

Important information for editors: Embargo until Thursday 14 April, 8 o'clock CET.

Press release (14/04/2022)



The unique design of this road tire reflects his colors and biggest success stories

Schwalbe with Schwalbe Pro One x Spartacus Tires in honor of Cancellara

His appearances at classics such as the Tour of Flanders, the Tour de France or on the time-trial machine were legendary. Many career wins have made Fabian Cancellara into one of the most successful road racers in recent decades. Schwalbe has now developed – for and with Cancellara – his very own Schwalbe Pro One tire: **the Schwalbe Pro One x Spartacus**.

Based on the jersey of the time-trial world champion, it comes completely in white except for a few color details referencing the unique career of the “Spartacus”. Cancellara won the Olympic time-trial twice, became individual time-trial world champion four times and won several spring classics: three times winner of the Paris-Roubaix, three times winner of the Tour of Flanders, and one time winner of the Milan-San Remo. During the Tour de France, he rode the Yellow Jersey of the lead rider for a total of 29 days.

Fabian Cancellara: “I am super happy and proud. I am very pleased to have created something for the community with Schwalbe. The tire is truly unique with a personal touch. It is something that did not exist like that before.”

The basis for the Schwalbe x Spartacus comes from Schwalbe Pro One, the top-notch premium road tire of the Schwalbe product range. The Pro One is specifically designed for tubeless use and for maximum performance while pushing all the limits. The white base color makes it unique like Fabian, the three colored stripes in yellow, blue and red give it the personal touch, reflecting Fabian’s racing career.

These three color stripes each tell their own story: The red stripe represents the Swiss flag, the yellow one honors Fabian’s 29 days wearing the leader jersey of the Tour de France and the blue stripe is inspired by the Tour of Flanders. In combination with yellow and red, they represent the colors of West Flanders. This is an area that

Cancellara is personally attached to through many emotional moments during races and due to his close connection to the local people. His attention to detail was the basis of his success. This explains why the Pro One label of the tire was designed in these three colors.

“My first ride in Spain with the white tires was an immediate eye-catcher. Everyone checked them out, no matter whether they were roadies or tourists. Then I noticed that nobody was looking at me, like they often do, but all the attention was drawn to my white tires”, says Cancellara with a chuckle.

The Schwalbe Pro One x Spartacus in size 28-622 is limited to 2,000 pieces and available exclusively at Cancellara’s shop: <http://thewhitetyre.com>.

Sales launch is 07 April 2022 at 8 o’clock.



Schwalbe Pro One x Spartacus

- Tubeless: The high-end road tire was designed specifically for tubeless use and maximum performance
- Addix Race Compound for minimal rolling resistance and maximum grip
- Offers greatest riding comfort with Super Race carcass (Souplesse construction) and supple riding feel
- Excellent Schwalbe puncture protection thanks to V-Guard

Under the following link you will find the press release as well as a selection of images for editorial coverage for download: <https://schwalbe.canto.global/b/JONUS>