

*Best of Italy Race*



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**Castell'Arquato - Emilia Romagna**  
**Friday 15th – Sunday 17th September 2017**

This September 'The Race' returns with the Top 100

**100 BICYCLES**  
**100% ITALIAN**

Get in gear for The Best of Italy Cycle Race – an exhilarating competition in three categories over 26km of closed road in the heart of the Apennine Mountains on Sunday 17th September 2017, part of the 'Best of Italy' supercar festival celebrating the pinnacle of Italian technology and style.

Amateur cyclists and professionals are invited to enjoy the unrivalled scenery and challenging course from the historic castle town of Castell'Arquato to the picturesque village of Morfasso.

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**Take Part...**

**Category 1      The Giancarlo Perini Challenge**

Named in honour of the former Tour de France, Giro d'Italia and Vuelta a Espana road racer, the Challenge is open to amateur and elite cyclists riding Italian geared bicycles – bring your own bike or hire the latest model from our cycle partner Passoni and battle it out for the title of King of the Mountain! Cash prizes will also be offered to the top five finishers, including €500 for first place, and a gourmet lunch will be enjoyed by all competitors.

**Compete...**

Pit your cycling skills against some of the top names in road racing:

- Giancarlo Perini who will be defending his 2016 BOIR title, the latest 'trophy' to line up with his three Grand Tours silverware.
- David Millar, former pro cyclist and Maserati ambassador - the only British rider to wear every coloured jersey at the Tour de France and the first Briton to pull on the leader's jersey in all three Grand Tours.
- Kenton Cool, one of the world's leading high-altitude climbers who has successfully summited Mount Everest twelve times. He has completed two Haute Routes, widely considered as some of the highest and toughest Cyclosporatives in the world.

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**Category 2      Trofeo Criterium Italia 2017**

- The Final Stage of the first Italian national race series dedicated to fixed wheel bicycles – cheer on the elite teams of cyclists competing to become the series champions.

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**Category 3      Under 14s race – The New Generation**

Following in the tyre tracks of the elite teams, young cyclists can compete over a 13km section of the Best of Italy Race track from Castell'Arquato to Lugagnano and back.

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**The gear...**

- You can really look the part with the range of BOIR cycling clothing and accessories available online via the BOIR website and at the event.
- New for 2017, 'The Wonderful Socks' Italian performance cycling brand have created a bespoke sock for this year's Best of Italy Race, featuring the BOIR logo and colours, which will be available online and to purchase at the event.
- Chapt 3, the David Millar cycling collection from specialist cycling tailors Castelli will also be represented at BOIR over the weekend, with a selection of jerseys, shorts, jackets and accessories to buy.
- BOIR sponsor Pirelli will also be showcasing their new range of high performance road racing bike tyres -PZero Velo - marking the company's return to the cycle market, where it has enjoyed much success as the tyre of choice for such riders as Fausto Coppi.

**Be a star...**

Sky Bike Channel will be covering the entire Best of Italy weekend – including the cycle race, so you may get your 35 minutes of fame!

**Schedule**

Sunday 17th September 2017

- 11.30 Giancarlo Perini Challenge
- 11.45 Trofeo Criterium Italia 2017
- 12.00 Under 14s
- 13.00 Lunch in Morfasso followed by the awards ceremony

**Bicycle package € 45**

- Sunday Race entry
- Lunch at the finish
- Race medal
- Goodie bag
- Prize money for the top five finishers

**Fixed wheel package € 45**

- Sunday race entry
- Lunch at the finish
- Race medal
- Goodie bag
- Prize money for the top five finishers

*"BOIR 2016 was awesome. Everything was set up perfectly and the fixed wheel was one-of-a-kind.*

*Great riding, can't wait for 2017!"*

*Alessandro Carretti, fixed wheel racer*

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For queries contact: [info@bestofitalyrace.com](mailto:info@bestofitalyrace.com)

*In bocca al lupo!*