

EKOÏ is the new sponsor of the Tour de Pologne

A new limited edition collection dedicated to the Polish race is coming.

The French brand EKOÏ, recognized and appreciated by racers around the world for the production of technical cycling equipment, joins the Tour de Pologne family with a partnership that combines great values that are close to the Lang Team's heart.

For more than 15 years, EKOÏ has distinguished itself in UCI World Tour events through its support of numerous professional teams and its expertise in textiles, helmets and eyewear, and from 2023 it will be a partner of a UCI World Tour event for the first time.

"The cooperation with this company is really promising," commented Czesław Lang. "I am delighted that a company with an international reach, which shares with us values such as rider safety, is joining the ranks of our partners. As part of our cooperation, a special collection of helmets will be prepared with the Tour de Pologne UCI World Tour logo. I am convinced that this initiative will strengthen EKOÏ's position on the Polish market."

During the seven stages of the Tour de Pologne - which will be run from July 29th to August 4th - all EKOÏ helmets and eyewear products will be presented to the public in the sponsor village. A presence reinforced by the fact that teams such as Cofidis and Arkéa-Samsic will be racing with products similar to those on display and available for sale.

Jean-Christophe Rattel, founder of EKOÏ, was proud of this new collaboration: *"The Tour de Pologne is - because of its history and the champions who have won it - an unmissable event on the world cycling calendar. The arrival of John Lelangue as General Manager of the Lang Team has made things easier and this partnership is very important for us, both emotionally and commercially because Poland is an important and growing market, as well as being a country with a great cycling culture."*

A bond, therefore, between two entities that promise co-branding with interesting future prospects and that contribute to widening the circle of historical sponsors of the Tour de Pologne, strengthening the cooperation between events and companies.