



Press Release

MARATONA DLES DOLOMITES - ENEL 2015

MARATONA DLES DOLOMITES-ENEL UNVEILS THE 2015 RACE KIT BY CASTELLI

On Sunday 5th July, the departure is fixed for 6.30 a.m. from La Villa. The arrival is always in Corvara for the most famous long distance cycling race in Europe. As every year, the closed number guarantees the race runs perfectly for the over 9,000 cyclists drawn, representing 62 nationalities, to meet the over 31,000 entry applications. The legendary Campolongo, Sella, Pordoi, Gardena, Giau, Falzarego and Valparola Passes, completely closed to traffic, will allow them to tackle the three race routes: Long 138 km and a climb of 4230 metres, Medium of 106 km and a climb of 3130 metres and Sella Ronda of 55 km and a climb of 1780 metres.

The new official jersey 2015 produced by Castelli has been presented in Fonzaso in presence of Castelli's owner Dario Cremonese and Maratona dles Dolomites – Enel director Claudio Canins, together with the special guest Cristian Zorzi.

Because Castelli's head office is near Alta Badia, Castelli staff live and ride these mountains every day, and it is an honor for the Maratona to have Castelli as official technical clothing partner. The sponsorship reflects Castelli's dedication to performance and perfection, working hard toward a goal and beyond.

MARATONA 2015 CLIMBER'S JERSEY



Castelli's close relationship with its pro riders is no secret, and the products they inspire continue to pour out of the Castelli factory.

The Climber's Jersey answers the Cannondale-Garmin and MTN-Qhubeka riders' requests for a super-lightweight, highly breathable jersey for the mountain stages of the Giro d'Italia and the Tour de France.

This jersey is made from 3D mesh fabric on the front and shoulders to keep the jersey extremely aero, light and dry, and the waist band to keep the 3 rear and zippered key pocket in place. The 3D nature of the fabric means that most of it never touches your skin, so it never clings or absorbs water. Pour a bottle over your head to cool down, and moments later the jersey is back at race weight.

While the jersey was originally made for big climbs and hot weather, the pro riders showed Castelli that it's the ideal jersey for most conditions because of its very wide temperature range and aero advantage. It's cut to hug the torso and eliminate any excess fabric flapping when battling the wind. Castelli's wind tunnel results show that the Climber's Jersey is a full 17 watts faster when riding at 40 km/h compared to a standard cycling jersey.

The Maratona Climber's Jersey is supplied with an "eco pocket" to encourage riders to make sure that packaging from energy gels and bars isn't accidentally jettisoned en route.

The president of the Organizing Committee Michil Costa says: "since November an important work of development has been done together with Castelli's supervisors and the final product is the proof. We are proud of the result, the jersey as well as the accessories are simply excellent!"

VOLO BIBSHORT



Everything Castelli does is geared toward speed and comfort. The new Volo Bibshort provides optimum muscle support with a perfect anatomic fit. The revolutionary GIRO AIR leg band provides more stretch and distributes the compression over a larger area.

The body of the short uses a 200+ gram Affinity Lycra®, which increase the short's affinity for keeping you comfortable and warding off fatigue with high stretch on the inner thigh, aerodynamic texturing on the outer thigh, and gentle compression throughout.

The Volo Bibshort is comfortable on a wide range of body shapes and helps prevent overheating by incorporating breathable mesh bib straps. The KISS AIR seat pad uses a seamless construction of brushed microfiber to prevent any chafing, and the pad is anatomically shaped to follow your movements. The KISS AIR also features a variable-density design with more padding where you need it and less where you don't. The KISS AIR seat pad ensures excellent comfort no matter which Maratona dles Dolomites - Enel course you are riding.

LIVE TELEVISION BROADCAST ON RAITRE

Television coverage for the 2015 edition as well from 6.15 a.m. until 12.00 p.m.. Not only the race during the coverage but also guests in the studio for moments of culture and local traditions. Spectacular aerial views of the Badia, Gardena, Fassa, Fodom and Ampezzano Valleys and of the famous Dolomites thanks to the use of three helicopters and one plane. Fifteen cameras will be used with a crew of more than 50, divided between technicians and directors. As well as the RAI, there will be television coverage by Sky Sport and other broadcasters.

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