



Sidi returns to the Italian Bike Festival with its champions

Appointment with Bettini, Colbrelli and Lello Ferrara on 9 September at 2.30 pm to learn about the Maser-based company's new projects.

Friday 9 September sees the opening of a new edition of the Italian Bike Festival in which Sidi will be taking part together with special guests.

As always, the event, hosted this year at the Misano World Circuit, from 9 to 11 September, offers the chance to meet over 400 companies of the cycling industry and learn about what's new in the coming collections.

At stand [A4](#), adjacent to the Bike Show entrance, Sidi will present a wide range of products including both the most popular road and mountain bike shoes and new models such as the MTB Dust. Company staff and ambassadors will be on hand to introduce the features.

On Friday 9 September, from 2.30 p.m. until after 3 p.m., visitors will be able to meet Paolo Bettini, Sonny Colbrelli, and Lello Ferrara, who will talk about their ties with Sidi, satisfy curiosities and explain the philosophy behind the DZero, the latest product from the Maser factory - a product that combines tradition and sustainability as well as represents the values of its founder.

The public will then be able to be engaged in some activities together with the champions and win nice autographed prizes.

For a company like Sidi, which has grown together with its customers and athletes, the 'Italian Bike Festival' represents a unique opportunity to meet and interact with its community.

The Treviso-based brand therefore awaits all enthusiasts to experience three intense days in close contact with the world of cycling and its best-loved champions.