

Official Announcement :

CORIMA Strengthens Commitment to Chinese Market with Strategic Distribution Partnership Expansion

Loriol, FRANCE, March 31, 2025

CORIMA, the French pioneer in high-performance carbon cycling wheels with his first Paracular Track Disc Wheels launched in 1988, is proud to announce a strategic expansion of its distribution network in China to better serve the growing community of performance-driven cyclists nationwide.

New Partnership with SCOM

Effective immediately, SCOM, a Xiamen-based leader in premium cycling distribution with over 10 years of industry expertise, has been appointed as the exclusive distributor of CORIMA's road cycling wheels in China. SCOM will focus on delivering CORIMA's cutting-edge road wheel systems - including the iconic 45MCC models - to premium retailers across the country. This partnership underscores CORIMA's commitment to accessibility and excellence for Chinese road cyclists.

Continued Collaboration with Beijing HOLY BROTHER

Beijing HOLYBROTHER, CORIMA's trusted partner in China for track cycling, with Gold Medal Victory with the CCA riders in RIO Olympics in 2016, will retain its role as the exclusive distributor of CORIMA's track-specific wheels. Renowned for their role in elite velodrome competitions, CORIMA's track wheels—such as the 3-Spokes and Disc models—will continue to empower athletes and teams through HOLYBROTHER's established Beijing-based network.

Transition Effective March 31, 2025

This optimized distribution structure ensures seamless service for retailers and cyclists, with dedicated expertise for both road and track disciplines.

2025 : A New Era of Innovation

CORIMA reaffirms its leadership in carbon wheel technology with plans to launch a new 2025 products lineup, designed to meet every cyclist's needs. Highlights include the highly anticipated next-generation of MCC wheels, building on the legacy of CORIMA's iconic 45mm rim profile. These advancements will further cement CORIMA's position at the forefront of lightweight durability, aerodynamic efficiency, and race-proven performance.

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About CORIMA :

For over 30 years, CORIMA has redefined boundaries in carbon wheel engineering. Trusted by WorldTour teams, Olympians, and discerning riders worldwide, CORIMA wheels are synonymous with precision, innovation, and the relentless pursuit of speed.

Explore CORIMA's full range at www.corima.com

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This announcement is also available in Chinese on CORIMA's official website and partner platforms.

Pour la Société CORIMA

Le Directeur Général

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