



Sixty, Shot and Wire 2 are ready for the Tour de France

21 riders supported by Sidi will compete in the 108th edition of the Tour de France

Maser, 26th June 2021 - There is great anticipation for the start of the Tour de France that will kick-off tomorrow from Brest and will end on July 18th with the usual final stage finishing at the Champs-Élysées. Between the return of Mont Ventoux - with a double ascent - and the legendary Tourmalet, many emotions will be stirred in the fans. The Sidi athletes, starting in Brittany on Saturday, will make us enjoy unforgettable actions once again.

Here are the twenty-one names lining up at the start: Pello Bilbao, Sonny Colbrelli, Dylan Teuns, Jelle Wallays, Ruben Guerreiro, Rigoberto Uran, Arnaud Demare, David Gaudu, Richard Carapaz, Tao Geoghegan Hart, Michał Kwiatkowski, Luke Rowe, Dylan Van Baarle, Christopher Froome, Esteban Chaves, Jasper De Buyst, Simon Yates, Lucas Hamilton, Davide Formolo, Carlos Rodriguez, Pierre Rolland.

Three shoe models at the Tour de France: Sixty, Shot 2 and Wire 2.

The success of Sixty continues. The shoe was created to celebrate the sixtieth anniversary of Dino Signori's company. The model chosen by David Gaudu, Esteban Chaves, and Rigoberto Uran ensures robustness, lightness and a very high level of performance, a winning formula to face three weeks full of challenging stages.

"The start of the Tour from Brest has a very special meaning for me," said David Gaudu. "Eighteen years ago I was a kid looking at his idols from a fence and now I'm here to compete in the race: it's incredible. I want to give my best, and wearing a shoe like Sixty is always a guarantee, especially during the stages that require maximum effort."

Shot 2 offers high performance while pushing hard on pedals and, thanks to its refined line, it provides an elegant mix of comfort and design. It has been chosen by athletes like Tao Geoghegan Hart, Chris Froome, and Simon Yates, the "Double Tecno3 Flex" rotor and the new latest generation carbon sole stand out.

"I am a fan of high-standard Italian quality and Sidi is indisputably one of the most representative companies," explained Tao Geoghegan Hart. "I know the thrill of winning a Grand Tour and I know the pressure you are under during the three weeks of racing. This is why it is important to feel confident, also in terms of equipment. The Shot 2 has always performed flawlessly, even in the most demanding moments."

Ultra-light and robust, Wire 2 Carbon is a shoe with cutting-edge technology, dedicated to those who love refined details. Worn by athletes such as the new Italian champion Sonny Colbrelli and



Michał Kwiatkowski, this model features a Vent Carbon sole that maximizes stiffness while maintaining the right degree of flexibility.

“Participating in the Tour de France with the Italian national jersey is a real honor for me,” said Sonny Colbrelli. “With the Wire 2 it was love at first sight. I immediately found my right attitude, it fits me perfectly and it helps my foot exert all the power on the pedals. Last Sunday in Imola I really experienced an unforgettable moment and the shoes had a great influence on the result: many riders needed to refresh their feet while pouring some water as the temperature was very high but I didn't even suffer for a moment. My family was at the finish, so I could immediately share the emotions of a victory that made me proud and I will carry it in my heart forever. Sidi has created a customized Sidi model for me and it's going to be just great to represent my country during the exciting sprints of the Tour de France.”

Colbrelli, the new national champion, after a beautiful race where he hit the line ahead of his compatriot Masnada in Imola two Sundays ago, will show off his new Wire 2 design starting from the first stage of the Tour de France.

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