PRESS RELEASE

ALBERTO   
  
Mönchengladbach, April 07, 2022

Celebrating 100 years

**ALBERTO – and the 3D-Bike**

**Alberto is about to celebrate its 100th anniversary. In the fashion industry, and in particular for an enterprise specializing in certain products, this is considered a virtual eternity. Hence, it is an occasion to celebrate. So, ALBERTO is doing just that. However, the company isn’t just launching an anniversary collection. It is also rolling out many exciting collaborations and an extraordinary anniversary program. Among them is a feature you can actually take literally in conjunction with the current buzz word “team play.” In partnership with Magdeburg-based bicycle manufacturer URWAHN, the label known for its pants is presenting an anniversary bike that offers distinctive departures from the familiar in terms of make, technology and design. It is also uncompromising – in other words – typically ALBERTO and typically URWAHN.**

**Discover the Unknown**

Unconventional, technology-driven, unique. The ALBERTO name is synonymous with these values – for now 100 years. This is why the popular brand known for its pants regularly works with players who create concrete benefits. This has not been limited to just the selection of materials for the iconic pants hailing from Mönchengladbach for quite some time. A vast spectrum of pioneering ingenuity thus generates congenial symbioses that always set new standards. This is also true for the anniversary bike that has been developed in cooperation with URWAHN on the occasion of this milestone birthday. What brings the two brands together is that they are both striving for sustainable mobility paired with uncompromising functions and styles. Marco Lanowy, Managing Partner of ALBERTO, describes it eloquently: “We aim to be close to those who wear our pants every day so that we truly understand their requirements and needs. Hence, I spend much of my time outdoors. That’s how I discovered URWAHN’s bikes – and their approach has definitively inspired me.” Eventually, he met URWAHN’s founder Sebastian Meinecke and his team in person. “Fantastic lads and ladies! Everyone exudes enthusiasm for what they are doing, and it feels real.” That’s yet another aspect he likes when it comes to URWAHN, since he can draw parallels to his own company.

**Run Free!**

In other words, both companies embody a level of idealism. It is evident in ALBERTO’s bike pants and also in every bicycle made by URWAHN. Consequently, the anniversary bike proves to be a distinctive, electrifying Gravel Bike. Made of steel, it is the world’s first electric **3D-printed** bike, featuring a special soft ride structure and weighing in at just **14.8 kilograms**. However, its bold **40Nm rear wheel torque** is compelling. It goes without saying that only the most innovative components are used throughout. The **precise** MAHLE **electric drive** as well as the **250 Wh strong rechargeable battery**, which delivers a range of up to 80 kilometers, are just two examples. Moreover, URWAHN integrated both of them invisibly into the skeleton of this piece of art made of steel. For those who still want more, an option to mount an **additional 208 Wh rechargeable battery unit to the bottom bar** is available. Given that it is shaped like a drinking bottle, it is yet another eye-pleasing visual feature. Furthermore, the **Shimano GRX 600 1-11-F sequential circuit can be controlled wirelessly via Bluetooth** and thus ensures an extremely direct transfer of power. **The handlebar and the bearings**  of the ALBERTO anniversary bike are sourced from **Acros.** The **leaf spring fork**  also works as if it were from another world. Other highlights: **the light skin LED eyes that are integrated into the steel frame**.

**Strikingly Understated Design**The perfect combination of design and function paired with a focus on the important and good – those are the keywords when it comes to the design of the bike. Visually, the purist asphalt black powder coating is extremely pleasing. The abstract design components in ALBERTO Bike Yellow, including an image of Mönchengladbach’s topography, the ALBERTO company’s foundation date in Roman font or the location coordinates of ALBERTO’s headquarters on the frame rims catch the eye. As always, these elements are not just merely decorative, but pursue a concrete benefit. At night, they act as reflectors and thus improve visibility and provide additional protection.

**The Time for Bikes is Now**

The bike, retail priced at EUR 7499, made its debut at Cyclingworld in Düsseldorf in March. Subsequently, the bike will become part of the experience world at the ALBERTO Concept Store in Mönchengladbach, which will be the official test spot for the extraordinary URWAHN Bikes. Obviously, the matching bike pants will be shown along with it. Those who test both will quickly arrive at the conclusion that both products together will make your ride amazingly comfortable and stylish!

**www.urwahnbikes.com**

[**www.alberto-pants.com**](http://www.alberto-pants.com) **ALBERTO Concept Store, Hindenburgstraße 6, 41061 Mönchengladbach, Tel. 02161/8192-0**

**Both, text and image material is available for download at:**

**Pressearchiv.alberto-pants.com**

*ALBERTO considers itself a pants label in motion, characterized by culture, developed for active people. People who consider quality, comfort and freedom important priorities. People in search of relevancy who find their own style. Established around 100 years ago with the objective of evolving into a dynamic, innovative presence in the international world of fashion, while always setting new standards, the brand has steadfastly held on to its founding ethos. Contemporary artisan values and design attest to that just as much as the company’s own Concept Store or the utilization of intelligent, voice-controlled interaction systems. A once small pants tailor shop has evolved into a wide range of collections – including those for urban bikers. It is a brand that has made it its goal to anticipate the needs of its customers and to combine them into an inspiring lifestyle concept that will stand the test of time beyond all trends and fads.*

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