



Pauline Ferrand-Prévot joins the Sidi family

The world champion will race for the Absolute Absalon team, wearing shoes from the company from Treviso.

Maser, 12 february 2021 - Cross-country World Champion Pauline Ferrand-Prévot joins the Sidi team for a year full of novelties.

A pro since 2011, Pauline Ferrand-Prévot has won numerous titles combining road cycling, cyclocross and mountain-bike in a winning balance that has left a mark on the women's cycling scene, confirming her as one of the strongest and most influential athletes of recent years. Her achievements include five national titles and numerous world titles but it was in 2015, at the age of 23, that she made history, becoming the first athlete to win the world championship simultaneously in cross-country, cyclocross and road racing.

2021 will be a year of change for Pauline. With the new team, she will focus on the Tokyo Olympics, the main goal of this season, which takes place from July 23rd to August 8th, and she will be focussing solely on cross-country, in order to prioritize her goal.

"This season is going to be an adventure," said Pauline, "I'm thrilled to be able to wear and represent the shoes of a brand that has made history with its patents and innovation. Sidi has always had a strong vocation for off-road, this is reassuring, and I feel pumped. It's so important to have quality partners but it's even more important to have them when you're setting big goals and the Olympics is an important goal that I really care about."

"We are delighted to welcome Pauline," commented Dino Signori Founder of Sidi. "She is one of the most influential athletes of the last ten years, moreover with her charisma and her passion for multidisciplinary she perfectly embodies the philosophy of the company that has always wanted to get to the heart of each speciality demonstrating love for this sport on a three hundred and sixty-degree level. We are proud to have a world champion, not only for her important list of achievements but also for the way she has shown great tenacity after her last two injuries, managing to return to the top of the world rankings."

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