



## **BILLY BOLT WINS SUPERENDURO CHAMPIONSHIP AND SEALS 100TH MOTORBIKE TITLE FOR SIDI**

Billy Bolt laid another milestone in Sidi's history by winning - on Saturday in Poland - the Superenduro championship. Billy Bolt's success represents the 100th world title won by a rider wearing Sidi boots. One hundred world successes in 55 years of history, celebrated by Sidi with the delivery to Billy Bolt of a pair of Atojo in an exclusive white and gold colours.

On a visit to Sidi's headquarters this Monday, the British champion said: *"This victory is very special for me, also for delivering Sidi its 100th world title. It's great to be part of the company's important heritage alongside athletes of the calibre of Everts and Cairoli, who have always been my inspiration. As a child I used to read all their interviews, it is incredible to think that I have something special in common with them. Motorcycling is what I have always wanted to do since I was a child, a passion that was passed on to me by my father: if I have to be honest, motorcycling is everything to me. Sidi supported me right from the start, when I still didn't have a name and had never raced in enduro. They gave me a pair of boots to test and that's how it all started. Technically speaking, if I had to sum up my Sidi Atojo in one sentence I would say that they offer high performance without compromising on weight while supporting and protecting me in all conditions. Yes, it is the perfect mix of lightness, performance and protection."*

Davide Rossetti, CEO of Sidi Sport comments, *"The relationship with athletes like Billy is at the heart of the company. Their extreme performance and needs are the basis of the technologies that allow us to make motorbike protection safer and better, whether it's Motocross, Enduro, Endurance or Superbike. I congratulate Billy and all the athletes who have contributed to this achievement over the years."*

With Billy, Sidi reaches one hundred world titles in motorcycling, the result of dedication and research that in more than half a century have led to some of the greatest moments in international competition.

Sidi was born in 1960 from the idea of creating the best footwear for two-wheel sports. Thanks to the unique and exclusive relationship with top athletes in cycling and motorcycling - including Francesco Moser, Giacomo Agostini, Joel Robert, Stefan Everts, Paolo Bettini, Tony Cairoli, Billy Bolt, Egan Bernal, Richard Carapaz, Kiara Fontanesi, Alvaro Bautista, Colin Edwards, Gregg Blak, Sylvain Guintoli - the company has revolutionised the world of footwear with unique technologies such as the semi-adjustable cleat, the rotor closure, carbon soles, anti-hyper-extension systems, SRS and many others. It is with the same spirit that Sidi continues to create technologies to improve the experience and safety on both bikes and motorbikes.

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