



“Cyclotown by Carrera”: a new APP dedicated to city bike enthusiasts

Carrera strengthens its bond with the world of cycling after the launch of its innovative **Foldable Helmet Premium Edition**, which enjoyed great success among fashion and sports enthusiasts alike. The celebrated brand has now developed **“Cyclotown by Carrera”**: a new APP dedicated to those who prefer the experience of cycling in and around town.

The new easy-to-use APP gives cyclists easy access to the coolest places in a number of European cities (starting with **Milan**, then **Berlin, London and Barcelona**). These are grouped into categories: “Wheels&Co.” (bike shops and bike repair workshops), “Hangouts” (restaurants, clubs, bars) and “Style” (art and shopping). In order to discover the most beautiful and interesting corners of each town there are also nine cycle routes to choose from, which are dedicated to sport, nature and culture.

“Cyclotown by Carrera” (available for IOS, Android as well as in a downloadable desktop version on cyclotown.com) has been developed in partnership with the historical bicycle shop Rossignoli in Milan and has a section dedicated to the technical information about Carrera’s Foldable Helmet: a unique accessory with an appealing design that is destined to become every cyclist’s best friend. Ultra-lightweight and practical, it combines utmost comfort and safety without sacrificing style.

“Cycles”: a documentary film on the history of cycling in Italy

The **“Cycles”** project is a video documentary on the history of cycling in Italy – which dates back to the early 1900s, when the Giro d’Italia race was first organized – and stems from Carrera’s passion for cycling. The *Ciclistica in Milano* and the *Iride Fixed in Modena* – who represent the best of Italian craftsmanship and savoir-faire and are connected by their incredible and precious knowledge – will be sharing their very different stories together with two expert frame builders, Masi and Soldino. We will delve into the world of cycling and “see the world” through the eyes of those who have truly made its history.

The project is available on Youtube and on the website carreraworld.com.

With these two exciting new projects, Carrera confirms its genuine passion for sports and its racing attitude, by offering bicycle lovers a new way to enjoy the world of cycling.

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