

Tour de Pologne®



EKOÏ launches two new helmets to celebrate the 95th anniversary of the Tour de Pologne

The two limited edition models are entirely dedicated to the Polish race.

With less than a month to go until the start of the Tour de Pologne UCI WorldTour, which kicks off in Poznan on 29th July, new partner EKOÏ is launching two new helmets specially designed to celebrate the 95th anniversary of the race. Riders from professional teams such as Cofidis, Lotto-Dstny and Arkéa-Samsic will all be wearing models identical to those dedicated to the Polish UCI WorldTour race.

"EKOÏ is an internationally recognized brand across the entire UCI WorldTour landscape," said Czesław Lang. "We are delighted that the quality and professionalism of this company has been translated into two creations that testify to our already strong partnership. We must never forget that the helmet is much more than just an accessory, it is a true lifesaver and this is a special occasion to remind ourselves of its fundamental role in the safety of the race".

The exclusive special editions - only 100 of each model are available in stores - are based on two of the brand's most iconic helmets, the Gara and the AR14. The Gara is the first helmet designed to protect against side impact. Ultra-light and compact, it guarantees excellent comfort and ventilation. The AR14 has a more aerodynamic design, created and tested in a wind tunnel. Ten vents guarantee maximum ventilation and the ergonomics make this helmet the best ally for speed races.

The graphics on both models are in the Tour de Pologne colours - yellow and black - and its mascot, Pola, as well as an inscription commemorating the special anniversary.

Jean-Christophe Rattel, founder of EKOÏ, is proud of the collaboration with Lang Team: *"The Tour de Pologne, because of its history and the champions who have won it, is an unmissable event in the world cycling calendar. Poland is an important and growing market and, above all, is a country with a great cycling culture."*

In anticipation of the big start of the Tour de Pologne, the two new commemorative models will be available from 10th July from <https://www.ekoi.com/fr-pl/2105-selection-tour-de-pologne?sc=pl>.