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SERIAL 1, POWERED BY HARLEY-DAVIDSON, ANNOUNCES PARTNERSHIP WITH ITALIAN CYCLING SUPERSTAR AND TV HERO VITTORIO BRUMOTTI

Partnership with Legendary Trials Rider and Reality TV Celebrity will Encourage Everyone to “Just Enjoy the Ride”

MILWAUKEE — April 19, 2022 — Serial 1 has partnered with Vittorio Brumotti as a global brand ambassador, working together to create excitement around Serial 1’s innovative eBike lineup. You might know Brumotti from his death-defying stunt videos—many of which have been viewed millions of times—hopping on one wheel high above the Grand Canyon, at the top of the world’s tallest buildings, or across the catwalk of some sky-spanning bridge. Or, if you’ve recently viewed prime-time TV in Italy, you might recognize him from his “100% Brumotti” segments on *Striscia la Notizia*, a hugely popular satirical news program, where he stubbornly exposes and denounces criminal activity. On his bicycle or off, Brumotti lives life *abbomozza*—full throttle—and is a perfect global ambassador to deliver Serial 1’s mission of fun, freedom and adventure on two-wheels.

Born in 1980 in Finale Ligure, Italy, the 2006 Bicycle Trials World Champion and 10-time Guinness World Record holder is a lover of all things two-wheeled. A longtime motorcyclist and massive Harley-Davidson brand fan, Brumotti is especially excited to fuse his twin passions via this new partnership with Serial 1. “The first time I saw the Serial 1 eBike, it was love,” said Brumotti. “The sleek styling, the powerful motor, the fine attention to detail, just like my favorite Harley-Davidson motorcycles. I had to have one.”

Brumotti is well known in Italy and beyond for his cycling talents and his journalistic endeavors, both of which are highly appreciated. Filming from his bike during the “100% Brumotti” segments, he highlights the beauty of the Italian cities he loves while at the same time exposing their troubles, combining his skill on the bicycle with his courage as a journalist to fight the forces of evil. This unique combination inspired Prince Albert II of Monaco to name Brumotti a “Peace and Sport” foundation ambassador since 2013.

About Serial 1

Serial 1 offers premium eBicycles that are informed by intelligent, human-centered design and crafted using the most advanced bicycle technology available, to create the easiest and most intuitive way to experience the fun, freedom, and instant adventure of riding a pedal-assist electric bicycle. Find out more by visiting www.serial1.com.