

DeRosa SK Pininfarina Luxury Edition

The Bicycle that is 100% Made in Italy was honored to receive first place in the prestigious Hyper Velo de l'annee 2016/2017, an award received not only for the first class luxury it embodies but also for its innovative disc brake system,

Friedrichshafen, 31st August 2016. The DeRosa SK Pininfarina Luxury and the DeRosa SK Pininfarina Disc were presented at Eurobike 2016, annually the largest and most significant Bicycle Exposition in the world.

The collaboration between two ambassadors of Italian style, luxury and technological innovation, DeRosa and Pininfarina, enters its second year having yet again set another standard for excellence with two additions to the DeRosa SK Pininfarina lineup: the SK Luxury and the SK Disc. The SK Luxury was developed with exclusive details - triple layer paint, non-slip textured handlebar and saddle, a drivetrain created with Zero Friction technology - that we believe surpass the expectations of the most discerning buyer. The colors - Black Caviar, Diamond Silver, Pininfarina Blue - immediately bring to mind the phrase “understated elegance”.

“As soon as we conceived of and began to create the DeRosa SK Pininfarina we immediately realized that this would be a project for the long-term”, says Cristiano DeRosa, Chief Executive Officer of DeRosa Bikes. “The current offerings are the result of very detailed planning, research and development, a process that provides us the framework within which we incubate and develop ideas that will continually generate innovative solutions for the future”.

“In the DeRosa SK Pininfarina Luxury we have created new milestones in design, technology, luxury and the use of innovative materials which, in combination, have also created a single innovative milestone” said Paolo Pininfarina, President of the Pininfarina Group. “In DeRosa we have found an extraordinary partner with whom we are creating an entirely new world geared specifically for the discerning cyclist who loves the combination of Italian styling and performance.”

Our second entry in the SK Class for 2017 is the DeRosa SK Pininfarina Disc which, for the first time, offers the DeRosa SK Pininfarina complete with a disc brake system. We have collaborated with Campagnolo to offer a complete Disc Brake System for the 2018 model year. The DeRosa SK Pininfarina Disc is designed for the cyclist who enjoys speed, balance, and the utmost in aerodynamic capability along with the stopping power offered by disc brakes.

