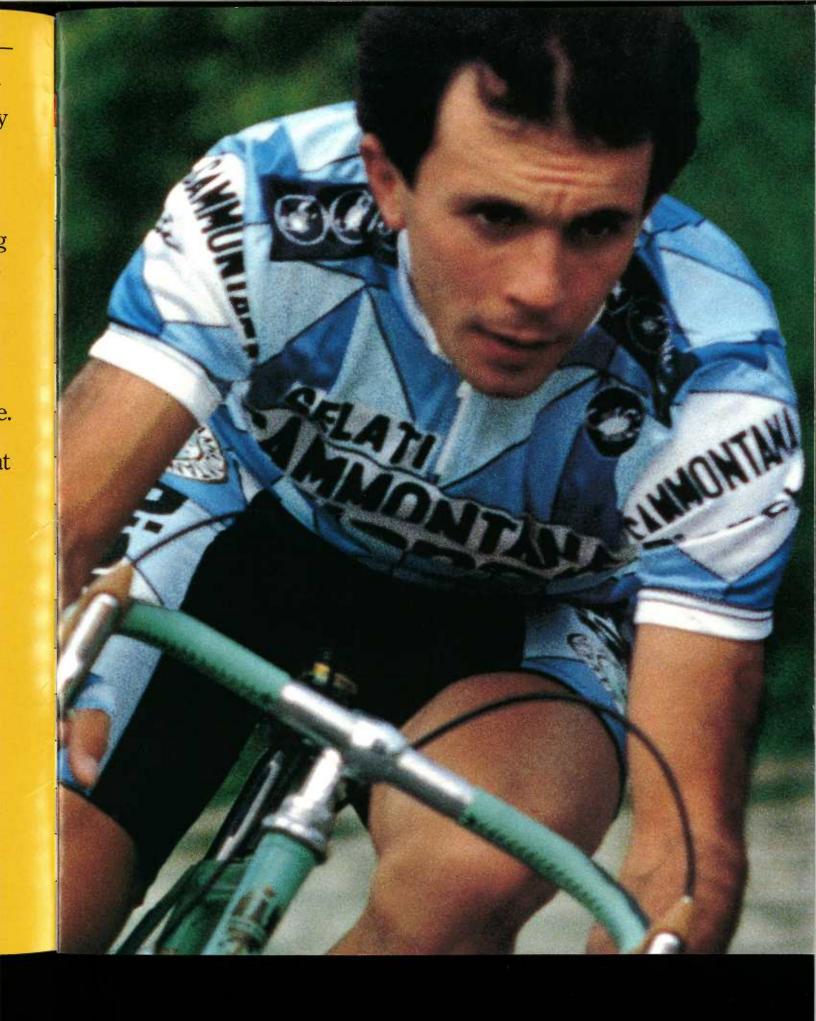
First, our involvement in World Class Competition gives us a winning edge (such as our victory in the 1986 World Cycling Championships) and in order to maintain that edge, we must constantly define and redefine what the ultimate Bianchi product is. What we learn from these experiences, we integrate into our bicycles. Competition proved advances in

our bicycles set us apart from other manufacturers.

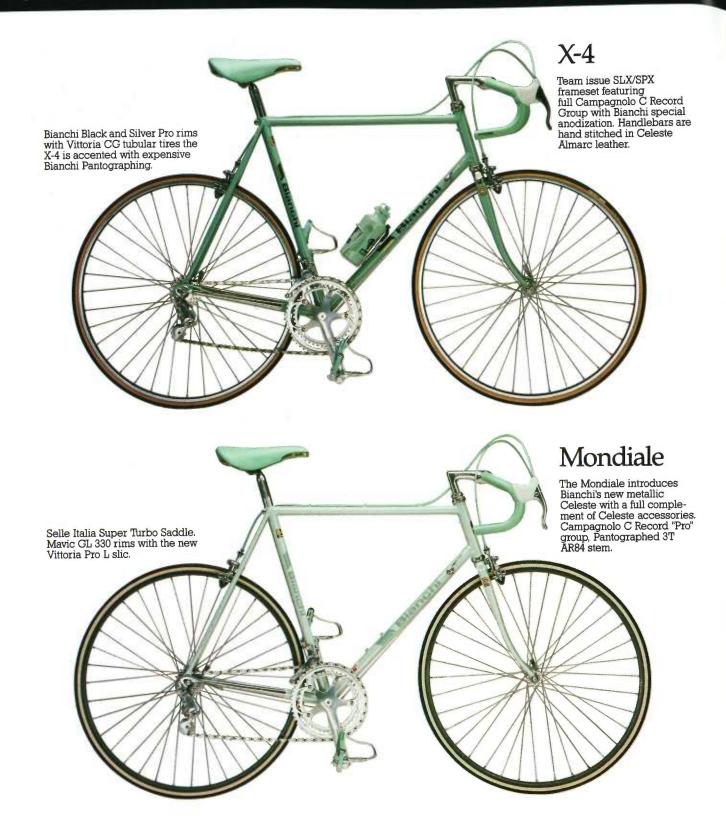
Secondly, our resource is the Northern Italian bicycle artisan. This kind of experience and dedication to the craft can be found nowhere else. Their intrinsic understanding of the bicycle and access to the ultimate proving ground makes them the ultimate innovators. Changing only what needs to be changed in order to improve. Day in and day out individuals like Pietro Fanzaga and Osvaldo Bettoni make Bianchi bicycles for you as well as riders like Moreno Argentin.

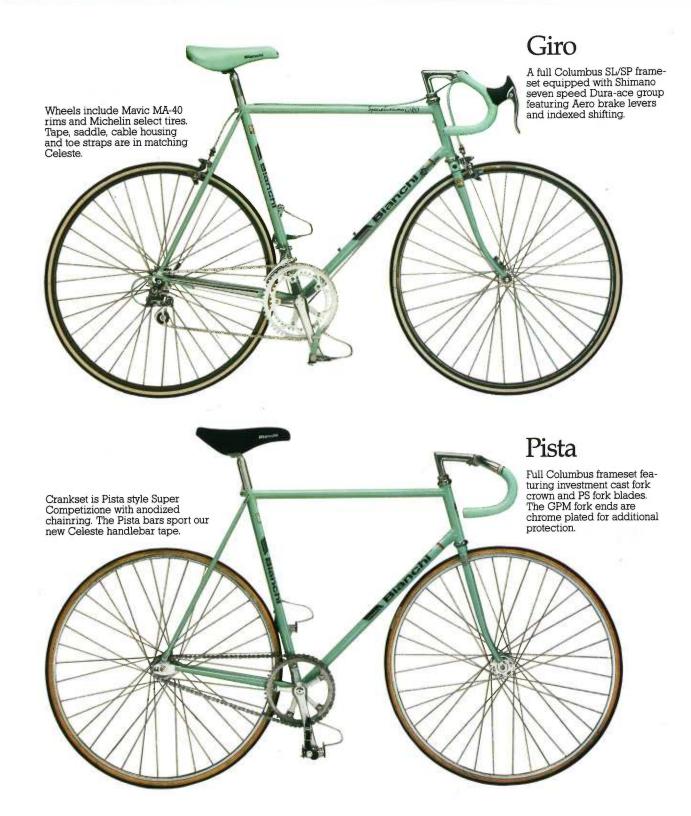
The relationship of the Artisan, the Professional cyclist and you is the reason Bianchi has made the best bicycles in the world for the last

century-and will continue to make them that way in the next.



Professional Series





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Competition Series

