

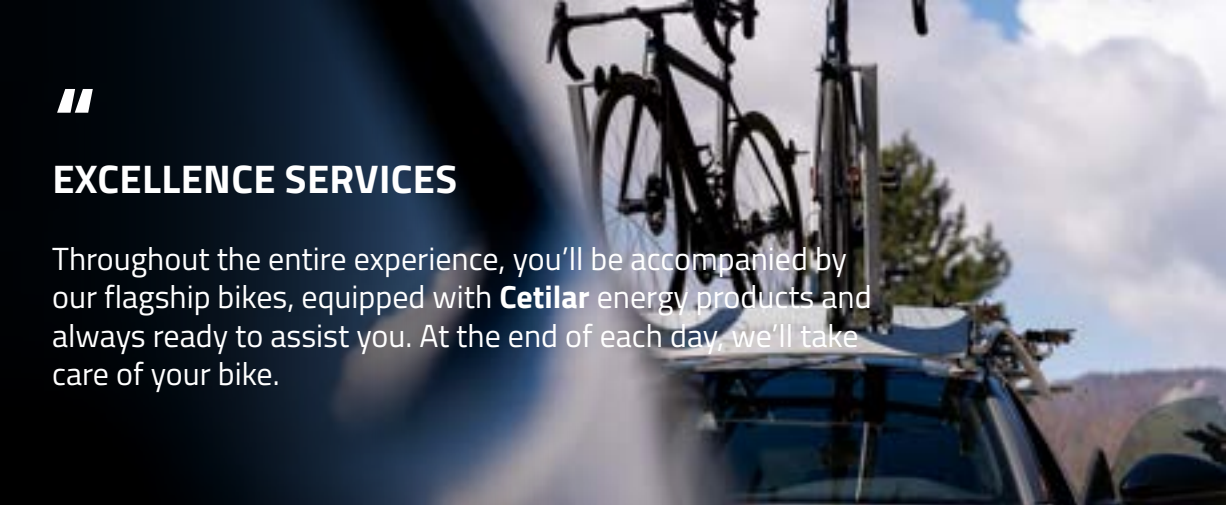


# OM *TRIPLE* CROWN

1 - 5 OCTOBER

4 NIGHTS

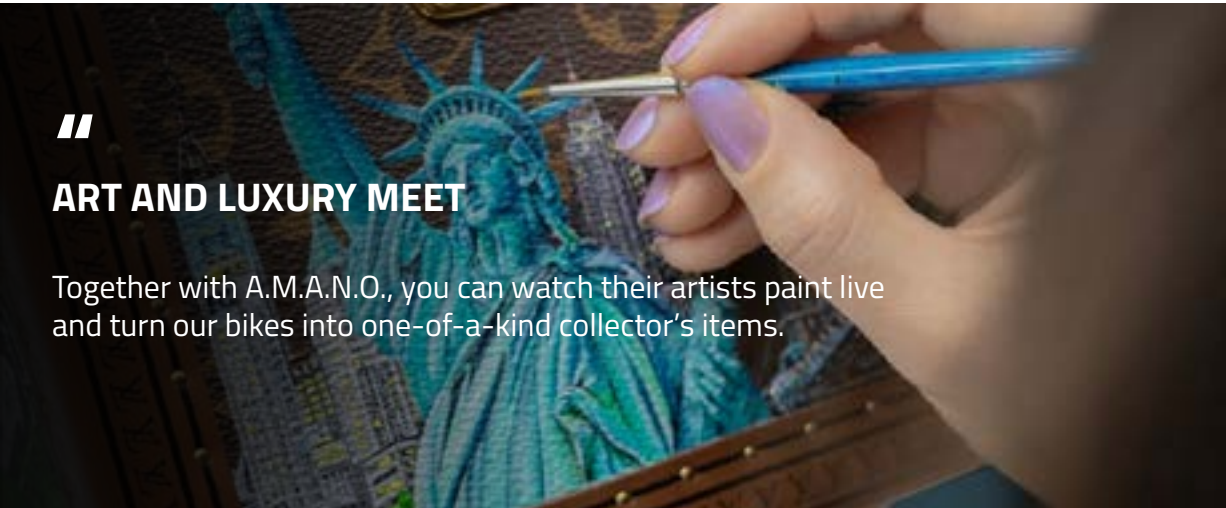
CUNEO, ITALY



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EXCELLENCE SERVICES

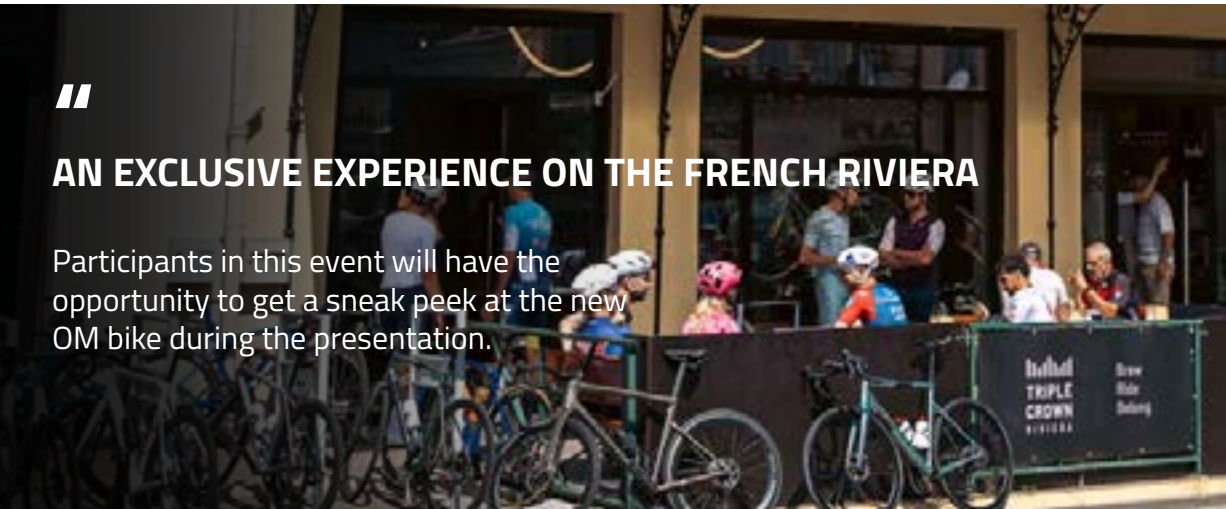
Throughout the entire experience, you'll be accompanied by our flagship bikes, equipped with **Cetilar** energy products and always ready to assist you. At the end of each day, we'll take care of your bike.



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ART AND LUXURY MEET

Together with A.M.A.N.O., you can watch their artists paint live and turn our bikes into one-of-a-kind collector's items.



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AN EXCLUSIVE EXPERIENCE ON THE FRENCH RIVIERA

Participants in this event will have the opportunity to get a sneak peek at the new OM bike during the presentation.



PLACE

Cuneo - Langhe  
Liguria - La Turbie  
Col de la Madone

HOTEL

4\* Hotel

ROUTE

Distance traveled:  
90 km/day

ELEVATION GAIN

1.000 m+

EXPERIENCE

Tour HQ and OM History,  
4 OM Social Rides, Traditional  
Dinners, OMCT Support,  
A.M.A.N.O. Experience, Launch of the  
New OM, Col de la Madone Tour



**“Made in Italy” is a valuable choice for those who believe in quality, attention to detail, and the passion that transforms every product into an authentic experience.**

# Experience the World of OM

## **Welcome to the Officine Mattio Triple Crown journey.**

Welcome to a journey where you can experience the Officine Mattio DNA.

From the moment you arrive, every detail has been designed to make you feel welcome and part of the OM family.

You'll meet Giovanni Monge Roffarello, founder of Officine Mattio, and together you'll embark on this journey, starting from the OM headquarters and ending in La Turbie, France, where you'll climb the legendary Col de la Madone together.

On this journey, you'll have the chance to discover the regions where OM was born and learn what our DNA is all about.

## **DAY 1 - PROGRAM**

- Transfer from the airport/train station
- Check-in at the Premium Hotel
- Arrival at Officine Mattio headquarters
- Welcome kit pickup
- Bike fit
- Brunch on the OM terrace
- Tour of HQ & OM history
- OM Bike pickup
- Dinner



# Langhe Ride

## A bike ride through the heart of Barolo country.

The second day will take participants into the heart of the Langhe. Starting from Cuneo, the route will wind through the UNESCO World Heritage hills, passing through iconic villages such as La Morra and Barolo. After about 80 km of scenic roads and timeless views, the arrival in Alta Langa will provide the perfect conclusion to a day dedicated to the joy of cycling and exploring the region. The evening will continue with an exclusive dinner—an experience combining conviviality and haute cuisine designed to celebrate the flavors, elegance, and hospitality of this extraordinary region.



## DAY 2 - PROGRAM

### Morning:

- Breakfast at the hotel
- Departure from OMHQ
- Cuneo - Langhe Ride (80 km - 1,000 m+)

### Afternoon:

- Arrival at the Hotel
- Aperitif/wine tasting in the Langa region
- Dinner in the Langa region



## Conception of the OM project.

The story of Officine Mattio began in 2014, when Giovanni Monge Roffarello recognized a clear need: to create not just a bicycle, but a dynamic brand truly Made in Italy that embodies our passion for cycling.

## Who we are today.

Today we look back with pride on the journey we've taken, but above all on what lies ahead. The bicycle is the ideal tool for making our dreams come true.

# Langhe - Liguria Ride

## A bike ride to the sea.

The third day kicks off the event's second ride with an exclusive route that combines the authentic elegance of the Alta Langa with the charm of the Ligurian Riviera a route winding through breathtaking landscapes that promises an immersive and memorable experience. The arrival in Alassio will mark the perfect conclusion to the day, amid the charm of the sea, the city's atmosphere, and an evening dedicated to camaraderie and sharing the emotions experienced in the saddle.



## DAY 3 - PROGRAM

### Morning:

- Breakfast at the hotel
- Departure for the Langhe - Liguria ride (100 km – 1,000 m+)

### Afternoon:

- Arrival in Alassio
- Aperitif
- Dinner

# Costa Azzurra Ride

## A bike ride along the coast.

On the fourth day, we'll set off from Alassio and, after 100 km, reach La Turbie, the destination of our ride. After starting out along the stunning Riviera, we'll take the beautiful bike path in Imperia that will lead us to the Italy-France border; we'll pass through Mentone before climbing up to the iconic monegasque village of La Turbie.



## DAY 4 - PROGRAM

### Morning:

- Breakfast at the hotel
- Departure for the Riviera Ride (100 km - 1,000 m+)

### Afternoon:

- Arrival at Triple Crown
- Aperitif at Triple Crown
- OM New Release
- A.M.A.N.O. Experience
- Dinner

44.4226°N



7.5616 °E

## Arrival at Triple Crown

Right here at Triple Crown, there will be a public preview exclusively for OM DNA customers of the new OM bike model.

### A.M.A.N.O. Lab

During the event, the artists at A.M.A.N.O. a company specializing in high-end customization will bring to life unique creations made entirely by hand. For guests who have chosen this exclusive service, each bicycle will take shape as a custom-made work of art. It's a rare experience that transforms the customization process into a moment to be experienced firsthand and makes every bike a one-of-a-kind piece.



# CHOOSE TO RIDE

We're confident that you'll leave with unforgettable memories of incredible roads, genuine encounters, and the thrill of experiencing the Officine Mattio world, even if only for a few days. That's our DNA.

Don't own an Officine Mattio bike? No problem. You can easily rent one directly from our HQ and choose the model that best suits your riding style and needs.

Welcome to our world. See you soon!

## DAY 5 - PROGRAM

- Breakfast at the hotel
- Cole de la Madone ride
- Check-out
- Final goodbyes
- Transfer to the airport/train station



# OM TRIPLE CROWN

**1 - 5 OCTOBER**

**5 DAYS - 4 NIGHTS**

CUNEO, ITALY

## BENEFITS:

- Airport transfers (arrival & departure)
- 4-star hotel accommodation
- Single room
- Welcome kit
- Breakfasts, brunches, and dinners included
- Guided rides with Cetilar
- Supported rides with team car and expert guides
- OM Headquarters Tour & the Officine Mattio story with the CEO
- AMANO Experience
- Official launch of the new Officine Mattio model
- Four OM Social Rides
- Col de la Madone Tour
- Exclusive French Riviera Experience
- French Riviera Triple Crown

**PRICE: 2.000 €**

**PRICE OWENER OM: -10%**

**OM BIKE RENTAL: 300 €**

## AN AUTHENTIC EXPERIENCE BY OFFICINE MATTIO.

## CONTACT

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VISIT OUR WEBSITE

