

## Legendary Bottecchia Bikes to be launched in Australia

**Bottecchia will be launched in Australia at the 2006 Cyclecover Insurance Bicycling Australia Show being held at the heritage listed Royal Exhibition Building, Carlton Victoria from Friday 13<sup>th</sup> to Sunday the 14<sup>th</sup> of October.**

**New to the Australian marketplace but not to the rest of the world, Bottecchia bikes have cemented their place in cycling history when Ottavio Bottecchia won the Tour De France 1924 and 1925. Since then Bottecchia bikes have continued to rewrite cycling history achieving world wide success with their range of professional road, mountain and trekking bikes.**

**Delivering Italian quality and craftsmanship, Bottecchia has a network of over 300 dealer's throughout Europe. The Australian launch of Bottecchia at this years Bicycling Australia show will proudly display samples from the 2007 and 2006 collection, including the top of the range Ergo Light and 8avio and the Shark 850, a full carbon bike recently road tested by Bicycling Australia who summarised it as 'a top notch ride' and 'a high quality package' that is 'quite well priced'. (See related article published in Bicycling Australia September 2006).**

The exclusive Australian and New Zealand distributor, Cycling eXtremo Internazionale will be head officed in Adelaide and expects Bottecchia to be the talk of the town amongst both serious competitive cyclists and the new casual Biking Café scene.

Managing Director, Tony Taormina said 'Bottecchia bikes cater to the mass enthusiasts segment, a growing market in Australia where consumers are spending between \$2,000 and \$10,000 for an eye catching, exotic rig whilst also looking for that perfect ride. Bottecchia delivers on all of these fronts whilst also providing a solution to the recreational consumer as well semi-professionals spellbound by bikes such as the Ergo Lite and 8Avio which deliver maximum results with low weight and highly strengthened monocoque carbon frames.' Tony went on to say 'The Australian cycling market is growing, and with the rising costs of fuel, Australians are not just opting for an economical solution to their travelling dilemma's, they are also calling for healthy environmentally friendly alternatives that allow them to challenge the individual within. Cycling delivers all of these benefits'.

For more information on Bottecchia in Australia, visit their website at [www.bottecchia.com.au](http://www.bottecchia.com.au) or contact Mel Rechichi.

About Bottecchia the company

A boutique Italian manufacturer of road, mountain, trekking and city bikes having commenced operations at the beginning of the 20<sup>th</sup> century. Bikes are manufactured combining know how, tradition and advanced technology with the purpose of being a leader in the cycling community in the new millennium and beyond. Bottecchia is represented by over 300 dealers in Europe as well as America. Having won many prestigious cycling tournaments', the most notable are Ottavio Bottecchia win at the Tour De France 1924 and 1925 and Greg Lemonds 1989 win of the Tour De France. In 1973 Bottecchia produced the world's first folding bike and they sold over 50,000 bikes in 2006. 2006 saw the appointment of their Australia and New Zealand distributor, Cycling eXtremo Internazionale head officed in Adelaide, Australia.

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