



Sidi enters the legend with Sonny Colbrelli triumphing at Roubaix
The European champion wins the Hell of the North in his first participation

The Queen of the Classics has laurelled its king after an absolutely spectacular race full of unexpected events, crashes, twists and turns. In the end, in the historic velodrome, Sonny Colbrelli was the protagonist of an extraordinary action, beating Mathieu Van Der Poel and Florian Vermeersch in a sprint after sharing an epic day, on sectors tested by rain and mud. After the European and Italian championships, Sidi is again in triumph on one of the most important and fascinating podiums of the world cycling scene alongside the Italian rider.

Italy is back to win the Paris-Roubaix after 22 years, and today it was a day to be framed as the Sidi athletes filled the race with emotions, starting from the attack of Gianni Moscon in sector number 12 that made the Italians dream with an incredible ride ended on the Carrefour de l'Arbre because of an acceleration set by Mathieu Van Der Poel. It was at this point that Sonny Colbrelli got back into the game and tackled the final decisive sectors in masterly fashion, never letting go of the wheels of his breakaway companions.

With a mask of mud on his face and over two hundred kilometres in his legs, the European champion managed to get the better of the Belgian and the Dutchman in the sprint, winning one of the most difficult and exciting Paris-Roubaix races of the last twenty years. Sonny Colbrelli's victory is a truly historic feat, not only because of the way he did it but also because of the difficult weather conditions that made the course even tougher than usual.

'When Moscon attacked with 30km to go we all worked together,' said Sonny. 'I tried to stay ahead in the cobbled sections, I attacked with 90km to go and followed Van de Poel in the final. Vermeersch made his move at 250mt remaining and I just jumped out at -25mt from the finishing line. I'm really happy, it's a dream.'

"I am speechless, Sonny's season just keeps giving us emotions," Rosella Signori commented enthusiastically. "He has achieved something unimaginable on an epic day. We are really happy for his successes and so proud to be by his side."

The Italian rider tested his Wire 2 with the mud of a legendary day, as it was his first ever participation in the Hell of the North. A model with cutting-edge technology, with an ultra-resistant and at the same time lightweight upper, perfect for dealing with the jolts of the sectors without losing in the transfer of pedalling power.

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