



## **SONNY COLBRELLI IN MASER TO VISIT SIDI**

Italian Champion, European Champion and winner of Paris-Roubaix: Sonny goes over his season with Sidi

Starting as a small local business, Sidi has developed an important heritage in the world of two wheels by cultivating talents and supporting them with enthusiasm.

Sonny Colbrelli went to Maser headquarters to celebrate the successes of a truly exciting season that saw the rider from Brescia claiming the title of Italian champion, European champion and worthy winner of the Queen of Classics, Paris-Roubaix. Definitely a fantastic season!

*"The day of the Italian championships something clicked in my head. The Italian jersey is a pride for every rider in our country and I was proud to wear it. I was happy of course, after spending several months of training in the mountains away from my family. I had achieved the result I had been waiting for,"* says Sonny as he relives the key moments of his season. *"A few months later I heard the Mameli anthem again on the podium at the European Championships, and then at Paris-Roubaix. It's always unique, even more so in an iconic velodrome like Roubaix. When I watch the videos, I can't believe I actually experienced it. It was a special emotion."*

*"It's always great to see the riders win,"* confided an excited Rosella Signori. *"We have been supporting Sonny for many years, and it fills us with joy to know that he has fulfilled some of his dreams. In a way, we are part of it too. As far as we are concerned, we do everything we can to ensure his comfort with our technology."*

*"My feet have a particular conformation,"* Colbrelli explained, *"not easy to dress, but Sidi is always ready to meet my requests. At the Tour de France, when I got the special shoes displaying the colours of our national flag, I wore them immediately. It's not for everyone, but I trust the company completely, I know they make the shoes to the millimetre and I am really satisfied with their products. My favourite shoes are the Wire 2, I chose them after trying out all the models, it looks like they were made for me."*

Sonny's visit was also an opportunity to reconfirm the partnership between the athlete and the company, which enhances their mutual desire to develop new products by combining sixty years of experience with valuable feedback from athletes, like Sonny, who test shoes in the most extreme conditions.

Media note | ATCommunication  
Patrizia Falchero  
+39 0423 301291 / +39 349 6884664  
patrizia@atcommunication.it