



Sidi and EOLO KOMETA: a glorious return to the past in the name of growth and development

A partnership that sanctions the will to unite tradition and innovation towards great goals.

Starting next season, the EOLO KOMETA riders will wear Sidi shoes - synonymous with guarantee, quality and innovation.

Already a witness to great successes together with Alberto Contador and Ivan Basso, now founders and managers of the team, Sidi is preparing to support EOLO KOMETA with products capable of offering high performance in the pushing phase, proving to be the perfect trait d'union between the athletes and the bicycles also, and above all, in the most demanding actions.

For me," says Alberto Contador, "having SIDI in the team is a source of excitement and pride. It is the shoe brand with which I achieved my first successes from a very young age. With them I won Grand Tours, they followed me in every important appointment, and they knew how to adapt to my needs. Their shoes guarantee high performance thanks to the very high degree of customisation, so working together again has great meaning for me. I feel that under some respect this company has been part of my life, sharing the best moments I have experienced on the bike."

"With Sidi," says Ivan Basso, "I won my two Giro d'Italia; it's really a great return with a company that accompanied me in achieving my most important goals. I'm delighted and I'm sure that this will be a very successful partnership."

During the 'fitting day' organised at the last training camp in 2022, riders had the opportunity to try on the shoes and choose the model best suited to their needs. To know the needs of its athletes is an absolutely important activity for Sidi just as is fundamental for the riders, given the importance of the shoes in achieving performance.

Lorenzo Fortunato, EOLO KOMETA rider and winner of the stage with the finish on Monte Zoncolan at the 2021 Giro d'Italia: "I've already had the opportunity to race with Sidi for two seasons. I know them very well and they are shoes with which I've always had excellent sensations. All the more reason to look forward to next season!"

Davide Rossetti CEO Sidi: "As a company that is constantly looking to the future, Sidi is very excited to have started its collaboration with EOLO KOMETA. The rapid growth of this team shows absolute commitment, total dedication and attention to detail. There is no denying the excitement of working with champions like Alberto Contador and Ivan Basso, now at the helm of a team they will inevitably pass on their talent to. It is impossible to forget the countless successes achieved by both of them and the engagement with which they have led their cycling careers. A very respectable calling card. We share their journey and believe in sharing, certain that the continuous exchange of opinions and experiences of both athletes and staff will allow the company to further increase our know-how already studded with important successes that can be translated into increasingly high-performance products, available to professionals but above all to the immense community of amateurs. We can't wait to get started."



Sidi Sport is synonymous with intuition, patents and technological innovation specialising in the production and sale of motorbike boots and cycling footwear. Ranked among the world's leading brands, because of its innovation and expertise, its products are used by leading professional athletes and enthusiasts around the world. The company is now preparing for a further phase of growth and development in which EOLO KOMETA will also play an important role.