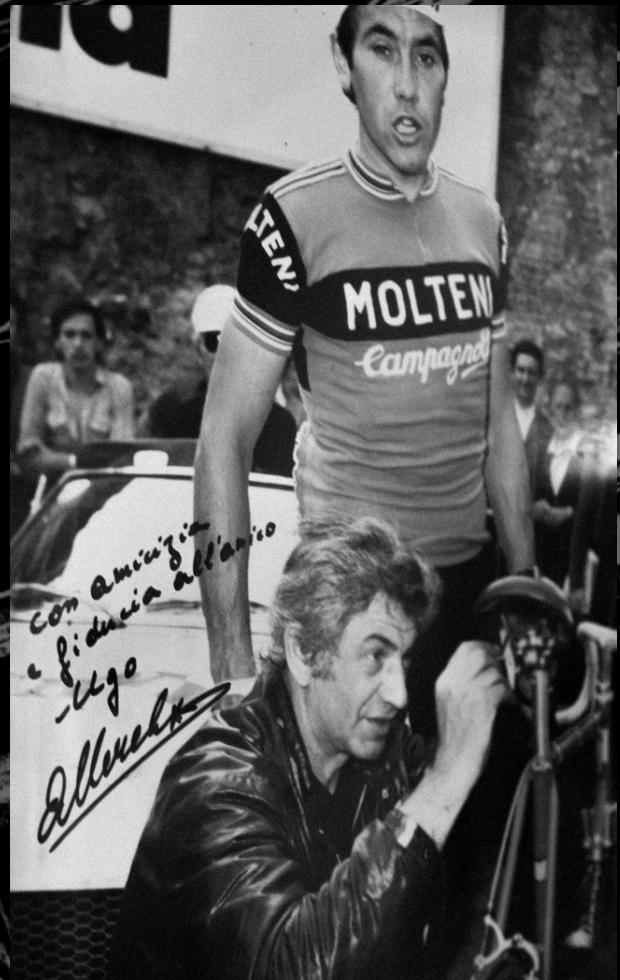


DE ROSA
pininfarina

70

70 YEARS, ONE HEART.



***"Dear Ugo, we finished this frame with you.
We put 22 months of our hearts into it.
Your De Rosa heart will never stop beating
together with dreamers all around the world."***



Beyond the bike

The De Rosa 70 model is set to be officially unveiled to the public on May 1, 2023, marking the 70th anniversary of the company that Ugo De Rosa founded in 1953, not knowing it would be the final project he would be involved in.

So, besides being a product for celebration, to us, it's a bike that carries a lot of symbolic and emotional significance.

"With 70, we've moved past viewing performance as just a technical tool. With 70, we've reached a real symbol of an everlasting love for cycling, a dream and passion that has driven the heart of this all-Italian family masterpiece for over fifty years."

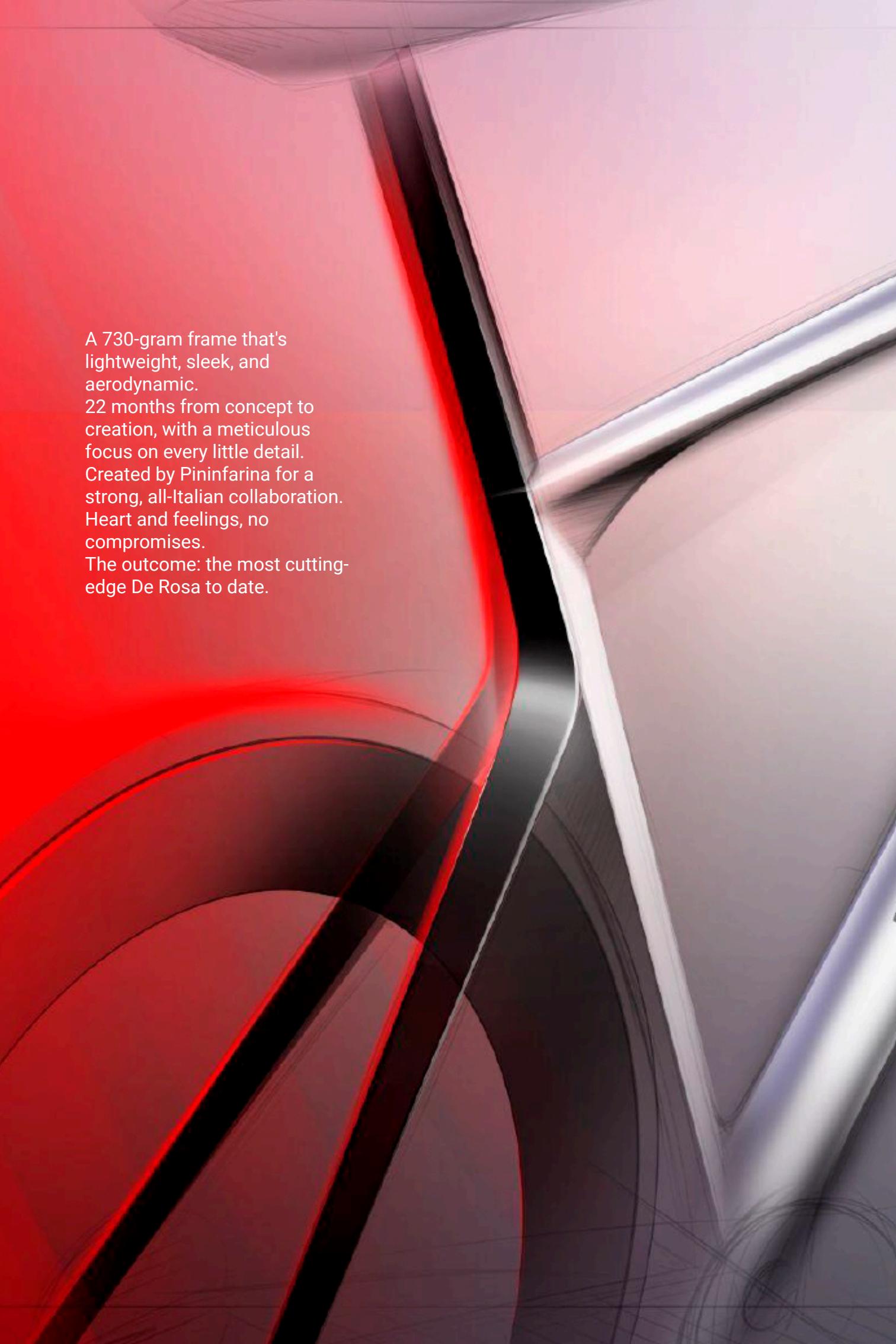
70 years, one heart.

De Rosa's heart has triumphed in countless battles, conquering the toughest climbs, slicing through the wind, and racing toward bold ambitions.

Every job experience, every detail of its creatures looked after, every material examined.

In choosing and showcasing pieces of Italian art and craftsmanship. A journey that has been ongoing for 70 years, fueled by enthusiasts from all corners of the globe.

With you, alongside us.

A close-up, low-angle shot of a bicycle frame, likely made of carbon fiber, showing a sleek, aerodynamic design. The frame is primarily red with black accents, including a thin horizontal strip near the top tube and a black seat stay. The lighting highlights the smooth curves and the texture of the material.

A 730-gram frame that's
lightweight, sleek, and
aerodynamic.

22 months from concept to
creation, with a meticulous
focus on every little detail.
Created by Pininfarina for a
strong, all-Italian collaboration.
Heart and feelings, no
compromises.
The outcome: the most cutting-
edge De Rosa to date.



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Design, style, and building philosophy

The De Rosa 70's design comes from a clear philosophy: it blends form and function, performance and aesthetics, as well as tradition and innovation.

You can see this approach reflected in many aspects of the bike. The aesthetics were carefully crafted in collaboration with Pininfarina, a name that represents excellence in Made in Italy design around the globe. In fact, the 70 showcases sleek lines that draw inspiration from that realm.

The chassis features a mix of smooth, aerodynamic curves that slice through the air effortlessly, along with tighter, sharper lines to minimize turbulence, resulting in a visually harmonious design.

Stylistically, it blends classic elements with futuristic touches.

One standout characteristic is the head tube: when you look at it from the front, it seems nearly flat because there are no sharp edges and the headset and stem are fully integrated. This aerodynamic design enhances airflow, preventing any disruptions.

The seat post blends seamlessly with the shape of the seat tube, the closure is concealed, and the clamp is out of sight.

The wheel arch is shaped just right to keep aerodynamic efficiency in check, while still being spacious enough to accommodate modern styles and provide flexibility.

The carbon finish is also a key element of the design, serving as a visual cue of the advanced material lying just below the surface.

It's not only a sight to behold; it also helps reduce weight wherever it can, placing the heavier 12K only at areas of maximum structural stress, like the bottom bracket, while using lighter fibers on the main tubes.

The 70 might just be the best representation of the modern De Rosa philosophy: "evolution within tradition." It's all about taking the rich experience built up over 70 years and tailoring it to what today's cyclists need.

70 is where tradition and the future finally stop clashing. It's a project that started in the mind but was ultimately decided with the heart.

The concept is that a flagship product doesn't need to "satisfy everyone"; it just needs to be consistent, recognizable, and accurate.

Cycling is evolving: bikes are quicker, more connected, more advanced, and more extreme. But in this rush for stats, the best aspect—the sensation, the character—often gets overlooked. It's all about the joy of riding something that feels unique, not just replicated, but thoughtfully crafted.

We were looking for a modern bike—something aerodynamic, lightweight, and stiff—but it had to look like a De Rosa right from the start, especially with that first pedal stroke.

When a project is like this, it can't just come to life in the workshop.

What we really need is an honest conversation between the people who have been making bicycles for years and those who understand how to turn function into style.

This is where the partnership with Pininfarina kicks off once more.

Construction kicked off in 2021 and took 22 months to complete, with every detail being meticulously attended to.

You might not be aware, but back in 2021, we initially thought we were just giving the SK Pininfarina a makeover. However, as we dove deeper into the project, it became clear that it was evolving into something entirely unique. Gradually, it turned into a tribute to both the brand's craftsmanship and the latest in technological advancements.

While we were developing the bike, we teamed up with Pininfarina to create eight prototypes. This process helped us test and fine-tune the bike step by step.

We've really focused on the design and geometry of the rear triangle, making several tweaks to enhance performance and handling while still keeping the original look intact.



Just one step away from launching, we hit the brakes.

The back end isn't quite what we envisioned yet. It needs another review. It's either this or nothing gets done.

We're all set to ditch the project, but we made a promise to ourselves: no compromises.

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Now, let's shut our eyes and gently run a finger along the whole surface of the frame.

The head tube is designed without any sharp edges, which helps maintain smooth aerodynamic flow.

A gentle form, a "cradle" that embraces and seamlessly incorporates all the cables.

The look is sleek, and the front impact is sharp: zero offset.

The horizontal tube runs in a straight line, has a slight slope, and forms a perfect proportion with the seat tube of a superbike: hexagonal, sharp, and ready to slice through the wind.

But the true revolution lies in the chariot, a genuine masterpiece of skill and expertise.

The angles are striking, the weight stays light, and the air moves freely.

We head down to the bottom bracket shell, curvy and sleek. It's both futuristic and solid at once.



70 - Technical specifications

High-modulus carbon fiber monocoque chassis.

The frame comes in at only 730 grams (size 54), which makes it one of the lightest aero bikes available. The matching full-carbon fork tips the scales at just 280 grams and is crafted for stability and precise steering.

Pureblood racing design.

The overall profile has a gentle slope: the angled top tube brings down the center of gravity and highlights the out-of-seat area, which helps cut down on weight and gives it a more aggressive appearance.

The low stack and noticeable reach result in a compact and aerodynamic riding stance.

The rear triangle is 405 mm across all sizes, which is a short measurement that enhances responsiveness during acceleration.

The angle of the seat tube changes with the size, but it always stays vertical enough to make pedaling more efficient.

Every part of the frame is crafted with aerodynamics in focus. The head tube features a tapered design and smooth edges, giving it a sleek appearance and an aerodynamic edge with no offset.

The air meets a sleek front end and flows smoothly along the frame without any interruptions. Even the fork and seat stays are shaped like blades, designed to direct the airflow toward the rear wheel and allow it to exit quickly with little turbulence.

Even with its sleek, aerodynamic design, the bike still offers a level of vertical comfort: the seat stays are slim and flattened, allowing for just the right amount of flex to absorb vibrations.

The seatpost is designed without any setback to enhance pedaling efficiency. The seatpost clamp is built into the frame, keeping it out of sight.

A dramatic, low-key photograph focusing on the front wheel and fender of a classic Fiat 500. The wheel features a distinctive black and white checkered pattern, likely a racing stripe design. The fender is dark with a subtle texture. The background is a deep, saturated red, creating a strong contrast with the dark car parts. The lighting is high-contrast, emphasizing the metallic surfaces and the texture of the wheel.

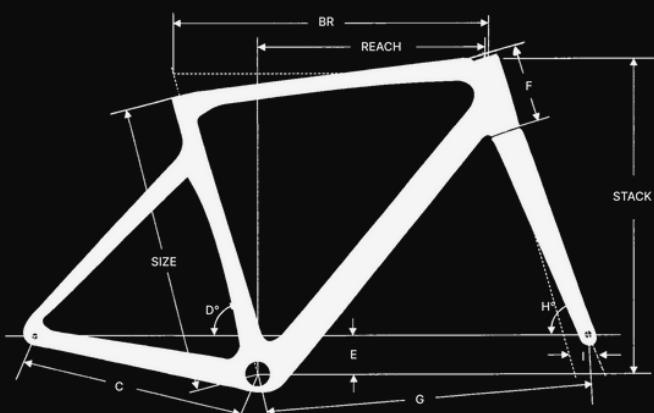
Teaming up with Pininfarina to
bring the 70 to life.
It seems simple on the surface,
but in reality, it's quite complex.
It appears natural, but in truth,
it's obsessive.

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specifiche tecniche | technical specifications

Size	BR cm	C cm	D°	E cm	F cm	G cm	STACK	REACH
42.5	50.8	405	74.9	70	10.7	576	507	371
44.5	51.8	405	74.5	70	11	577	513	376
46.5	52.9	405	74.1	70	12	579	524	380
48	54	405	73.9	70	13.1	583	537	385
50.5	55.1	405	73.9	70	14.1	590	548	393
52.5	56.3	405	73.7	70	15.4	599	561	399
54.5	57.6	405	73.5	70	16.7	608	574	406
56.5	58.9	405	73.1	70	18.5	615	591	409



Frame	730gr
Fork	280gr
Headset Size	1-1/2" to 1-1/2"
BB Size	86.5 x 46
Seatpost	Dedicated (zero offset)
Tyre clearance	32

Assembly

Model: De Rosa 70

Frame: high modulus carbon

Groupset: works with the latest major generation groupsets

Press-fit bottom bracket 86.5 x 46

Integrated stem/handlebar METRON 5D EVO

100X42 110X42 100X40 120X42

De Rosa carbon seatpost

De Rosa black tape

Saddle: SLR Carbon

Starting Price: €7287 (VAT and import duties not included)

Frameset

For anyone looking to personalize their 70, one piece at a time:

Carbon frame and fork.

It's the perfect option if you've got high-end parts already or if you're after a custom setup. It's great for seasoned cyclists or for specific upgrades.

Suggested configurations

For anyone looking for top-notch performance and that classic Italian flair.

- Groupset: Campagnolo Super Record Wireless 13-speed
- Wheels: Campagnolo Bora Ultra WTO

For anyone looking for top-notch control on the road and outstanding performance.

- Groupset: DURA-ACE Di2
- Wheels: Fulcrum speed

Personalization

The colors, finishes, and configurations in the collection are meant to be just a starting point for customizing your new 70. Reach out to us, and let's create it together.

Shipping times

Because it's handmade and tailored to your specifications, the lead times can range from 4 to 8 weeks, depending on what you need and any customizations you want.

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Installazione reggisella | seatpost installation

Size	<i>inserimento minimo</i>	<i>inserimento massimo</i>
42.5	80 mm	90 mm
44.5	80 mm	110 mm
46.5	90 mm	120 mm
48	90 mm	120 mm
50.5	90 mm	120 mm
52.5	90 mm	140 mm
54.5	90 mm	135 mm
56.5	90 mm	140 mm



Seatpost expander: tighten to a maximum of 8/10Nm

Consider the rider's measurements and maximum and minimum insertion based on the frame size, then cut the seatpost to size before installing it.



What you'll enjoy

This bike has a way of winning over even the toughest technician and those nostalgic enthusiasts. Here's what you're going to love about it...

It's a mix of history and innovation. When you ride the De Rosa 70, you're taking 70 years of cycling passion with you on the road. You can feel the (incredibly light) weight of history under you, with Ugo De Rosa's expertise paired with the latest technologies from recent years: a bike that embraces the future while staying true to its roots.

Italian design. The collection created in partnership with Pininfarina will truly catch your eye. Every curve and every tube of the 70 radiates elegance and minimalism. The visual clarity is remarkable, and the finishes are nothing short of art. You'll feel like you possess not just a high-performance bike, but a design masterpiece worthy of a museum, and it's no wonder it snagged the 2024 Good Design Award.

Unmatched performance. You'll really enjoy how this bike takes off, tackles climbs, and glides on flat surfaces. The super lightweight and rigid frame delivers every watt right away.

The improved aerodynamics will really give you an edge during breakaways and on those windy stretches; you'll notice how the bike cuts through the air effortlessly, allowing you to keep up high speeds with less strain. Plus, you won't lose any confidence: when you're going downhill or taking corners, the 70 feels as stable and accurate as a compass, firmly planted on the ground due to its perfect weight distribution and quality construction.

It has a unique feel and unexpected comfort. With 8 sizes available and a variety of attachments and components to choose from, the De Rosa 70 is almost custom-made for you. You'll appreciate how you can tackle long training rides or extended races without feeling exhausted—something that's pretty impressive for a racing bike.

Exclusivity and pride in ownership. Let's be real, the De Rosa 70 isn't just any bike. Having one means you're part of a special group of enthusiasts. From the commemorative "70" logo on the head tube to the Pininfarina signature and the handcrafted touches like the Icona Revò with its hand-applied lettering, every detail has a story to tell and makes you feel connected. Plus, knowing it has won awards, received praise from the media, and is featured in the Giro d'Italia adds a little extra pride to every ride.

You'll definitely want to show off this bike; it's got a personality all its own.

FAQ

Which size should I go for?

The 70 comes in 8 sizes, ranging from 42.5 to 56.5. If this is your first De Rosa or if you're torn between two sizes, feel free to drop by or shoot us an email at help@derosa.it, and we'll assist you in making the right choice.

Is it possible to buy just the frame?

Sure, you can choose to buy just the frame if you already have some high-quality components or if you're looking to take on a personal project. However, we suggest this option mainly for experienced cyclists or for specific upgrades.

Did the 70 receive any awards?

The 70 snagged the 2024 GOOD DESIGN® Award, which is the oldest and most prestigious international award celebrating design excellence. This award highlights the most innovative and iconic projects globally each year. Our 70 was selected from more than 1,100 submissions across 55 countries, shining for its timeless design, technical brilliance, and its knack for blending aesthetics with performance in a creation that embodies passion and innovation.

What are the delivery times like?

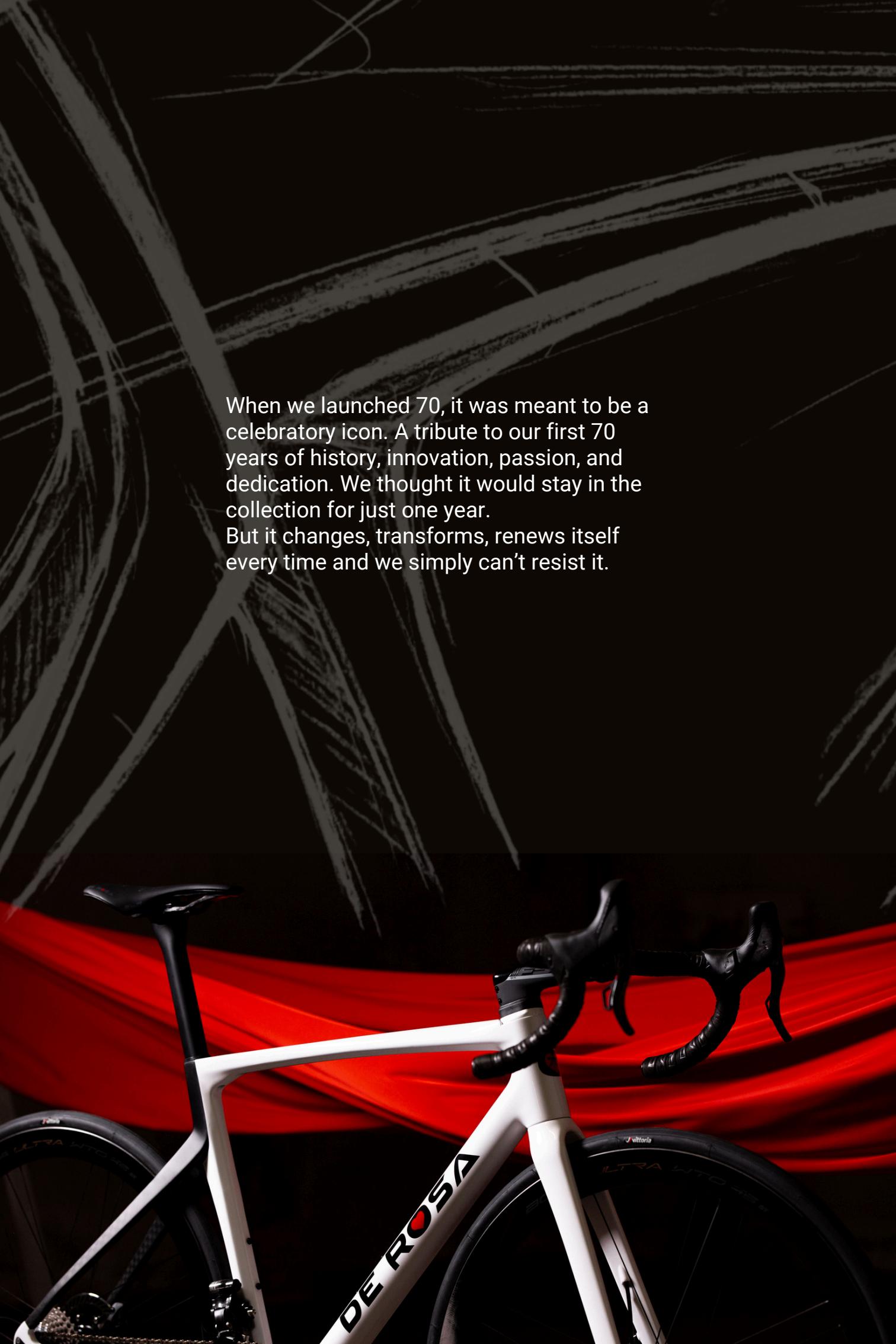
Typically, lead times range from 4 to 8 weeks based on your request, the availability of the chosen components, and any customizations, including shipping logistics. We'll give you more precise lead times once you place your order.

Where do you ship to, and what's the shipping cost?

We have authorized resellers in 54 countries, so you can reach out to us for purchases or any pre- and post-sales support you might need. If you have specific requests, you can also buy directly from us. We ship all over the world, and the shipping costs will depend on where you're located. We'll let you know those costs before you make your purchase.

Is it possible to customize the colors and graphics?

Absolutely! The 70 collection has 12 colors right now, featuring a mix of solid and gradient shades, along with matte, glossy, or iridescent finishes. But keep in mind, the catalog is just a starting point to showcase the endless customization options for your next travel buddy.



When we launched 70, it was meant to be a celebratory icon. A tribute to our first 70 years of history, innovation, passion, and dedication. We thought it would stay in the collection for just one year. But it changes, transforms, renews itself every time and we simply can't resist it.



Absolute white



Deva



Cedro



Papaya



Gold



Nobile



Eclipse



Stone



DNA Blu



Icona Revò



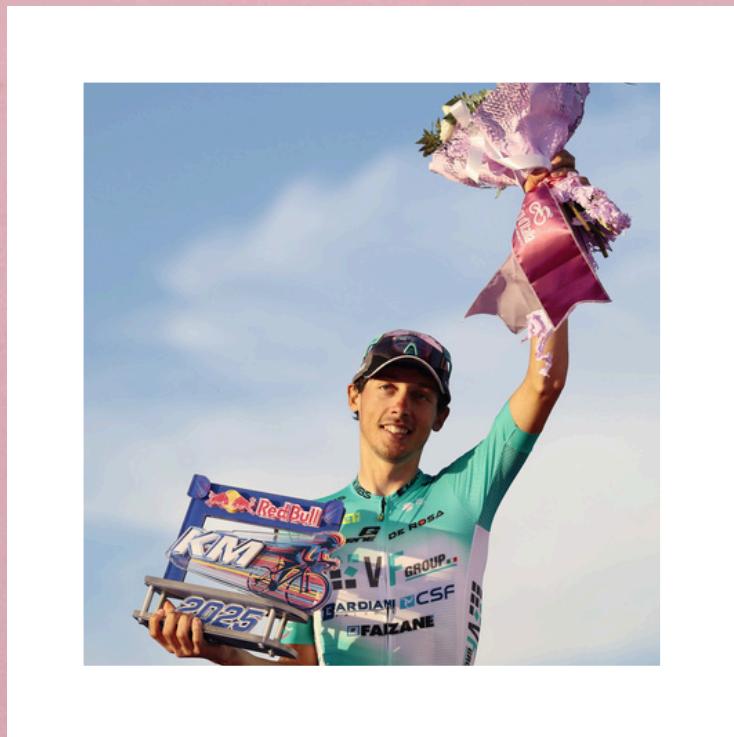
SuperBlack



Pink

**Every stage, every curve,
and every number on the
seatpost reflects a
journey, a story, a shared
experience on the road.**





70 Revò Special Edition Giro d'Italia 2025



Professional insights

Experts and insiders all seem to agree that the De Rosa 70 is quite an impressive bike, not just for its technical features but also for what it stands for.

Simon Smythe, a journalist with Rouleur, described it as "the most Italian bike of the bunch" at the Giro d'Italia, highlighting its all-Italian design and inherent elegance. In that light, the Campagnolo-equipped 70 generated excitement among fans who cherish Made in Italy, with Smythe noting, "exactly what Campagnolo enthusiasts were missing this year."

On the BiciDaStrada.it pages, the editorial team highlighted how this model perfectly combines passion and technology in a way that's rare to find: "Lightweight and tech, no compromises. Pure rigidity, top-notch performance. Aerodynamics, classically swift," which feels like a poetic nod to De Rosa's stated construction philosophy.

A bunch of international influencers—from Britain's GCN Tech to the German bloggers at RennRad—have featured the De Rosa 70 in their top bike lists for 2023, often highlighting the perfect mix of tradition and innovation.

Marco Saligari, who used to be a pro and is now a TV commentator, saw a Bardiani rider break away during a Giro stage and said live, "This De Rosa is flying, and her rider is flying with her," hinting at how the bike might boost performance. While the athlete's skill is key, it's noteworthy that seasoned experts picked up on the bike's quality right away.



DE ROSA

Via Bellini, 24 | 20095
Cusano Milanino (MI) Italy

www.derosa.it
help@derosa.it

[@derosabikes](https://www.instagram.com/@derosabikes)
[@familyderosa](https://www.instagram.com/@familyderosa)

+39 02 61 95 171
+39 351 81 36 403

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