

Campagnolo  
celebrates  
its 50 years...

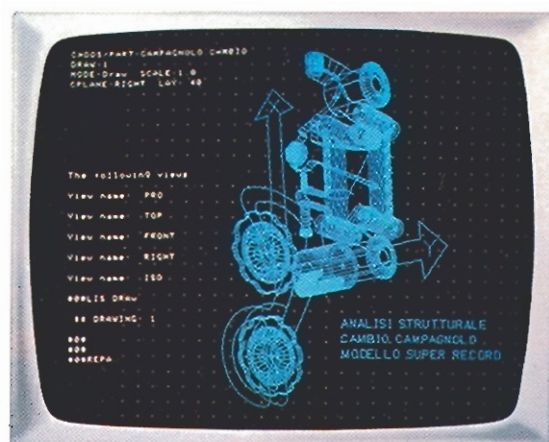




Exactly 50 years ago,  
Tullio Campagnolo said goodbye  
to other people's derailleurs.



For 50 years people have been  
saying hello to Campagnolo.



# And starting to thin

The 50th Anniversary is an important date. It is a moment of reflection, of verification, of jubilation as well as a moment of balance and synthesis. Yet above all, it is a time of renewal to the challenge we put before ourselves in our constant search for perfection. Campagnolo wishes to share its delight with the world, informing everyone by means of its newest and most glamorous products: the 50th Anniversary group and the freewheel.

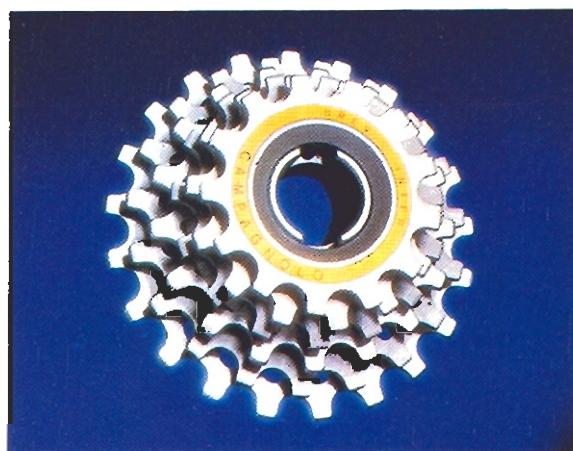
This means that Campagnolo celebrates its past 50 years already thinking to the next 50 years. Advertising of the 50th Anniversary group has been scheduled in three consumer publications\* as well as



Campagnolo was born 50 years ago. Today, the 50th Anniversary Group is born.



The Campagnolo freewheel: perfection weighs a little less.



# k to the next 50 years.

*Record News* and major U.S. trade shows.

Campagnolo equipment is used by several prominent U.S. amateur teams including the United States National Men's and Women's teams. Campagnolo will also participate in several premier American races including the World Team Trials, the Pan American Games selections, the National Road and Track Championships and the upcoming Olympic Games.

The cycling world will hear and speak of the Campagnolo 50th Anniversary group and the freewheel. In Europe, the Sammontana/Campagnolo and the GIS/Campagnolo teams are already racing and winning with the Campagnolo freewheel—now it's your turn.

\*BICYCLING, BICYCLE SPORT MAGAZINE (PREMIER ISSUE—JUNE), WINNING BICYCLE RACING (PREMIER ISSUE—JUNE)

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1983: Campagnolo is 50 years old. Fifty years of victories not only in the cycling field, but above all, in the technical field. Now, more than ever before in the development of the bicycle, the world looks to Campagnolo to lead the way.

Now, on this "golden anniversary," Campagnolo celebrates

this event with another event: "The 50th Anniversary Group."

This exclusive group, produced in a limited series, is signed, numbered and registered, and is dedicated to all the fans that consider cycling not only a sport and an ecological activity, but also a way of life.

The 50th Anniversary group is presented in a special carrying case exclusively designed by Campagnolo, which afterwards can be utilized for many other purposes. There is also the Campagnolo "Blue" Card; upon validation, it registers the original owner directly with Campagnolo and guarantees access to the unique replacement parts.

Thus, a Campagnolo group could have been surpassed **only** by another Campagnolo group: **this one** of the **50th Anniversary** !!



*Campagnolo*

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