

De Rosa Bicycles announced as Official Bike Partner of RBC GranFondo Whistler 2023

High-end Italian marque aligns with North America's largest Gran Fondo

VANCOUVER, BC, CANADA, July 25, 2023 /EINPresswire.com/ -- [De Rosa Bicycles](#), one of the world's most well-known and appreciated bike brands today announced a new partnership with [RBC GranFondo Whistler](#), the first and largest Gran Fondo in North America, becoming the proud Official Bike Partner of the event.

To celebrate, De Rosa will be offering a high spec De Rosa 838 bike as a grand draw prize to be won by one lucky registered attendee at RBC GranFondo Whistler 2023.



Cyclists enjoying the world-class Sea to Sky highway to Whistler

The 838 is described as a “bike that goes straight to the heart and is like an old Italian song, a poem that is easy to read but makes you dream like a child.” The 838 is De Rosa's latest creation and it's a bike that doesn't care about frills. Simple, decisive, and effective lines with a clear mission: welcoming you into De Rosa's world, without compromising on style and performance.

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Leonardo Incollingo, North American Brand Director for De Rosa Bicycles

“We are extremely excited about our partnership with RBC GranFondo Whistler”, said Leonardo Incollingo, North American Brand Director for De Rosa Bicycles. “It is undeniably a perfect fit. De Rosa's 70th year anniversary comes with lots of history, heritage and passion for cycling and we want to share that with the thousands of passionate cyclists that are part of this event.”

Dom Gilbert, RBC GranFondo Whistler Partnerships

Director said: "As one of the most prestigious bike brands in the world, De Rosa share our roots as a family-owned and operated company with a passion for quality, innovation and beautiful presentation. With our own 15 year milestone anniversary coming in 2024, it is fantastic to celebrate alongside a manufacturer with such a proud history, pedigree, and true place in the hearts of countless cyclists.

De Rosa will be in attendance on race day September 9 2023, as well as at the [VeloSpoke Bike and Lifestyle Expo](#) the day prior at Vancouver Convention Centre East, supporting 5000+ athletes as they take on the challenge of riding to Whistler along the famed Sea to Sky course in beautiful British Columbia.

Neil McKinnon, owner and founder of RBC GranFondo Whistler said, "RBC GranFondo Whistler embodies the true Italian spirit of cycling, and we couldn't be more excited to welcome the quintessential Italian bike brand of De Rosa into the family. Together, we are in the business of imagining and bringing magic to life."

ABOUT DE ROSA

Started in 1953 by the craftsman Ugo De Rosa, De Rosa is one of the most well-known and appreciated bike brands in the world. A family-owned and operated company with a passion for artisanal production methods and innovation and love for beauty and design. For over 70 years, De Rosa has pushed the boundaries of road racing technology and sophistication. The company's continuous drive to research, development, and implementation of avant-garde solutions has made De Rosa bicycles one of the premier choices for professional cyclist and bike enthusiasts alike.

The De Rosa 838 is available now, starting at 4999\$ (For more information on our products, visit derosanorthamerica.com).

ABOUT RBC GRANFONDO WHISTLER

Established following the Vancouver Winter Olympics in 2010, RBC GranFondo Whistler is an award-winning point-to-point cycling event between Vancouver and Whistler, British Columbia, Canada that takes annually place on the 2nd weekend of September. On average, 5000 cyclists ride each year across different distance categories, both competitive and non-competitive. Through the event, over \$300,000 has been donated in support of youth cycling charitable causes since inception (rbcgranfondo.com/whistler).

Registration for the 2023 edition is open now. To sign up, participants should visit <https://on.rbcgranfondo.com/trk/derosa23> - ride date is Sat Sept 9, 2023.

ABOUT RBC – ROYAL BANK OF CANADA

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We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [rbc.com/community-social-impact](https://www.rbc.com/community-social-impact).

For more information, please contact Oli Cartmell via oli@rbcgranfondo.com

View the media pack:

<https://drive.google.com/drive/u/1/folders/1I0HQSDGIDkhieAlM5rhoWRItA6AAr5u4>

For partnership opportunities, please contact Dom Gilbert via dom@rbcgranfondo.com and see the partnerships deck now: <https://on.rbcgranfondo.com/trk/opportunitydeck>

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