



Sidi in ciclamino at the Giro d'Italia party at the Arena di Verona

Arnaud Demare concludes the Italian adventure at the Maser (TV) headquarters.

The 105th edition of the Giro d'Italia, which started in Budapest on May 6 and ended in Verona after 21 stages and 23 days, involved 38 cities, covered 3449.6 km and engaged 176 riders.

Of the 176 athletes, 12 ran in Sidi shoes wearing 4 different models: Shot 2, Wire 2, Sixty and Ergo 5.

Sidi ended the Pink Race with 4 stage wins, three of which were won by points classification leader Arnaud Demare (Groupama - FDJ). The French rider chose Wire 2 to win the maglia ciclamino.

Made with a Microfiber Tech Pro upper, this model turns out to be very durable, stable and lightweight, features that make it particularly well suited to support high speeds and sudden efforts while it transfers pedaling power optimally as it helps to avoid potential stress.

Demare and Wire 2 have worn the maglia ciclamino for 17 days in a row, confirming their leadership in the ranking dedicated to sprinters with a haul of 254 points. The French sprinter thus signs his second maglia ciclamino, proudly flaunted in front of the Arena audience amid countless smiles and greetings, and concludes his Giro d'Italia by paying a visit to Sidi headquarters.

"To be back in the cyclamen jersey at the Giro d'Italia is truly a never-ending thrill. There were many exhilarating moments during these three weeks but probably the Cuneo stage will have a special place in my memories. It was an incredible day, we had everything ready for a great finish and the team made a remarkable effort to close in on the day's breakaway, and by the end, we were all very fatigued. A collective victory that showed how united and close-knit the team is in pursuit of the goal. Beautiful."

Richard Carapaz and Mikel Landa completed the podium that declared Jai Hindley (BORA-Hansgrohe) the winner of the Giro d'Italia 2022 by placing 2nd at 1'18", and 3rd at 3'24", respectively.

The Tokyo 2020 Olympic champion, and former winner of the Giro d'Italia in 2019, defended the Maglia Rosa for six days only to surrender it to Hindley on the Marmolada. Both Carapaz and Santiago Buitrago, winner of stage 17, Ponte di Legno - Lavarone, relied on SHOT. Both Carapaz and Santiago Buitrago, winner of the 17th stage, Ponte di Legno - Lavarone, relied on the SHOT model. Although Richard wears a customized version designed to maximally accommodate his specific running needs, Shot 2 is a high-performance shoe that among its pluses boasts a high thrust performance and an integrated reinforced heel perfect for preventing possible deformation as a result of prolonged efforts and pressures, The Double Tecno3 Flex then, which closes the shoe by completely eliminating the instep pressure zone ensures micrometric adjustment and quick release of tension when needed..

The finale at the Verona arena was a real celebration for fans and cyclists alike that once again strengthened the relationship between the sport and the places it passes through. With its Venetian roots, Sidi was even more of a protagonist on such an impressive stage, capable of sending a special postcard of the most engaging Italian spirit to the whole world.



The other shoe models in the group

Ergo 5 (customized to suit Davide Formolo's needs) is made with Microtech Microfibre, a light, breathable, water-resistant and eco-friendly material, ensuring comfort and lightness. The stiffness is guaranteed by the Twelve Carbon Composite sole, created with carbon fibre and nylon blended together. The closure is made up of the strong patented TECNO-3 mechanism combined with the Soft Instep Closure System-4, a soft strap that can be tightened on both sides to distribute pressure evenly over the instep area, thereby guaranteeing greater security.

Sidi Sixty (Ponomar) The Sidi Sixty cycling shoes were developed to celebrate sixty years of tireless and passionate work, sixty years of successes and champions.

Made with cutting-edge materials that are also eco-friendly, Sidi Sixty are light, performing, resistant and naturally comfortable. The technology behind these shoes includes an incredible mix of iconic details and innovative solutions, like the Tecno-4 closing system with a single rotor, which reduces the weight while offering extra precise adjustment.

The ultra-light Vent Carbon sole is made from carbon fibers, which ensure the right balance of stiffness and controlled flexibility in the toe. Special integrated air ducts provide ventilation and heat dispersal.