

HOME>FUORIPISTA BIKE INTERACTIVE STATIONARY BIKE BY ELITE, DESIGN ADRIANO DESIGN + R&D ELITE



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APRIL 06, 2023 - UMBRELLA COMUNICARE DESIGN

# FUORIPISTA BIKE INTERACTIVE STATIONARY BIKE BY ELITE, DESIGN ADRIANO DESIGN + R&D ELITE

The Fuoripista [#bike](#) is a wheelless *home wellness* [#bike](#) for you to conduct personalized and interactive training programs.

Its [#design](#) and high end construction materials make it stand out from traditional sports equipment and turn this [#bike](#) into a furnishing asset that you can place indoors or outdoors (though always under a roof).

The Fuoripista [#bike](#) means health and wellbeing: you get the chance to ride on real and virtual courses, GPS tracks, train with a virtual coach to achieve your goals or connect to the community to pedal online with other users to make any workout an incredible one!

The Fuoripista [#bike](#) is the first product of ELITE's new brand in cooperation with Adriano [#design](#): it is a different take on sports activities - hence the name Fuoripista, 'off-piste' in Italian. The Fuoripista [#bike](#) is not only about athleticism, it is an actual lifestyle aimed at introducing beauty, elegance and formal simplicity values to ELITE's consolidated experience.

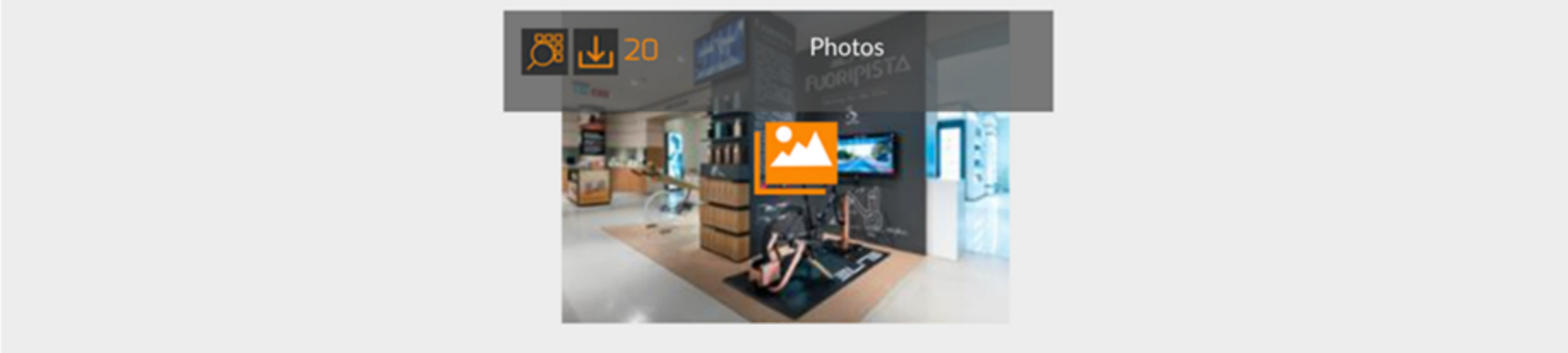
The Fuoripista brand will encompass a collection of exclusive creations and "athleisure" that add to the performance to make it ergonomic, acoustic and emotional: training tools turn into "experiential" products that fit right into our daily lives.

IT'S A STATEMENT: training on bicycles got cool!

A few years ago, The Economist touted "cycling is the new golf", a concept expressed later by the most important financial and business magazines.

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<p><b>THEMES</b></p> <ul style="list-style-type: none"> <li>Art&amp;Culture</li> <li>Automotive</li> <li>Corporate</li> <li>Design</li> <li>Entertainment</li> <li>Events</li> <li>Excellence</li> <li>Fashion&amp;Beauty</li> <li>Food&amp;Hospitality</li> <li>Gift</li> <li>Green</li> <li>Health&amp;Wellness</li> <li>Heritage</li> <li>Nautica</li> <li>OffBeat</li> <li>Pop</li> <li>Racing</li> <li>Sport</li> <li>Technology</li> </ul>	<p><b>NEWSLETTERS</b></p> <ul style="list-style-type: none"> <li>Automotive (daily)</li> <li>Racing (Monday)</li> <li>Geek (Tuesday)</li> <li>Lifestyle (Wednesday)</li> <li>Excellence (Thursday)</li> <li>Casual Friday (Friday)</li> <li>What's Up Weekend (Monday)</li> </ul>	<p><b>SERVICES</b></p> <ul style="list-style-type: none"> <li>iNews</li> <li>Newsbooster</li> <li>Dedicated Mailing services</li> <li>Branded Press areas</li> <li>Mediacenters</li> <li>Online media archives</li> <li>Newsletter</li> <li>Touch point tools for press</li> <li>CMS Management / Web Curation</li> </ul>	<p><b>SOCIAL</b></p> <ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> </ul>	<p><b>CONTACTS</b></p> <p>+441133280863 staff AT lulop.com</p>	<p><b>DESCRIPTION</b></p> <p>Lulop is a platform dedicated to the dissemination of multimedia materials in order to make them downloadable for press use. Over 100 daily updates in 19 thematic areas, 5 weekly and 5 daily newsletters. We serve 115,500 users, we inform about 23,400 journalists registered in branded communication and newsletters every day. Register to <a href="#">download press material</a> or to <a href="#">upload your news</a>.</p> <p> <a href="#">About us</a>  <a href="#">Privacy Statement</a>  <a href="#">Cookies preferences center</a> </p>
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