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NEWS FROM EUROBIKE 2022

Maurizio Rocchi · Monday, July 25th, 2022

Many novelties presented at the thirtieth edition of the bicycle fair.

Eurobike, which saw its **first edition in the wonderful Frankfurt Messe**, was a success both in quantitative and qualitative terms: 1500 exhibiting companies and thousands of visitors from 105 countries around the world.

After complicated years due to the global pandemic, this was an event that finally brought the world of true relationships back to the center of the system, made of exchanges of words and handshakes.

The main players in the sector presented their **new products** and their **ideas related to the future of mobility and sustainability**. As you know, the bicycle and all its related activities have once again been given the title of “**mobility of the future**”. Investments will have to be made to make it truly such, with dedicated routes in each city, adequate infrastructure and a unique social acceptance.

The latest news from Ursus

Ursus did not hold back and showed several novelties for all fans.

Two wheel models that have been very successful, **Cliff** and **Diablo**.

The first already presented a few months ago, has received further appreciation from all **MTB** enthusiasts and in particular **Enduro**, for **its resistance to stress and at the same time its low weight**.

The second, on the other hand, is a novelty exhibited to the general public for the first time at Eurobike: an incredibly winning wheel despite having just been presented. **Diablo is in fact the wheel that the Soudal Lee Cougan team** has chosen throughout this season and which has earned the Marathon team important successes, including the Hero Dolomites and the Dolomiti Superbike with the champion Leonardo Paez. A wheel suitable for those who practice Marathon and XC, appreciated for its carbon structure that guarantees **lightness** but also extreme **reliability** on any type of path.



At the Ursus stand it was also possible to admire the brand **new handlebar for the MTB world: H03.**

Developed together with the Soudal Lee Cougan team, **it will hit the market starting early next year.**

In addition to all this, a renewed range of hubs and some innovative models of kickstands for cargo bikes and electric bikes complete the Ursus novelties presented at Eurobike 2022.

A busy week that made us proud of the work done so far and optimistic about tomorrow.

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