



**bormio**  
the wellness mountain

**stelvio**  
**EPIC**  
RIDES

# Stelvio Epic Rides

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A premium cycling challenge in the heart  
of the Alps

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STELVIO EPIC RIDES

# THE ORIGIN OF STELVIO EPIC RIDES

Objective & Positioning

CREATE A DESTINATION PRODUCT  
DEDICATED TO BIKERS WORLDWIDE



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# WHAT IS STELVIO EPIC RIDES

Stelvio Epic Rides is a premium, non-competitive cycling challenge designed to become a permanent destination product.

- 10 iconic and unexplored alpine climbs
- Open format across the entire mountain season
- Not a race: a personal challenge
- Real cycling experience, real product use
- Built to grow year after year



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# BORMIO GOAL



**CREATE A DESTINATION PRODUCT DEDICATED TO BIKERS WORLDWIDE**

**A BRAND WITH STRONG APPEAL,  
NON-REPLICABLE IN OTHER TERRITORIES**

## **OBJECTIVES:**

- ATTRACT INTERNATIONAL MARKET
- INCREASE TOURIST STAYS
- POSITION THE DESTINATION INTERNATIONALLY ON THE BIKE THEME
- CHALLENGE AND ENGAGE THE BIKER COMMUNITY

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# PROJECT IDEA

LAUNCH A CHALLENGE TO CYCLISTS WORLDWIDE:

- **MAIN CHALLENGE:** CLIMB THE THREE ICONIC PASSES (STELVIO - GAVIA - MORTIROLO)
- **EXPLORER CHALLENGE:** RIDE THE 7 UNDISCOVERED CLIMBS

**NOT A RACE, BUT A CHALLENGE PRIMARILY WITH ONESELF. AN INCLUSIVE INITIATIVE TO DISCOVER UNIQUE PLACES IN ALTA VALTELLINA.**

01. Cancano Lakes
02. Fumero
03. Monte
04. Forte di Oga
05. Bormio 2000
06. Forni Road
07. Forcola Pass



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# FORMAT OF THE EVENT

Challenge Structure & Target  
Audience

Participation Details & Prizes

Supporting a Social Cause - Michele  
Scarponi Foundation



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# OUR CHALLENGE

## THE FORMAT

### OBJECTIVES:

01. **MAIN CHALLENGE:** Complete the 3 epic Giro d'Italia climbs (Stelvio, Gavia, and Mortirolo) by bike.
02. **EXPLORER CHALLENGE:** From Bormio, in addition to the triad, also complete 6 of the 7 unexplored climbs that correspond to the "Great Climbs" of the Cnav project.
03. **TARGET:** Road cyclists, with no preclusions for e-bikes, gravel, and MTBs.
04. **PERIOD:** Opening season of the Passes.
05. **HOW TO PARTICIPATE:** Online registration with payment of a fee and receipt of the event kit at the Bormio Info Point office. Registration grants access to both challenges.
06. **CHALLENGE COMPLETION VERIFICATION:** By sending photos with the totem installed at the top of all climbs and/or GPX track.
07. **SUPPORTING A SOCIAL CAUSE:** Part of the proceeds will be donated to the Michele Scarponi Foundation to promote road safety for cyclists.

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# TARGET

An Attractor Initiative Aimed at **Road Cyclists**

The Challenge is Also Open to Enthusiasts of:

- GRAVEL BIKE
- E-BIKE
- MOUNTAIN BIKE

A CHALLENGE FOR EVERYONE:

- **Epic Riders**
- **Amateur Cyclists**
- **Competitive Cyclists**
- **Explorer Cyclists**



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# EVENT PERIOD

The event will be proposed annually.  
2025 has been the 1st edition of  
Stelvio Epic Rides.



THE CHALLENGE CAN BE COMPLETED THROUGHOUT THE  
OPENING PERIOD OF THE PASSES.

## PLUSES FOR PARTICIPANTS:

- CHOOSE THE BEST PERIOD TO TACKLE THE CHALLENGE
- POSSIBILITY TO RETURN TO REPEAT ONE OR MORE CLIMBS AND/OR IMPROVE PERFORMANCE
- POSSIBILITY TO COMPLETE THE 10 EPIC CLIMBS CHALLENGE OVER SEVERAL YEARS
- CREATION OF THE BIKERS COMMUNITY

## PLUSES FOR THE AREA:

- INCREASE IN GUEST STAYS
- EXTENSION AND ENHANCEMENT OF THE OFFER FOR BIKERS
- "SELLABLE" PRODUCT ON THE B2B AND B2C MARKET
- INTERNATIONAL RECOGNITION OF STELVIO FOR THE BIKE MARKET
- DATA AND INFORMATION COLLECTION

**Online Registration on Bormio.eu** includes:

- Completion of an online form on the dedicated event landing page.
- Payment of a registration fee.
- Issuance of an event kit to be collected on-site at the Info Point office.

**KIT COLLECTION AT THE INFO POINT, containing:**

- **Gadget**  
Event summary flyer with:
  - Challenge route map and QR code to access and download GPS tracks\* of the Challenge segments on Strava
  - Visibility of various local partners and sponsors
  - Prizes and how to win them
  - Flyer dedicated to the supported social cause
  - Product samples offered by sponsors

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# PARTICIPATION



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# THREE WAYS TO REGISTER



## BRONZE PACK

- RACE PACK INCLUDING SOCKS
- + ANY BONUSES PROVIDED BY LOCAL PARTNERS

STELVIO EPIC RIDES

# THREE WAYS TO REGISTER



## SILVER PACK



- RACE PACK INCLUDING SOCKS
- SANTINI APEX JERSEY
- + ANY BONUSES PROVIDED BY LOCAL PARTNERS

STELVIO EPIC RIDES

# THREE WAYS TO REGISTER



# GOLD PACK



- RACE PACK INCLUDING
- SOCKS
- SANTINI APEX JERSEY & SHORTS SET
- + ANY BONUSES PROVIDED BY LOCAL PARTNERS

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# EXPLORER CHALLENGE



**FOR ALL WHO COMPLETE THE EXPLORER  
CHALLENGE (9/10 CLIMBS):**

**A MEMORIAL SCULPTURE CREATED BY  
RASIGA-LAB IN BORMIO!**

**A TRUE TROPHY TO CHERISH!**

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# FINAL CHECK

Challenge completion & prize collection



## UPON COMPLETION OF THE CHALLENGE:

- Submit your GPX tracks and/or photos from the top of the passes.
- Visit the Info Point to collect your prizes.

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# YEAR ZERO RESULTS - SUMMER 2025



A successful launch edition

- 225 registered riders
- 72% Gold Pack (premium apparel driven)
- 10% international participants
- High satisfaction with event kit quality
- Technical apparel perceived as a key value element



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# PARTICIPANT PROFILE



## Who wears the apparel

- Experienced and motivated cyclists
- High-spending and quality-oriented
- Long stay on destination
- Strong social sharing attitude
- Product tested in real alpine conditions

*Not race day. Real cycling.*



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# VISION 2026–2027



## From launch to consolidation

- Target: 500 riders per season
- Increased international visibility
- Strengthened communication and storytelling
- Long-term community building
- Structured partnerships over multiple seasons

*Continuity creates value.*



## Stelvio Epic Rides

# Challenge your limits and conquer the most beautiful climbs in Bormio.

Three iconic passes that have written cycling history: Stelvio, Gavia and Mortirolo. And we add seven new, lesser-known climbs. All to be explored. A challenge to push yourself beyond your limits. A single goal to conquer: to truly surpass yourself.



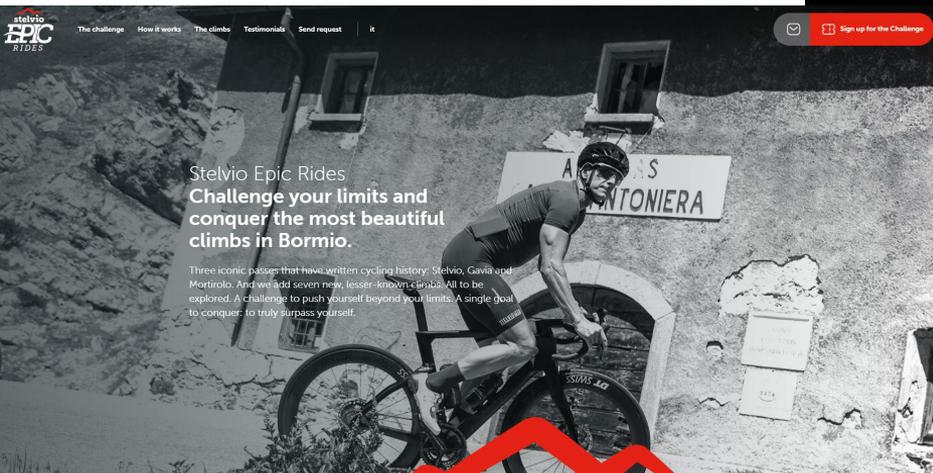
## PROMO-COMMUNICATION

# A DEDICATED WEBSITE

DUAL LANGUAGE: ITALIAN & ENGLISH

### Main functions:

- Collection of registrations and payment of participation fees (via online form and payment)
- Presentation of all challenge information
- Community
- Social Wall
- Epic Riders



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# CONCLUSIONS



**1 Territory to discover**

**1 Challenge to embrace**

**1 Cause to support**

**THE STELVIO EPIC RIDES:**

- ★ Combines the allure of cycling challenges with an inclusive and open approach.
- ★ Showcases the territory, highlighting the three Giro d'Italia passes while also promoting lesser-known routes.
- ★ Supports an ethical cause, donating part of the proceeds to the Michele Scarponi Foundation for road safety.
- ★ Engages local operators and technical sponsors, creating synergies between sport, tourism, and entrepreneurship.

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# CONTACTS

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# Thank you

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