

# Tour de Pologne<sup>®</sup>



## **Cofidis and Tour de Pologne, a partnership to give even more value to cycling**

*An agreement that further strengthens the synergies between events and brands for the sport's promotion.*

The Tour de Pologne has announced a new partnership with Cofidis, which will be the official sponsor of the race from 9 to 15 August.

Founded in 1982, the Cofidis Group is a French financial company, leader in its sector and present in 9 countries with 30 million customers in Europe. The company operates on the Polish market since 2016, systematically strengthening its position in the area of consumer finance. Cofidis S.A. supports the fulfillment of customer needs with solutions in the field of car financing, leasing and cash loans.

Already established on the international cycling scene for over twenty years, the brand has also chosen to participate actively in several major World Tour competitions, demonstrating a particular sensitivity towards promoting cycling as a motivating sport that values teamwork.

Today, Cofidis is officially joining the Tour de Pologne once again, thus broadening its horizons and future goals.

*"I'm really happy to welcome Cofidis as a partner. They're a well-known name in cycling and this is an excellent link between the brand and the organisation and a good starting point for creating a profitable and lasting relationship that will help us to build a future tailored to young people's ambitions."* declares Czeslaw Lang.

*"Our love for cycling is certainly no mystery. Since 1997 we have had a professional team competing in the most important races on the World Tour circuit and, in recent years, we have entered into many partnerships with races so as to underline our active commitment to promoting a sport that deserves more space. We're delighted to be part of the Tour de Pologne now, as it's a historic race that manages to constantly look to the future, inspiring new Polish talent and promoting the culture of cycling throughout the country. Innovation and development are among the core values of our company and we fully share the philosophy of Czeslaw Lang and his organisation."* says Nuno de Oliveira, CEO Cofidis Poland

Cofidis will not only be a commercial partner of Tour de Pologne but will also have an active role during the competition with the participation of its racing team headed by Cedric Vasseur, who shared his thoughts about the 2021's route:

"This year, the Tour de Pologne is well balanced. As always, there will be stages for sprinters, which are always very competitive, and there are two crucial stages for the overall classification with the 2nd and 5th stage suited for climbers and strongmen. The Katowice ITT is also demanding and should be

decisive for the general classification. The initial stages are rather long with more than 200km, with a second part of the week more dynamic and intense. We expect to see a pretty nice competition.” says Nuno de Oliveira, CEO Cofidis Poland.

The squad lined up for this edition will be ready to face every type of stage: Fabio Sabatini and Attilio Viviani for the sprints, Tom Bohli to aim at the breakaways, Jelle Wallays for the undulating stages and Ruben Fernandez for the GC.

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