



## NEWS RELEASE

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### **3T goes full gas in US with success of Strada and Exploro bikes**

New models, new management team, new sales program

3T Bike America has announced a new management team to strengthen its position in the US market for high-end road & allroad/gravel bikes and its German-made superlight THM components.

3T, the storied Italian component maker, branched into bikes with the Exploro allroad/gravel and Strada road bikes this past year. Both were designed by 3T co-owner Gerard Vroomen and won a dozen awards already. The 3T Strada also attracts a lot of attention as the first road bike designed around a 1x drivetrain, already winning its first races at the pro level.

*"We're very happy with the demand for our new bikes and have tripled production capacity," says René Wiertz, President of 3T. "With that increase in demand comes the need for a new US sales program and structure."*

*As always, simplicity is key for 3T: We are establishing a small network of dedicated partners with defined territories, using just one retailer level, one pricing structure and one goal: to help our partners sell bikes by creating a great experience with 3T for them and their customers.*

*We have hired two experienced sales managers to visit and manage our network rather than a large rep force. We want information to flow directly from 3T to our retail partners and problems and opportunities to be tackled immediately."*

Jared Boudreau, the new sales manager for Western US, adds: *"Experiencing 3T products live is the ultimate luxury, so we want each partner to have a territory sufficiently large to warrant a test fleet on-hand. Although online demand exists and the consumer ultimately decides, we will restrict online sales to our own website to drive consumers into the stores and direct most of the retail margin there regardless of delivery method."*

Victor Cañete will lead 3T Bike America as President. Most recently President of 10:10 Watches, Victor was CFO of Cervélo for the 10 years prior to that.

Western US sales manager Jared Boudreau was previously Regional Director at Phonak, after several years in senior sales positions in the bike industry.

Jon Kameen joins as Eastern US sales manager from Factor, where he was General Manager, North America.

Ryan Pawliw, who comes from Cervélo, will join Daniel Zitter in Customer Service and Account Management.

Announcing the new team, Gerard Vroomen says: *"I enjoyed working with Victor, Jared and Jon in the past. They have worked together and with Ryan, so they can hit the ground running. Focusing on a limited network of strong partnerships, they will be successful for 3T and our partners in these fast-changing times."*

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The new team will be based out of Toronto, Canada. Former general manager of 3T America, Dave Koesel, will work through the transition period and then leave 3T.

*"I'd like to thank Dave for the work he has done in energizing our base in the last two years," said René Wiertz. "3T started from zero in the US market and Dave has done a great job to introduce our new designs to the American audience. We wish him well for the future."*

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#### Note to editors:

3T is a global company with three regional customer service offices (Italy, Taiwan, North America) and 20+ service centers. Founded in Turin in 1961 as Tecnologia del Tubo Torinese (Turin Tube Technology), 3T has always been renowned for the quality, simplicity, and beauty of its products.

3T has a track record of being 'first': first to introduce many modern alloys to cycling, first to produce a dedicated aerobar, first to win the ID design award, first to introduce dedicated gravel wheels, first to introduce an aero gravel frame and first to introduce a dedicated 1x aero road bike. In addition, 3T has been first in countless competitions alongside the great champions of cycling – in the Tour de France and Giro d'Italia, one-day Classics, Olympics, World Championships, national championships, and Ironman triathlons.

Passionate about staying first, 3T continues to invest human and financial capital in exploring new ways of making products that excel in quality, simplicity, beauty and sustainability, under the stewardship of co-owners René Wiertz and Gerard Vroomen.

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