

HELLO THERE

A NEW CYCLING PERSPECTIVE



COME TO RIDE WITH US

z-adventure.com

Z — A

WHO WE ARE

Z-A was born from the desire to connect outdoor enthusiasts and create an environment where like minded people can nurture their passion for adventure and sports. Everything started during a cycling trip, where the bicycle not only was a means of transportation but first and foremost the way to meet people and discover new boundaries.

Ever since, we have been on a long journey made of passion, learning and dreams.



Z — A

ANDREA GELLI

Mind, legs and heart behind the project, Andrea is a bearded, seasoned sportsman with decades of experience in endurance sports. Ironmen, long-distance bikepacking, trail running – Andrea has spent his whole life challenging himself and enjoying adventures in the great outdoors. At Z-A Andrea is dedicated to guided tours, personal training and marketing consulting. When he's not in the saddle, you can find him in the Tuscan countryside with his 3 adorable dogs. For Andrea, any good ride cannot start without a *caffettino!*



JASON FULLER

Former junior BMXer, teenage mountain biker & pedal-powered London commuter - Jason moved to Tuscany in 2009, took his first bike ride and was hooked. Since then he has built up a mental network of the area's most rideable roads, its toughest climbs & most spectacular sweeping descents. When not guiding, he can also found combining cycling with his other passion for photography, whether for Rouleur magazine, brand collaborations or just capturing the classic Tuscan scenery and Italian cycling culture.



Z — A

Z-A ADVENTURE HUB

Z-A is also a facility centre created by cyclists for cyclists. Located in Florence, our Adventure Hub is the meeting point for sports enthusiasts who are looking for endurance-focused training services (cycling, running, swimming – or triathlon!), bike workshop and wash, laundry for sports kit – or simply for a great coffee to hang out with like minded people. Whether for your training sessions, daily ride or next bikepacking adventure, our Z-A Adventure Hub is the place that any adventurer can call home.



RIDING EXPERIENCES

Whether it's an all-day ride or a bikepacking adventure, you can book us for a guided cycling tour on the most beautiful Tuscan roads.

Tell us your ideal day in the saddle and we will create a memorable experience for you, no matter if you are craving the infamous strade bianche of Tuscany or looking for steep gradients to tackle with your road bike.

Z — A

ONE DAY RIDE

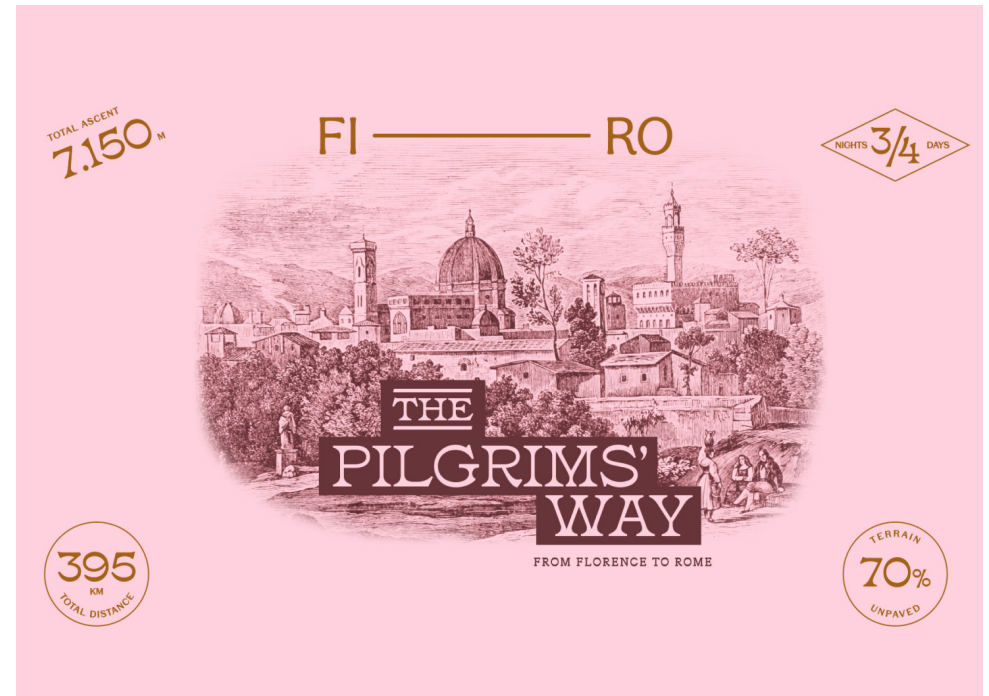
Our team is ready to take you for a ride on the best cycling routes in Tuscany. Beside booking a guided tour with a gravel or a road bike, you can customise your experience and enjoy a number of services from our Z-A Adventure Hub in Florence:

- Breakfast and recovery meals
- Bike rental
- Shuttle service
- Shower and laundry
- Bike room
- Bike mechanic
- Soigner
- Yoga and stretching sessions



MULTI DAY GRAVEL ADVENTURE

When it comes to gravel cycling, there is no better experience than the Tuscan backroads with their singletracks and marvellous dirt roads, the world-renowned *strade bianche*. Follow us on a multi-day adventure and discover some of the most beautiful landscapes that a cyclist can imagine - we will take you to places that only locals know, from the smoothest gravel to the best osteria to sample all the local products. Because gravel cycling in Tuscany means unforgettable culinary experiences too.



7.150 M
TOTAL ASCENT

FI ——— RO

NIGHTS 3/4 DAYS

THE
PILGRIMS'
WAY

395
KM
TOTAL DISTANCE

TERRAIN
70%
UNPAVED

FROM FLORENCE TO ROME

The poster features a sepia-toned illustration of a Tuscan town with a large dome and a bell tower. In the foreground, a cyclist is riding on a dirt path. The text is arranged around the illustration, providing key details about the route.



7.150 M
TOTAL ASCENT

FI ——— FI

DAYS 5 DAYS

TUSCANY
GRAVEL RING

500
KM
TOTAL DISTANCE

TERRAIN
80%
UNPAVED

FLORENCE SIENA RIBOLLA BOLGHERI SAN GIMINIANO FLORENCE

The poster features a sepia-toned illustration of a Tuscan landscape with rolling hills, trees, and a small town. In the foreground, a cyclist is riding on a dirt path. The text is arranged around the illustration, providing key details about the route.



ADVENTURE-ORIENTED SERVICES FOR BRANDS & ORGANISATIONS

Are you looking for external support to produce content for your outdoor brand or tourism destination? We have decades of experience in the industry and are ready to support your organisation with marketing and content production, product test and event support.

**Get in touch with us, no project has ever been
too adventurous for us!**

MARKETING AND CONTENT PRODUCTION

We support outdoor brands and tourism destinations with marketing strategies and content production. Whether it's a photo shoot for a product launch, social media strategy, copywriting or a media campaign, we help your organisation grow their reputation and reach a wider audience within outdoor communities. Are you planning to start a hospitality business dedicated to cyclists? Let's talk about it, we will support you with strategy and content production.



Z — A

PRODUCT TEST

We only work with the best bike brands. All products that we use for our bike adventures have been thoroughly selected and tested from us – so we are able to deliver the best riding experience for the joy of the ride.

Would you like to organise product tests for your brand? Let's talk! We can arrange test sessions with cycling media and influencers, including stays at our Z-A Adventure Hub.



SHUTTLE SERVICE AND COFFEE VAN

Available for both road and off-road tours, our van is the choice for a stress-free riding experience for groups, events or corporate retreats. Whether it's about a fresh kit at the end of the day or a masterly brewed coffee at the top of a climb, we can support you during your ride by taking care of your caffeine intake or simply your luggage. Concentrate on your pace and cadence, we will do the rest.



Z — A

**CONTACT TO KNOW MORE.
FROM Z TO A**

info@z-adventure.com