



Sidi is ready for its first Tour de France Femmes

The Treviso-based company is preparing to support the girls in the hunt for the first yellow jersey in history.

The Tour de France Femmes is rapidly approaching and the athletes are preparing to take their places on the starting line. The Tour Eiffel will be the magnificent backdrop for the all-female French race, consisting of eight stages totalling 1035.5 km.

Valcar will be amongst the 24 teams taking part in the event starting on 24th July and finishing on the 31st, in one of the most demanding and iconic finishes of the men's race of the same name, La Planche des Belles Filles. The roster includes: Olivia Baril, Silvia Persico, Alice Maria Arzuffi, Chiara Consonni, Eleonora Gasparrini, Ilaria Sanguineti.

Sidi will line up together with the team from Bergamo, which it has supported for many years, and alongside Vittoria Guazzini (team FDJ - SUEZ - Futuroscope) and Victoire Berteau (Team Cofidis), providing the eight selected athletes with high-performance products for their every need.

Wire 2 and Sixty will be the models that will accompany the candidates along on this new adventure, which, in addition to supporting the ever-growing women's cycling, is committed to promoting the bicycle as a means of transport, hence the slogan 'Riding into the Future'. All initiatives fully endorsed by the Treviso-based brand, which recently launched the first pair of shoes produced with a totally eco-sustainable upper.

Sidi is ready for this new adventure organised by the Tour de France, which is sure to be a great spectacle. Just as at the Giro Donne, we will be sure to see moments of high-level sport. Now it is a certainty, women's cycling is growing rapidly and for a company like Sidi it is stimulating, although the products are for the most part unisex, the lines dedicated to women always pay particular attention to the different shapes of women's feet while maintaining all the performance characteristics typical of the Treviso brand's products. Not only for female athletes but also for the many sportswomen who choose the brand.

The shoes.

Wire 2 - This ultra-technological model is produced with eco-friendly materials of the highest quality. The upper, made of Microfibre Tech Pro, is resistant, stable and light. The shoe, equipped with two closures that guarantee precise adjustment and a high level of comfort, uses the central mechanism, Single Tecno 3 Push, to create a perfect balance of tension between the inside and outside. The same type of rotor is applied in the upper part to secure the shoe along its entire length. The Soft Instep Closure - 4, a soft, contoured strap, on the other hand, distributes pressure evenly. Lastly, the ultra-light Vent Carbon sole, made of woven carbon fibre, maximises rigidity and maintains the right degree of flexibility needed to transfer pedalling power and avoid stress on the plantar tendons, favouring microcirculation.



Sixty - Created in 2020 to celebrate sixty years of success, Sixty is made from cutting-edge environmentally friendly materials. Light, high-performance, resistant and comfortable are the main features given by a mix of details and innovative solutions, such as the Tecno-4 fastening system composed of a single rotor that reduces weight, offering incredibly precise adjustment.

The ultra-light Vent Carbon sole, made of carbon fibre, guarantees the right balance between rigidity and flexibility while special integrated air ducts provide ventilation and heat dispersion.

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Patrizia Falchero
+39 0423 301291 / +39 349 6884664
patrizia@atcommunication.it