



PARIS, 5th February 2014.

Ruote Borrani helps owners of classic cars and motorbikes preserve authenticity as market values rise steeply.

- **Market value of classic cars rose 47% in 2013 and 94% in 3 years**
- **Fitment of original Borrani wheels enhances the classic cars' price and desirability**
- **Ruote Borrani comeback to classic motorcycle wheels**
- **Full Borrani production showcased at Rétromobile 2014**

At the Rétromobile show taking place 5th to 9th February 2014 at Porte de Versailles in Paris the wire wheel manufacturer Ruote Borrani showcases its range of classic wheels for cars and motorbikes. Wheels are made by hand strictly following the 8000+ original blueprints guarded in the company archives since 1922.

Many of the valuable cars and motorbikes exhibited at the Paris show were fitted with Ruote Borrani as original equipment when first produced.

Now that classic car values reach top heights, with HAGI © Top Index at a staggering +47% YoY and +94% on 3 years, owners find out that authentic refurbishment or replacement of their Borrani generates premium value in transactions, while inappropriate wheels cost precious points in Concours d'Elégance.

Bikers rediscover performance and elegance with Ruote Borrani.

Ruote Borrani, manufacturer of spoke wheels since 1922, announces as French premiere the new line-up of rims for the most famous motorcycle brands.

Thanks to fifty years of winning experience in racing, and based on the company's archive of over 8.000 drawings, Borrani has re-started manufacturing original wheels for motorcycle collectors. This is good news for passionate collectors who can now refurbish their bikes to pristine conditions with the original Borrani rims.

Carlo Borrani, owner of the Rudge-Whitworth patent, begun soon after foundation to equip the most famous racing and sports bikes with his spoke wheels.

With the series *Record/14*, Borrani was unparalleled for strength, lightness and precision. Painstaking attention to every detail, from the choice of the aluminium alloy to the welding precision, to the hand finishing of each piece, made Borrani rims the obvious choice of the biggest motorcycle manufacturers for their models of prestige and the racing machines.

The reputation was built before the 2nd World War by the victories of Omobono Tenni with Moto Guzzi, and definitely established by the thirty-seven World Champion titles won with MV Agusta, the 500cc World title in 1957 with Gilera, and many more.

From Ducati to Triumph and Harley Davidson, Ruote Borrani deliver the right balance of lightness and performance to every model.



The distribution of the new product line has been entrusted to Retroroadster, point of reference in sales, service and advice for classis car and bike owners in Plaisir (Yvelines).

Rétromobile, Hall 1, booth 1 S 64

Embargo: immediate

Contact: Emanuele Bedetti, head of Borrani Media Communications;

press@ruoteborrani.com

Phone: +39.346.122.0490