

# Tour de Pologne<sup>®</sup>



## **Vittoria and Tour de Pologne together again in the name of evolution**

*The collaboration between the Italian brand and the Polish UCI World Tour race is stronger than ever.*

A long-standing collaboration between the Lang Team and Vittoria, the leading Italian brand in the production of tyres, tubulars and inner tubes for bicycles, has been renewed once again this year in the name of future and technology.

*"We have shared many experiences with Vittoria and I am happy that we could still do many good things together," commented Czeslaw Lang, Race Director of the Tour de Pologne UCI World Tour, about this further season together. "Last year we felt united more than ever under the universal values of peace and hope and this strengthened our bond. These aspects are important, partners are not just a business matter but have to do with relationships between people and everything that binds us under the big banner of our favourite sport. I hope we will still have opportunities to get the message out there together. We are proud to have Vittoria as the official Neutral Service of the Tour de Pologne to deliver the best riders in the world with the best service in the race"*

Without a doubt, the two entities have the development of the movement at heart, both in terms of human and technological progress. In fact, the Italian group is planning new market launches of high-performance products tested in training and in races by World Tour professionals. The Tour de Pologne will once again be an important showcase to tell the story of a company headed towards ever more cutting-edge technologies to support cycling at the highest levels.

*"The partnership between Vittoria and the Tour de Pologne represents our total passion for cycling," says Bruno Tecci, Global Marketing Director of Vittoria, "capable of involving every aspect and person of the company around a common creed: 'The Ride Ahead'. From the impeccable and valuable colleagues in the Racing Service, to those who work in research and development and whose daily challenge is to make the best tyres in the world, to the marketing team who bring their enthusiasm for the brand, physically, to every event involving two-wheel enthusiasts."*

The collaboration between the two established sporting entities thus continues under the banner of evolution and research, perennially united by the desire to turn cycling into a reference point for the most important values.