

UNDER EMBARGO UNTIL FEBRUARY 29th 2024 at 1.00 pm CET

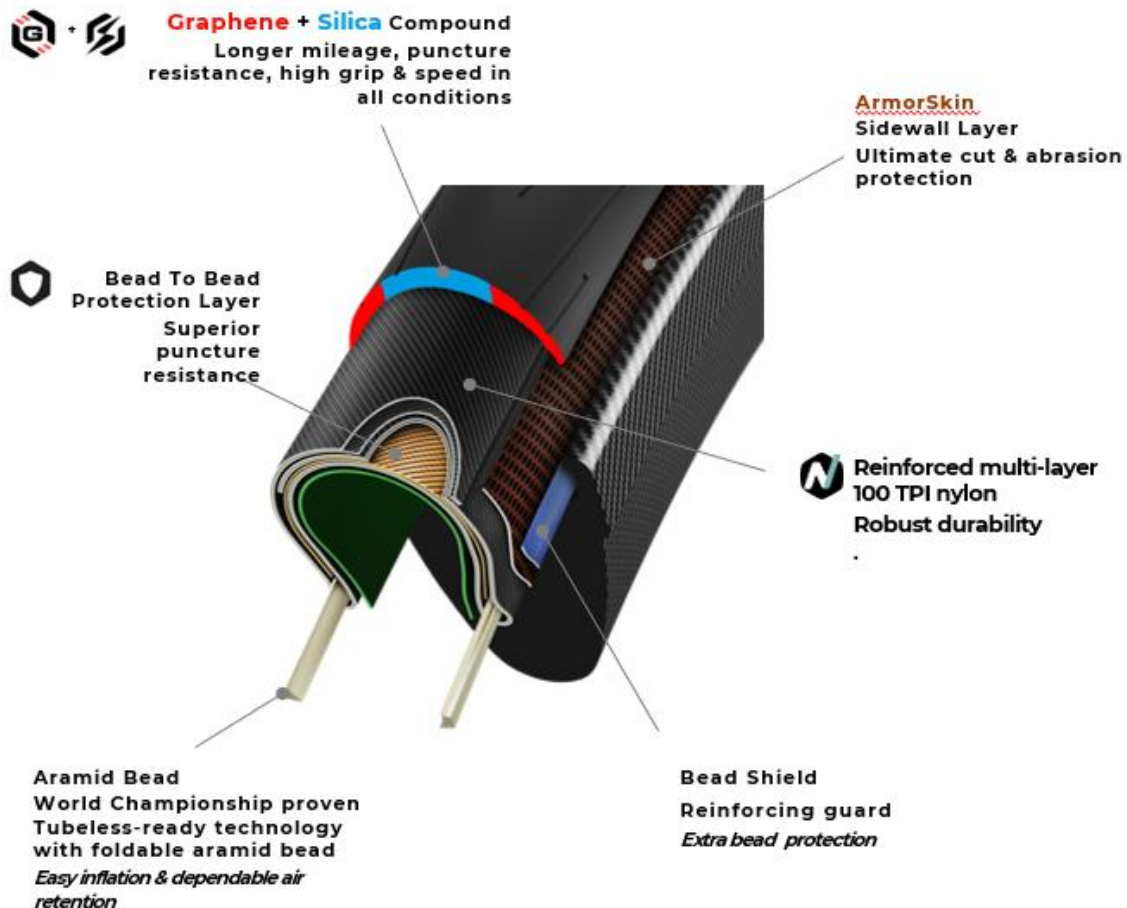
Be ready for anything with the new RideArmor: Vittoria's most durable and puncture resistant road tire ever

The toughest road tire available, for the harshest road conditions. RideArmor delivers dependable durability and long wear-life, with a focus on comfort and grip across all asphalt and weather conditions.

BREMBATE (IT), February 29th 2024 – Vittoria RideArmor is the new addition to the road tire range designed to provide the dependability and durability that commuters and cyclists that train hard expect from a bicycle tire.

Your armor for increased puncture resistance and high mileage

The name says it all. When developing RideArmor, Vittoria engineers' aim was to design a tire to be used all year long for training and commuting purposes, on any tarmac and weather condition. The result is a true armor able to defend cyclists from the most hateful enemy: punctures.



Enhanced durability and puncture resistance are offered by a bead-to-bead puncture protection belt, additional sidewall layers and bead shield layers. The **ArmorSkin** sidewall layer ensures ultimate cut and abrasion protection. This high-quality polyamide fabric, distinguished by its copper coloring, provides extra protection on any road surface and in any weather condition.

RideArmor features the Graphene + Silica compound, the most advanced compound for road tire applications from Vittoria. The Graphene + Silica compound, first developed for Vittoria's top-of-the-range road tires Corsa PRO and Corsa N.Ext, provides durability, comfort, and grip on both dry and wet conditions, as well as on smooth and rough asphalts. The slick tread design provides low rolling resistance and speed and delivers a modern look & feel to the tire – especially when paired with the black/copper color of the sidewalls.

RideArmor is available in a single Tubeless & Tube type, Nylon 100 TPI multi-layer casing solution, compatible with both tubeless and inner tube set ups. Tire widths range from standard road bike sizes (26 mm / 28 mm) to 38 mm making it a valid option also for commuting bikes, city bikes and gravel bikes. All widths from 28 mm up are TSS (HOOKLESS) compatible. Sizes from 26 mm to 32 mm are available on the market at the launch date (February 29th), while sizes from 34 mm to 38 mm will be available in Q2 2024.

Specifications

Size	ETRTO	Construction	Hookless compatibility	Casing material	Compound	Color	Weight (g)	MSRP	Market availability
700x26c	26-622	TLR/Tube	-	Nylon 100 TPI Multi Layer	Graphene + Silica	Black (with copper effect sidewalls)	355	€59.95	February 29th
700x28c	28-622		✓				375		February 29th
700x30c	30-622		✓				400		February 29th
700x32c	32-622		✓				435		February 29th
700x34c	34-622		✓				440		Q2 2024
700x36c	36-622		✓				455		Q2 2024
700x38c	38-622		✓				475		Q2 2024

[END OF PRESS RELEASE]

For enquiries:

Vittoria Press Office

Cristian Bellini

c.bellini@vittoria.com

+39 346 1423571