



PRESS RELEASE

Pard Design unveils the new gravel e-bike Impervia in world premiere

Misano Adriatico, September 5th, 2025 – Pard Design, the Italian maison of luxury bicycles, will unveil in absolute world premiere **Impervia**, its first gravel e-bike, during the Italian Bike Festival 2025.

Impervia embodies a clear vision: combining **tailor-made design, technical innovation and Italian craftsmanship** into a unique creation. Entirely developed by Pard Design's in-house team, this gravel e-bike is designed for riders seeking a machine capable of tackling white roads, trails and urban paths with elegance and character, while retaining the distinctive exclusivity of the brand.

For this occasion, Impervia will be presented in its most authentic and “raw” form: a frame made of **CNC-machined 6082 aluminum**, without any final aesthetic finish. This deliberate choice reveals the tailor-made soul of Pard Design: every bicycle is the starting point of a unique journey, shaped around the client's desires and brought to life with the finest Italian suppliers selected by the brand.

At its technological core lies the **MAHLE M40 motor**, distinguished by its **high and progressive torque**, delivering both power and smoothness even on the most demanding terrains. A solution that blends lightness with performance, perfectly aligned with Pard Design's philosophy.

This preview represents the **naked heart of the project**, a canvas ready to become an exclusive masterpiece. **Impervia is not a mass-produced product, but a tailor-made creation**: a gravel e-bike that merges performance, elegance and personality.

Following this presentation, **Pard Design announces that the carbon version will soon be unveiled**, the ultimate expression of the brand's artisanal and technological savoir-faire.

Technical Specifications – Impervia (prototype on display)

Frame	CNC-machined 6082 Aluminum (Carbon option coming soon)
Fork	Cane Creek Invert SL
Wheels	29" Fascia 25
Rims	Carbon H25
Hubs / Spokes / Crankset	BCA 28 spokes

Tyres	MAXXIS Revenge
Brakes	BCA calipers with Y0D4 – BCA discs
Brake levers	SRAM Force
Groupset	SRAM Force or Red
Drivetrain	SRAM Force
Handlebar	Pro-Vide Evo, integrated stem
Seatpost	Rock Shock Reverse
Saddle	San Marco Shortfit
Lighting	Not installed (custom on request)
Weight	18 kg (aluminum) – 15 kg (carbon)
Motor	MAHLE M40 System – High and progressive torque

“With Impervia we decided to showcase not just a new model, but our very approach to cycling: tailor-made, authentic, Italian. Presenting it in its rawest form is an act of transparency and vision: we believe in the beauty of essentials, in the power of details, and in the possibility of creating, for each client, a unique and personal masterpiece.”

— **Claudia Bertoglio, Chief Marketing and Communication Officer**

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