



# AMMIRAGLIA

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**Even in such a particular moment like the present one**, we have decided to stay close and support our dealers in the best possible way. For this reason, we did **not postpone AMMIRAGLIA** (its third edition) but we faced a new challenge **digitizing the entire project**. This new format has given us the opportunity to reach a bigger number of customers, proposing innovative initiatives that are always close to their needs.

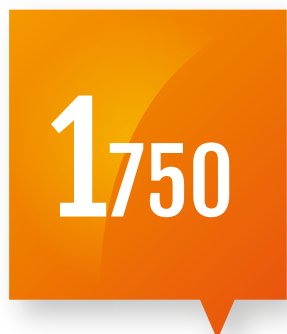




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Subscribers



Total connections



Average connections per day



Live streaming days



Technical courses



Speakers



Brand and products video in the digital showroom



One to one Meetings

# Ebike Course

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355 connections

**Brands** Magura, Bosch  
**Speakers** Francesco Marzari - Bosch Ebike System  
Silvio Burzio - Product Specialist Magura

- Bosch 2021 range and news presentation: new Nyon display and new software
- Main differences between the different generations
- The most common diagnostics and case studies presentations of the interventions
- Bosch additional services
- Magura Brakes: Complete and Quick Bleeding Procedures
- Interview with an Italian athlete of international level

# Wheels Course



360 connections

**Brands** Drc  
**Speakers** Gabriele Marinari - Drc

Choice of materials,  
characteristics and differences:

- Rim
- Hubs
- Spokes
- Nipples

Spokes length calculation

Wheel assembly procedure:

- Basting
- Tensioning
- Centering and settlement
- Nipples locking
- Tubeless conversion

# Suspension Course

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360 connections

**Brands** Cane Creek  
**Speakers** Davide Cerutti - Rulezman Suspension Center

## SHOCK ABSORBERS

- News and difference between DB COIL CS / DB AIR CS and KITSUMA
- Analysis of the different behavior of air and spring shock absorbers
- Correct calculation of the mtb spring and ebike spring
- Spring assembly and replacement procedures: Kitsuma and DB COIL shock absorbers
- Volume adjustment procedures: Kitsuma and DB AIR IL shock absorbers
- Hardware assembly

## SUSPENSION

- News and differences between Helm MKII and Helm MKI
- Fork travel change procedures
- Fork progression change procedure
- Correct inflation procedure

# Bearing Course

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340 connections

**Brands** Bta  
**Speakers** Niki Giussani - SGM Sport / CW Bearing  
Alberto Milesi - Officina.0

- Presentation of the main bearing characteristics
- Bearing types and various applications in the bicycle sphere
- How to choose the correct bearing
- Bearing maintenance / lubrication
- Bearing assembly procedures



# Seatpost Course

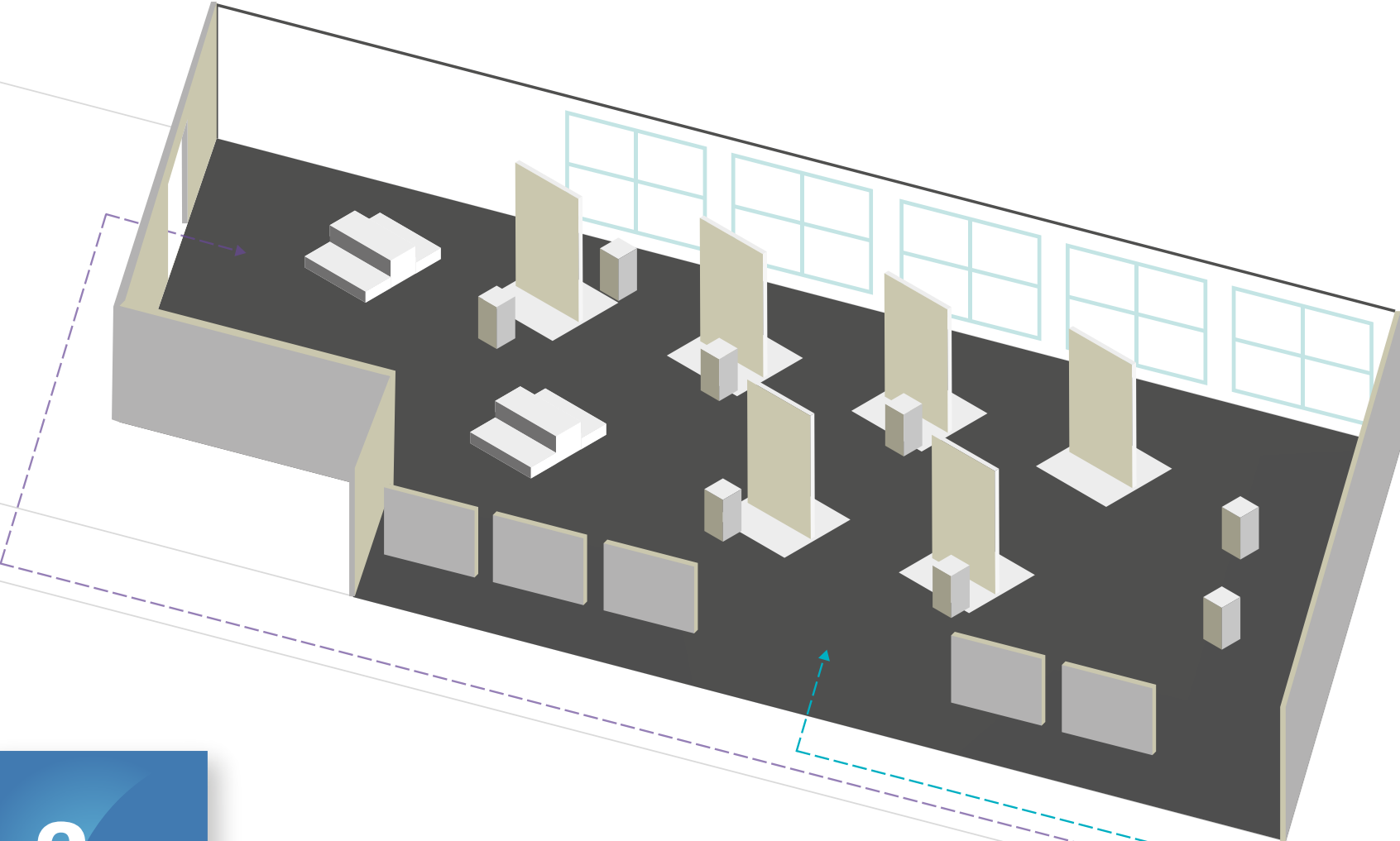
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340 connections

**Marchi** Tranzx  
**Relatori** Nicolò Fossati - Product Specialist Tranzx

- 2021 News presentation
- How to choose the right telescopic seatpost
- Maintenance and care
- Functioning and replacement of cartridge
- Interview with an Italian athlete of international level



24

Video brand and product video

visit showroom

50<sup>+</sup>

By taking advantage of the potential of the digital format, we have made one more tool available to our customers in order to consolidate our relationships:

One to one meetings with one of our **sales managers** or a **product specialists** to find out and learn more about all the 2020/2021 news:

***Commercial policies***

***Promotions***

***Insights on new products***


***Insights on the topics of the courses***


We have organized more than 50 one-to-one meetings scheduled during the event AMMIRAGLIA, obtaining positive feedback from dealers who used the service.

The digital edition of AMMIRAGLIA was a completely new experience. The whole company has worked synergistically for a common goal. We have taken advantage of the opportunity to continue the consolidation of the relationships with our customers through this exciting adventure.





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