



## **Sixty, Shot and Wire 2 main players at the Giro d'Italia 2021**

***There will be 25 Sidi riders at the Giro d'Italia kicking off on Saturday from Turin.***

*Maser, 7<sup>th</sup> May 2021* - It is May once again and the 104th edition of the Giro d'Italia is looming. The Corsa Rosa will start next Saturday, May 8, with an Individual Time Trial in the heart of Turin, the first historic Italian capital, to celebrate the 160th anniversary of the Italian Unification. A great battle is expected until the last stage in Milan and the Sidi athletes are ready to give us new emotions.

Our sponsored riders at the start are twenty-two: Egan Bernal, Daniel Felipe Martinez, Gianni Moscon, Pavel Sivakov, Clément Champoussin, Nicolas Edet, Jefferson Cepeda, Andrii Ponomar, Filippo Tagliani, Alberto Bettiol, Jonathan Caicedo, Ruben Guerreiro, Mikel Landa, Pello Bilbao, Jan Tratnik, Rudy Molard, Simon Yates, Mikel Nieve, Jasper De Buyst, Davide Formolo, and Alessandro Covi, Juan Sebastian Molano.

### **Three are three shoes' models at the Giro: Sixty, Shot 2 and Wire 2.**

Born in 2020 to celebrate the 60 years of successes collected by Dino Signori's company, the **Sixty** shoe continues to write its history alongside the great champions. The model chosen by Egan Bernal, Simon Yates and Pavel Sivakov is a guarantee of lightness, performance and resistance, the perfect mix for those riders who have to give it all during the next three intense weeks. *"Wearing Sidi is always a guarantee, especially when it comes to big stage races,"* said Egan Bernal. *"I've been wanting to race the Giro for a long time. Italy has always had a special place in my heart. I grew up here and I understood what it really means to be a professional cyclist. That's why it will be an honor to participate and give my best in a competition that has always had the power to unite people."*

With a revolutionary design and lightness, **Shot 2** is a much loved model by the peloton. They offer high performance while pushing hard on pedals and compared to the previous version they feature an improved comfort and design. The new design stands out for its integrated heel, which gives a refined line to the rear, the new "Double Tecno3 Flex" rotor and the equally new latest generation carbon sole. Among the names that have chosen it to face an intense pink May, there are Jan Tratnik, Mikel Nieve, Davide Formolo, and Pello Bilbao. *"I feel very comfortable with Shot, the fit is superb and at the same time ideal for dealing with the racing tension,"* explained Jan Tratnik. *"It's going to be great to get back to the Giro after last year, as I have such a good memories. I won the San Daniele del Friuli stage and the team fought until the end for the captain. The effort was huge but during the three weeks I could feel the magic of the bond between the race and the people despite the pandemic. It really involves the whole country."*

**Wire 2 Carbon** is characterized by refined details and cutting-edge technology, besides being ultra-light and robust. Thanks to the handmade Vent Carbon sole, the stiffness is maximized while it maintains the right flexibility necessary to best transfer the power to the pedals. Designed for the most demanding athletes, this model was chosen by riders who are used to always attack just like Alberto Bettiol and Mikel Landa, but also by new professionals like Filippo Tagliani, who is about to experience the great thrill of riding his first Giro d'Italia. *"This is my first participation in the Corsa Rosa and, for sure, these three weeks will be unforgettable,"* commented the young rider from Brescia. *"The Giro, especially for an Italian athlete, is something inexplicably exciting and wearing Italian shoes and a symbol of excellence in the world, makes me feel proud and motivated at the same time. Our goal is to win a stage and be protagonists in the breakaways but, in any case, I know that every day will be a new challenge. This is a dream. I don't want to wake up."*

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