



TAO GEOGHEGAN HART JOINS THE SIDI FAMILY

Sidi is proud to announce its new partnership with the 2020 Giro d'Italia champion.

Maser, 8th February 2021 - Tao Geoghegan Hart will wear Sidi shoes for the 2021 season in a collaboration that combines class and innovation. The young British star is one of the most stylish in the peloton and is making his unique mark on the global cycling scene thanks to his youthful appeal.

Still only 25, the INEOS-Grenadiers rider was one of the revelations of last season, surprising the sporting world with a superb win at the Giro d'Italia, after a spectacular head-to-head with Jay Hindley in the final time trial in Milan.

Tao will kick off his racing calendar at Tour des Alpes Maritimes et du Var February 19, where he intends to compete for the general classification. He will also make his Tour de France debut this summer as part of a star-studded Ineos Grenadiers team that includes fellow Grand Tour winners Geraint Thomas and Richard Carapaz.

"I love Italy. The culture, the food, the famous tifosi. Cycling and Italy have always been intrinsically linked in my eyes, from the beautiful Giro d'Italia, to the history of cycling brands such as Sidi. Italy has given me so much already in my short career, from winning giro della lunigiana aged 18, to the Giro in 2020. Looking forward, I am incredibly excited to be working with a company like Sidi. First and foremost a family run business, something that is more important than ever. But also a company with its eyes firmly on the future, to innovate, to push what is possible in this amazing sport. Together I hope we can ensure Sidi remains as prominent in the coming years, as it has been in the past." commented Tao Geoghegan Hart.

"I'm very happy to welcome Tao into our family," said Dino Signori, who founded Sidi in Treviso back in 1960. *"He is a solid guy who appreciates the simple things in life and keeps his family close. This makes him absolutely in line with our philosophy. We know that he loves racing in Italy and we're looking forward to having him at the factory soon. He will always be welcome here."*

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