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HISTORY

DRALI, MILAN AND A TWO-WHEELED PASSION

Carlo and Giuseppe Drali are the founders of racing bikes in Milan.

Carlo, father of Giuseppe, was a master designer whose framesets contributed to the victories of Fausto Coppi in the days of the legendary Bianchi Bicycle Company. Giuseppe continued on his father's path becoming a Master racing frame builder, showcasing his love of craftsmanship and passion for Italian manufacturing.

Carlo Drali progressed his career through major bicycling brands, in the racing department of Biciclette Olyimpia.

A few years later, he was personally hired by Edoardo Bianchi and set to work in the racing department. In the '20s, on his return from the War, Carlo made frames for Girardengo, Olmo, Aspisi and the track cyclist Bergomi, known as 'Il ciclone di Porta Romana'. In 1925, Carlo Drali created the first Drali bicycle. Three years later, in 1928, Giuseppe Drali was born.

The Drali name became increasingly well-known in the cycling world, connecting new and experienced cyclists to races and to their iconic shop. Their fame flourished resulting in the Drali Classic Amateur Cup, which was a route of over 100 kilometres, starting and finishing outside their shop. As the Drali fame grew, so did the talents of Giuseppe Drali as he perfected the secrets of frame building and his innate talent for the profession.

In 1945, Carlo and Giuseppe Drali were appointed by Bianchi to produce the first bicycle for a Champion of all Champions: Fausto Coppi. Just one year later, in 1946, Fausto Coppi won the first Milano-Sanremo race on one of Carlo Drali's frames.

While the Drali shop was doing very well, because of the demands, Carlo and Giuseppe were not able to do the double job of store management and frames builders for the Bianchi racing department. So father and son decided to leave the racing department to Benotto Pinella de Grandi, AKA 'Pinza d'Oro' (Golden Pliers), who aptly stepped into their roles.

The Bianchi-Drali partnership continued, however, and the shop on Via Chiesa Rossa, Milan, became the official Bianchi dealer.

In the early '50s, the Drali Specialissima frame was introduced to sporting market, and Adriano Rodoni, Chairman of the Sporting Club Genova - Italy's largest and most successful cycling club of the time - chose Drali as its official supplier. 1958 was a year that would change Giuseppe's life forever: at a dance hall, he met his future wife, the beautiful Marisa. This happy union would last over 50 years.

In 1970, Bianchi ceased operating in the race sporting world and Giuseppe 'Peppino' Drali was nominated to continue being the mind (and hands) for all cyclists wanting a custom-made Specialissima. A situation not so much rare as unique. Bianchi therefore provided the materials and 'Peppino' built genuine masterpieces bearing the Bianchi name and "Elaborata da Drali". A universal guarantee.

In the '80s, the Drali shop moved to Via Agilulfo, still in the Chiesa Rossa area of Milan. However, it was no longer merely a shop: bicycle building was now accompanied by longstanding friendships with the people who frequented the workshop. Indeed, in the late afternoon, the shop took on all the appearance of a genuine sports bar, hosting discussions about cycling (and more besides) which then continued with debates and chats at the bar for aperitifs.

Giuseppe's numerous friendships included a true and longstanding and very special one with the young surgeon Angelo Mantovani who, as a cycling enthusiast, would come to see Drali whenever he had a break from his hard work at San Paolo Hospital and help him keep the storeroom in order in exchange for advice and maintenance.

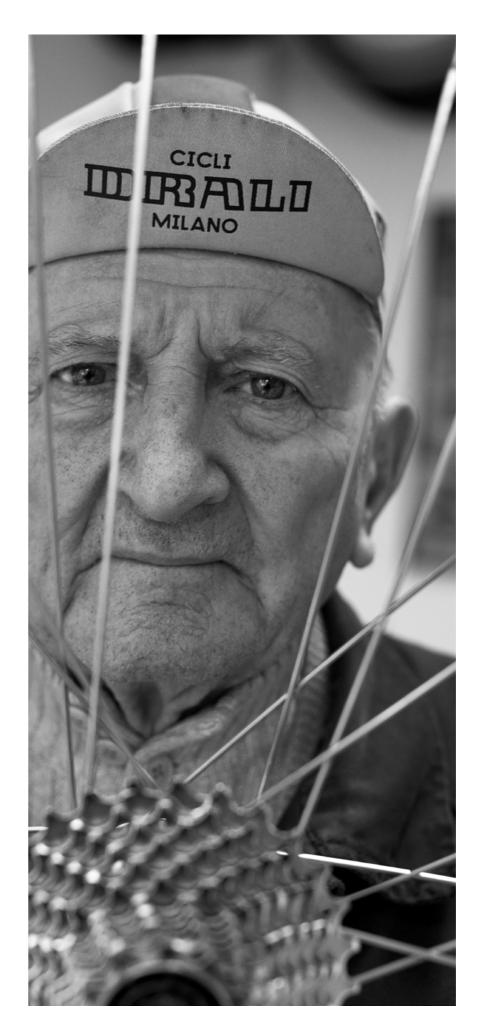
Giuseppe Drali's passion and many years of work led him, in 2012, to receive the title of Cavaliere del Lavoro, the highest honour in Italy for an industry manager and a unique occasion during which 'Peppino' did not fail to remember

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the valuable contributions of his father, Carlo, and his wife, Marisa.

When his beloved wife, Marisa, passed away, Giuseppe decided to close the workshop on Via Agilulfo. In 2016, through a mutual friendship with Angelo Mantovani, Drali met Gianluca Pozzi who, together with Andrea Camerana and Robert Carrara, suggested that, rather than retiring, he started manufacturing frames again. A year later, in 2017, Cicli Drali Milano Srl was established, a new firm which resumed manufacture of excellent Drali frames in collaboration with Drali himself and Alessandro Merli who, as an employee of the firm, performed the role of technician and assistant to Giuseppe Drali. In July that year, the new Cicli Drali space opened at Via Nicola Palmieri, 25, Milan , with an area dedicated to sales and a workshop in true Drali style. On 11 November, Drali celebrated his 89th birthday and the new space was inaugurated with a big

FROM THE 1800s INTO THE FUTURE ON A RACING BICYCLE.



RECENT YEARS

2018 saw the opening of the Reparto Corse Steel Drali Milano department, the track cycle racing team participating in the Criterium Italia championship and Red Hook at international level. In parallel to this, the Amatori Drali amateur sporting association (ASD) was also founded with the aim of uniting all fans of the Drali brand to develop new initiatives and revive past events like the Drali Cup.

At the same time, the first carbon frames manufactured in Italy were developed. Drali focused on model feature differentiation according to the cyclist's needs. The outcomes of this were the

Darsena

a more versatile frame for mixed use in uphill and flat cycling.

Aer

a more rigid, aerodynamic and high-performing frame for use in racing.

Salit

the lightest frame in the collection with minimal and clean lines.

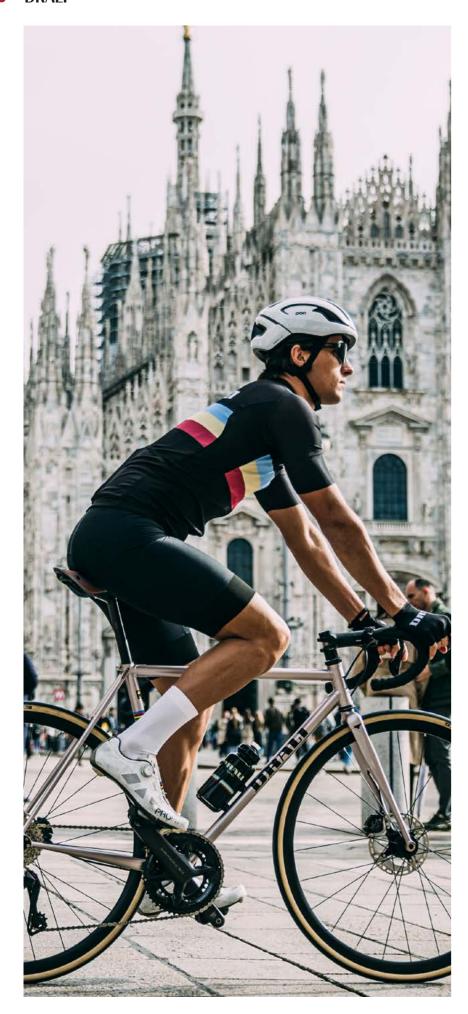
In 2019, the Ghiaia gravel frame was created from TIG welded steel in two graphic variations: New and Vintage.

2020 was a year of great innovations, with expansion of the shop and consequent opening of the flagship store. Indeed, alongside the existing shop, the space was enlarged with three new display windows, and customers could find a training area for ASD members and a bike fitting service to help riders find their optimal onbike position.

The evolution continued in communication as well, with creation of a new website, an updated logo and a new printed catalogue.

In 2021, Drali began its partnership with the Coppa Piemonte circuit as main sponsor.

The end of 2021, however, was a time of great sadness for Cicli Drali: on 25 December, Christmas Day, Giuseppe Drali passed away.



DRALI TODAY

NEW FRAME NAMES, NEW COLOURS AND NEW COMPONENTS

The most recent years have been a time of important developments for Drali.

Indeed, in 2022, a new range of bicycles was created: three carbon ones in the ROAD sector and two in the GRAVEL sector, and three steel ones in the SPECIAL sector. This new range constitutes an evolution of the previous models in line with new market and user requirements, and the bicycles now feature more minimalistic lines and cutting-edge technical solutions.

2023 saw the beginning of sponsorship and partnership with the Sias Rime Drali continental team. Indeed, the team was equipped with the Ametista model and a special new model designed for athletes to use in time trials.

2024 was a new beginning for Drali, with further expansion of the manufacturing, assembly and storage area. The new year's resolution was, indeed, to raise the company's growth to international level by activating a network of partners in other countries.

AN EVOLUTION FOUNDED ON TRUST AND FRIENDSHIP

Drali bicycles are currently produced entirely in Italy. This choice enables constant monitoring of component quality and manufacturing, added value of the Drali brand.

Furthermore, Drali's customers and friends have the opportunity to learn about and witness the entire production cycle, building a direct relationship of trust and friendship with our entire team

This is where Italian craftsmanship and creativity blend with the 'custom-made' uniqueness of manufacturing performed step by step in a constant quest for quality. Values that set Cicli Drali apart at global level, every single day.





NEW MARKETS, NEW GOALS, NEW VISIONS

Our bicycles expansion, beyond Italy, involves Switzerland, Belgium, The Netherlands, United Kingdom, Canada, United States and Israel.

From 2024, new market development are being worked on and expected to be introduced Asia (Singapore, Hong Kong, Malaysia, Japan, Korea, Indonesia and Thailand) and Australia.

Alongside market development, new products will also be developed, with addition to the collection of a titanium frame and a carbon gravel frame.

The Ametista bicycle will also be redesigned according to new user requirements.

OUR MODELS

Cicli Drali's portfolio of bicycles was reviewed at the end of 2022 in line with a strategic approach aimed at offering a more targeted product range: 'few' but perfect models.

Currently, the range comprises three Road (Opale, Ametista and Onice), two Gravel (Miraggio and Oasi) and three Special bicycles (Morpheus, Morphesu RM, Pokerissima).

DRALI PHILOSOPHY, OUR VALUES

At Cicli Drali, the past meets the present, looking to the future.

We pride ourselves of being an innovative workshop where love of craftsmanship blends with passion about technology.

Our skill enables us to stay true to the history of Cicli Drali, a journey of achievements always led by the guiding star of Italian manufacturing standards.

With our gaze always focused on the contemporary scene, we have the ability to evolve our products, day after day, through material innovation. Precision manufacturing and dedication to our customers are our mantras in each new project we undertake.

NEW FRAMES, NEW BICYCLES. CRAFTSMANSHIP AND QUALITY. FULL COMMITMENT, PASSION AS ALWAYS.

INNOVATION MANUFACTURERS WORKSHOP

INNOVATION OF HAND CRAFTSMANSHIP

At Drali Milan, innovation goes hand in hand with Italian craftsmanship. Each of our frames is, indeed, made by hand and entirely in Italy.

Drali bicycles are unique pieces custom-designed for our customers, friends and cycling enthusiasts.

The people who come here witness the creation of their bicycle and receive an object distinct from all others, created according to their wishes.

In the Drali workshop, frames take shape as we listen to the ideas and dreams of our customers and partners.

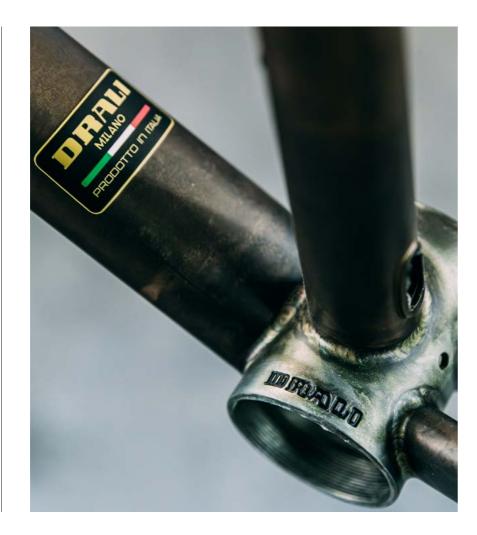
THE MANUFACTURING PROCESS

Our manufacturing process follows a method tried and tested for 100 years but always mindful of the latest technological developments.

Our past history are foundation for our work, projected, implemented into the future and mindful of contemporary evolutions.

Personally and very highly valued, we know all our manufacturers personally, and they are all strictly proud of 'made in Italy'.

For steel frames, we identify the best bicycle components, from micro-fused lugs made and finished by hand to the best tubing on the market, manufactured by Columbus and Dedacciai, which are then welded together to achieve the finished frame.



For carbon frames, we first create the tubes using our exclusive moulds and then build the frame, trimming and notching (or 'mitering') the tubes.

A frame assemble ready to come together by the hands of craftsmen with expertise, passion, precision and indescrible proudness.

Last of all, we aesthetically customise and paint the frame, one of our favourite technical operations because it allows us to get creative and realise our customers' cycling dreams.

THE WORKSHOP, WHERE TECHNICAL SKILL MEETS CREATIVITY

The workshop is the heart of our work.

From hand-building of the frames through welding together of all the components to bike fitting, this is where our craftsmen work their magic: the creation of a Drali bicycles.

Our workshop is a technical yet also creative place, and it is here that our customers' dreams are transformed into reality. Thanks to our innovative but rigorously artisanal approach, each of our products is a perfect blend of creativity and very high technology.

MUCH MORE THAN CUSTOMERS

For us, customers are much more than that: they are also friends, enthusiasts and lovers of a sport that is all about passion. They are people drawn to the Drali world who witness the creation of their bicycle step by step through continual dialogue.

With their help, we are able to create a different and unique product every time. A bicycle that stands out significantly from all others available on the market. A Drali bicycle is a unique, custom-designed piece.

It is through listening to the ideas and dreams of each of them that our 100% Italian-made, hand-crafted frames come into being in the Drali workshop.

CRAFTSMANSHIP BECOMES MASTERY

Passion, experience and innovation: in the Drali workshop, the past and history look to the future, forming the foundations for continual evolution, keeping pace with the times.

First the frame and measurements, then the 'real' work. From with micro-fused, hand-made lugs to the best tubing on the market, and then the components. A 'kit' ready to be welded together in the hands of craftsmen with expertise, passion and precision.







OUR FLAGSHIP STORE

MUCH MORE THAN A SHOP

Not only products but also events, monthly rides and much, much more. Our flagship store is a meeting place for bicycle enthusiasts and everyone wishing to explore our world. Espresso included!

A place that is also a meeting point for cyclists and enthusiasts, who can find everything they need for riding in terms of products and services.

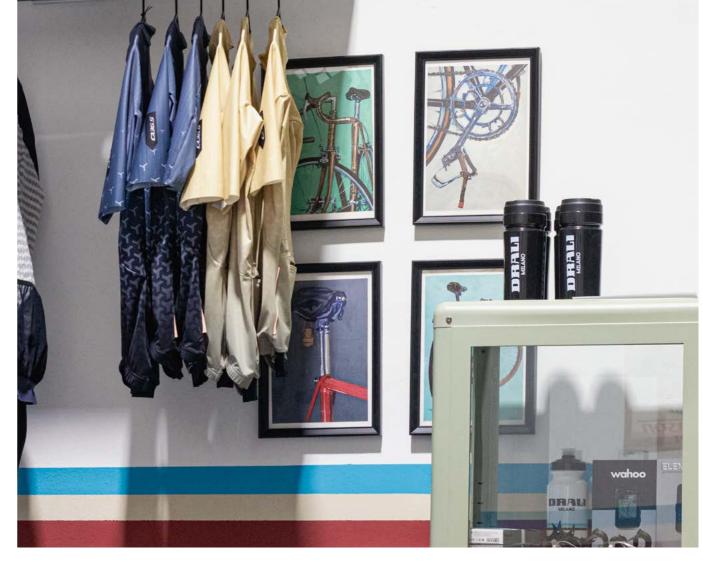
Indeed, visitors of our store can purchase bicycles and accessories, always accompanied by advice from our team. Available brands include: POC, Fizik, Q36.5, Wahoo, Garmin, Selle Italia, Deda, Challenge Tires, Vittoria, FSA, Prologo, Pirelli, Ursus, DT Swiss, Campagnolo, Shimano and SRAM.

We also currently operate a bike fitting service, the most advanced technology available on the market. This service is available on appointment. During a fit we also have important talk with our customer on hers/his ride style, expectations, dreams - this so we can provide the best advices, dreams and how to achieve those.

Each month, we host a variety of book presentations and themed events to accompany our customers on their journey through the world of Gidi Drali

The Cicli Drali flagship store is a place in continual evolution, where we listen to the needs of our customers and where they can experience our world firsthand.

A PHYSICAL SPACE, A LANDMARK, A PLACE TO IMMERSE YOURSELF IN THE CYCLING UNIVERSE AND THE DRALI WORLD.

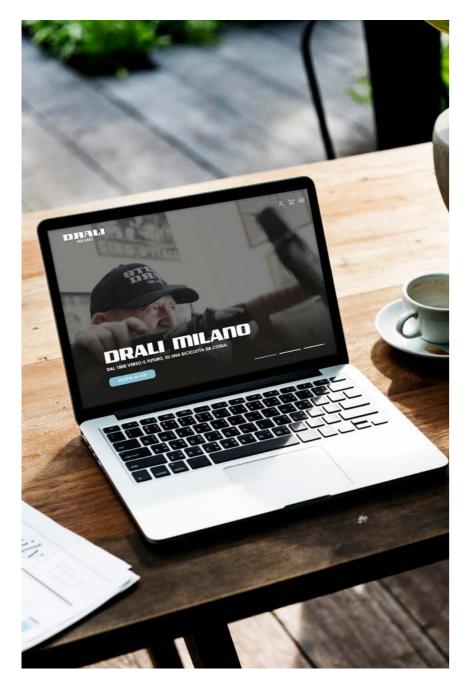






ONLINE STORE AND WEBSITE

CICLIDRALIMILANO.COM



OUR ONLINE STORE IS A VIRTUAL PLACE FOR EXPLORING AND PURCHASING OUR ACCESSORIES.

It is a valuable tool for us, enabling us to reach customers all over our planet, overcoming geographical distance and simplifying exploration and purchase of our products.

For everything from vintage clothing to technical jerseys and accessories, visit our online shop.

DRALI CYCLING CLUB



A SPORTS ASSOCIATION FOR ALL FANS.

The amateur cycling association Amatori Drali Milano is a landmark for all amateur cycling enthusiasts wishing to get together to cycle and explore new routes in Italy.

Coming together and the cycling tradition are the underlying spirits of Amatori Drali Milano.

DRALI RACING TEAMS

Drali has always kept pace with current sporting trends. First, we had a team in the world of fixed-gear, considered, at the time, a 'fashionable' sport, to which various brands paid a degree of attention.

Next, we decided to support the Undrafted Cycling project, linked to the world of gravel cycling, a sport attracting increasing attention both from the market and from professionals in the sector.

For us, love of cycling means embracing it in its entirety. We are proud to be not merely a bicycle brand but also a sponsor of racing teams.

DRALI MILANO

This is Drali's ultimate team.

Since 2018, it has consisted of racers who had already raced together for several years. It was created to compete in fixed-gear races in Italy and around the world.

The most famous competitions undoubtedly include the Red Hook Crit, a criterium cycle race that was held annually in Brooklyn from

2008 as well as other European cities. For this race, the cyclists were only allowed to use brakeless fixed-gear bicycles.

The Drali Milano team has also raced in various European countries, the USA and Korea.

In 2020, fixed-gear races events have been reduced in number, so we focused on road and Gran Fondo circuit races.

Then, in 2021, came a new development: five new racers were introduced to the team to race on road and Gran Fondo circuits.

UNDRAFTED CYCLING

The Undrafted Cycling team participates in the top gravel races in Europe and beyond in order to share from the inside the experience of these competitions with other cycling enthusiasts.

From 350km single stage gravel races to multi day bike packing events the team will share with the cycling community the journey through these adventures.

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SIAS RIME DRALI

The Sias Rime Drali team was created 24 years ago, fruit of an idea by a group of friends brought together by a shared passion. The result, in 1999, was the training of young racers.

The longstanding tradition of this yellow and blue team has enabled numerous Italian cycling talents to flourish and establish themselves including at professional level.

In 2019, the team entered the UCI Continental category, therefore participating in the top Italian races with the professionals.

Below are all the stages won by our athletes in 2023:

° | The Giro del Piave

The GP del Marmo The GP Industria Carnaghese

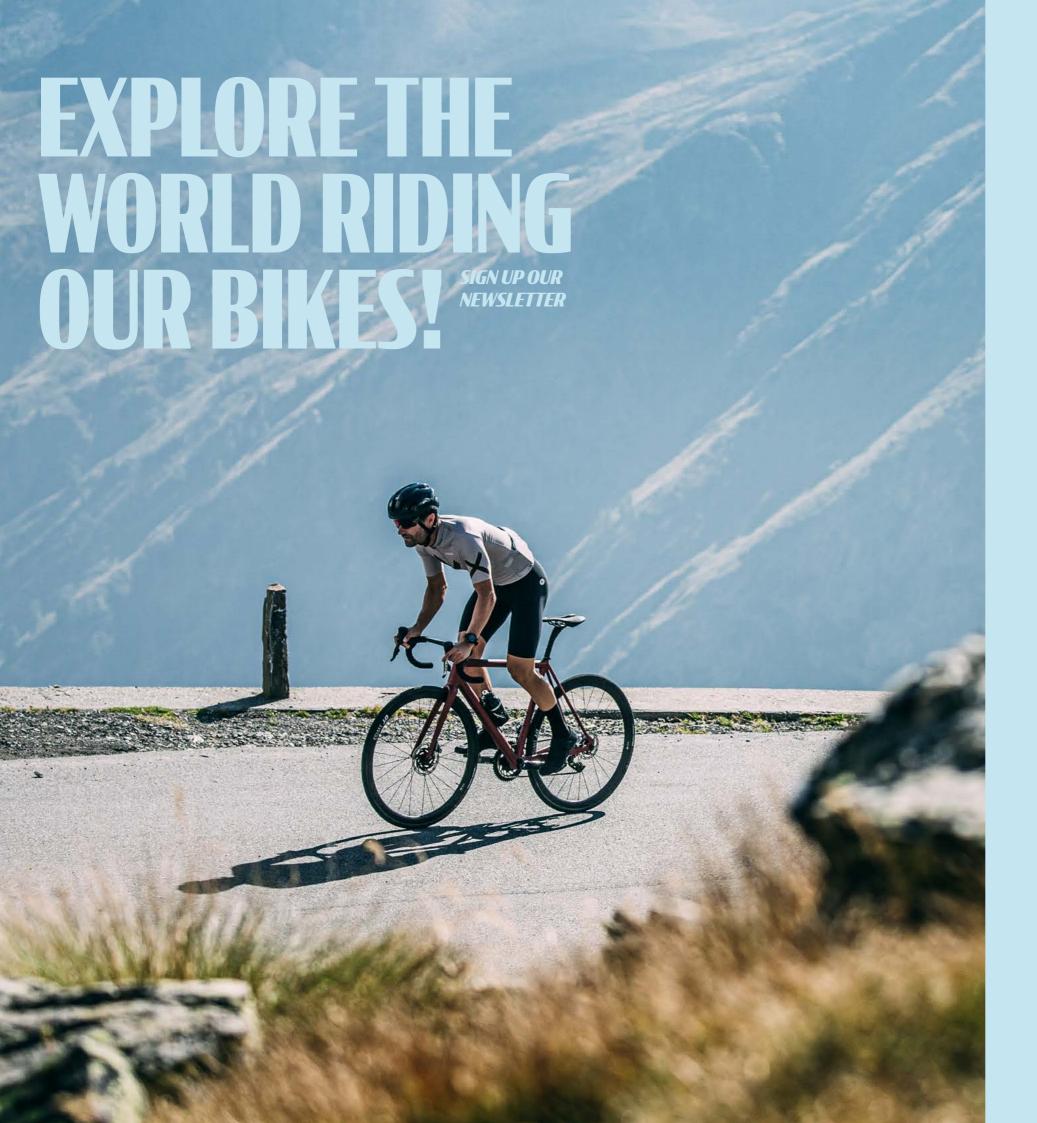
The GP Poggiana

The Trofeo Città Castelfidardo









OUR FRAME MODELS NAME INSPIRATION, CHOICES

THE NAMES OF OUR MODELS ARE INSPIRED BY HIGH-IMPACT INTERNATIONAL LANGUAGE. For the **ROAD** sector, we looked to the world of stones, which give our products a prestigious and natural feel.

For the **GRAVEL** sector, we chose the language of the desert, bringing a sense of adventure, freedom and challenge, values that reflect the world of gravel cycling.

Our **SPECIAL** bicycles, on the other hand, have no clear nomenclature, in a collection for those with a genuine passion for lugged steel, like the Pokerissima.



ROAD MODELS

THE NAME SAYS IT ALL:
OUR ROAD BICYCLES ARE
PARTICULARLY SUITABLE
FOR PAVED ROAD ROUTES
OF VARIOUS TYPES.

MATERIALS / FEATURES

In recent years, road bikes have evolved considerably and, today, a variety of materials and technologies are available on the market, from steel to carbon bikes passing via aluminium and special alloys.

The bicycles in our ROAD catalogue are especially fast and high-performing. Thanks to the use of carbon, these tend to be stiff bikes enabling optimum power transfer to the ground. For several years, cable routing has been

For several years, cable routing has been integrated, and the braking system is now predominantly hydraulic, featuring disc brakes.

Electronic shifting is prevalent, although there are those with a passion for mechanical groupset.

ROUTES

In view of their materials and features, our ROAD bicycles are particularly well-suited to mountain routes with various climbs (*Opale* bicycle) and fast, flat routes like those found near Milan (*Ametista* bicycle).

The **Onice**, on the other hand, is at its finest on mixed routes.

BIKES: AMETISTA ONICE OPALE

AMETISTA

ROAD BIKES



TOP PERFORMANCE, 100% MADE IN ITALY

A complete, all-round bicycle featuring a unique design.

Its geometry and tube cross-sections are designed to achieve maximum performance in terms of frame stiffness and reactivity without overlooking rider comfort.

The chainstay enables all the power generated by the cyclist to be transferred to the ground.

The T47 bottom bracket gives the bicycle increased smoothness and reactivity.

All these features make this bicycle extremely easy to handle and very agile on descents, perfect for fast routes where fun reigns

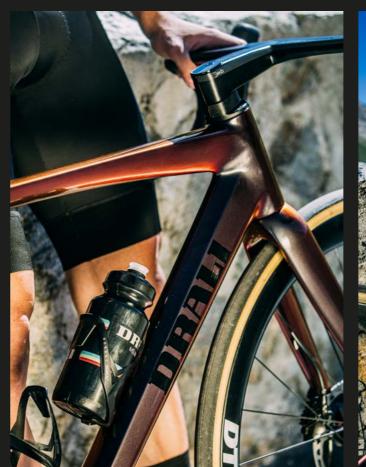
Power transfer is good. Despite having aero features, this bike is lightweight, making it high-performing even on climbs.



DISCOVER MORE









ONICE

ROAD BIKES



COMFORT AND PERFORMANCE IN A SINGLE PRODUCT

This bicycle is ideal for mixed routes, combining rider comfort with the excellent performance synonymous with the Drali brand.

Indeed, the frame and its components are designed to maximise comfort even during longer rides.

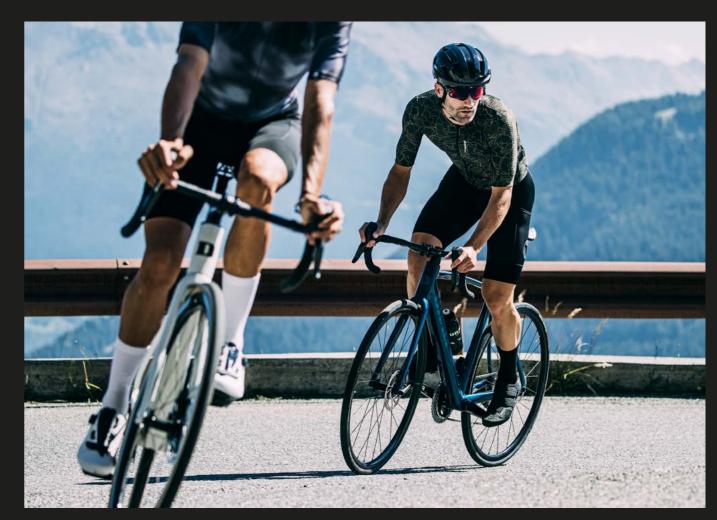
The increased cross-section of the horizontal tube near the steerer improves the bicycle's rideability and stability, while the asymmetric down tube provides improved power balance.

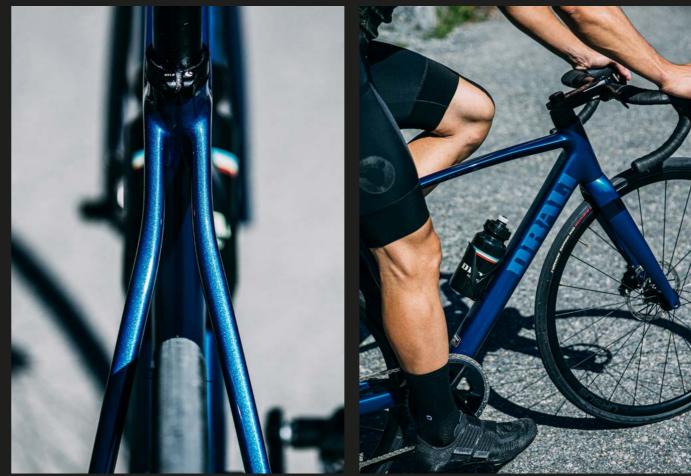
The specially shaped seatpost also absorbs bumps from the ground for more comfortable riding.











OPALE

ROAD BIKES



THE LEVITY THAT COMES WITH HIGH QUALITY

The OPALE bicycle is ideal for mountain routes that include various climbs, perfect for enjoying a customised cycling experience. This is an extremely high-performing product, ideal on routes with considerable elevation gains.

The frame, made from T1100 carbon with UD finish, reduces the frame weight to a minimum without compromising on strength and stiffness.

The special tube manufacturing process, combined with the top quality of the carbon, results in an extremely light and stiff artisanal product.

And all this without overlooking the importance of ride feeling and stability.



DISCOVER MORE













GRAVEL

MODEL

THIS CATEGORY INCLUDES OUR 'ADVENTURE BIKES':
TOUGH AND READY TO TAKE ON ANY TERRAIN. THE COMPONENTS USED IN THEIR MANUFACTURE PLACE THEM MIDWAY BETWEEN MOUNTAIN BIKES AND ROAD BIKES. IDEAL FOR LOVERS OF THE OFF-ROAD (AND MORE BESIDES).

BIKES:
MIRAGGIO
OASI

MATERIALS / FEATURES

GRAVEL bikes are excellent travelling companions thanks to their carbon fork and TIG welding

The frame's greater stack induces a more erect torso position and the longer chainstay (for housing tyres up to 52 mm wide) improves stability.

The tread is no longer smooth but lightly patterned, although the objective remains the same: a smooth ride.

ROUTES - RIDING STYLE

Sturdy, reliable and fun. Our GRAVEL bikes are suitable for more adventurous rides or long trips, in and out of the city and in the mountains.

Riding a GRAVEL bike is like going on a journey whose defining characteristics are strength and reliability, safe in the knowledge that you are accompanied a product perfectly blending simplicity with safety.

TECHNICAL FEATURES

Large tires clearanceAsymmetric chainstayLow bottom bracket

MIRAGGIO

GRAVEL BIKES



THE PERFECT COMPANION FOR EVERYDAY ADVENTURES

Our Miraggio is an extremely smooth and easy-handling bicycle even on more challenging gravel sections, thanks to the elasticity of the steel which responds perfectly to the roughness of the terrain.

Light and tough custom steel frame. Stainless steel bottom bracket shell and details, asymmetric chainstay and geometry designed to provide comfort and rideability, ready for any challenge.

The generous tyre clearance, for tyres up to 700x52 mm (29"x2.1"), enable you to tackle any dirt track with greater security.

The various bikepacking fittings for bags and accessories mean you can take everything you need for your adventures.



DISCOVER MORE







OASI

GRAVEL BIKES



SPEED ON UNPAVED ROADS

Our Oasi bike was created for the cycling enthusiast market segment.

With a standard setup, the Oasi is a very fast bicycle on unpaved roads with few challenging bumps (large stones and roots).

It performs well on fast sections and it is

It performs well on fast sections and it is easy to maintain the desired trajectory. This is a very easy-to-ride bike, even on more winding sections and single-track roads.















SPECIAL

THIS CATEGORY INCLUDES ALL OUR BICYCLES WITH LUGGED STEEL FRAMES, THE CHOICE FOR THOSE TRULY PASSIONATE ABOUT CYCLING HISTORY.

BIKES: MORPHEUS MORPHEUS RM POKERISSIMA

MATERIALS / FEATURES

Our SPECIAL bikes are the Drali bicycles whose technology and frame construction (steel tubes joined together by micro-fused lugs) maintain very close ties with tradition and the history of the Drali brand.

These models are perfect for calmer and more relaxed riding and, in the case of the Pokerissima, vintage racing.

CABLE ROUTES

The materials and features of our SPECIAL bikes make them ideal for paved surfaces.

Indeed, thanks to their components made from steel, a material much more elastic than carbon, these bicycles absorb small bumps very well.

Riding a SPECIAL is like diving into the past and experiencing the sensations of those racers who changed history.

The Pokerissima can also take on some dirt road sections, as Eroica and Ambrosiana cycle routes.

TECHNICAL FEATURES

- High-tech frame construction - Steel tubes

Micro-fused lugs

MORPHEUS

STEEL MODEL



COMFORT AND RELIABILITY WITH AN INNOVATIVE FLAVOUR

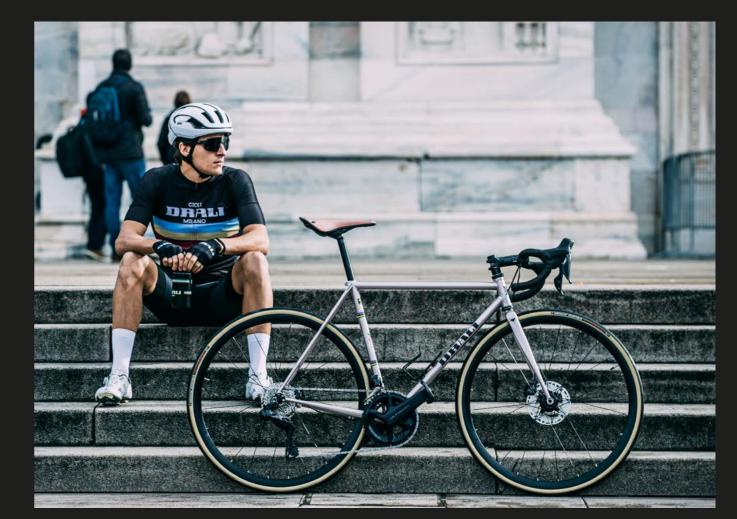
The MORPHEUS bike is a perfect union between the brand's past and the modernity of the present.

A product ideal for steel enthusiasts who appreciate the very latest technology available on the market.

Its electronic groupset and top-of-the-range components (disc brakes and carbon wheels) make it totally unique.









MORPHEUS RM

STEEL MODEL



DRALI'S ULTIMATE MODEL

The MORPHEUS RM is Drali's ultimate model, designed for those with classic tastes and a thirst for innovation.

It is the modern version of the Pokerissima, with traditional rim brakes and mechanical or electronic groupsets.

The frame's steel tubes are of very high quality and the micro-fused lugs are handmade, just like in the good old days.

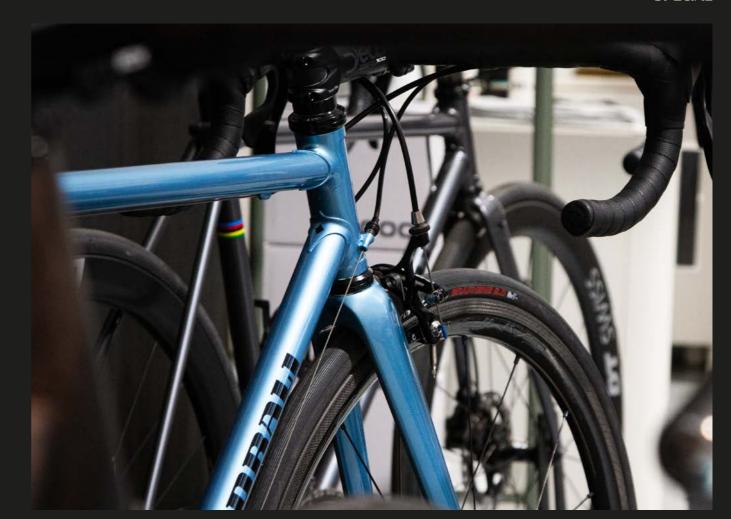
This nod to tradition, combined with cut-

This nod to tradition, combined with cutting-edge components, makes this an extremely reliable model to withstand the tests of time.



DISCOVER MORE









POKERISSIMA

STEEL MODEL



OUR MODEL WITH A VINTAGE FLAVOUR

The spirit of this bicycle can be captured in two words: history and tradition. The Pokerissima is our model whose construction technology and components take us back in time.

Inextricably linked to Fausto Coppi, Giuseppe Drali's idol, the model's name can be traced back to 1949, when that great cyclist won what the Italians call a 'poker' of wins, namely four of a kind.

To ride the Pokerissima is to relive the sensations and experiences of the cyclists of days gone by, who covered distances as great as 300-400 km on bikes similar to this.

Its classic steel frame and custom chrome-plated lugs are combined with vintage components, making this bicycle perfect for the historic races so dear to true vintage enthusiasts.



DISCOVER MORE













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