



Eicma 2023

Sidi presents: A new frontier of lightness in motocross and a collection of motorcycle shoes designed for maximum freedom of movement.

Eicma, scheduled from November 7th to 12th, will be an important opportunity for Sidi to showcase several innovations, including Crossair, the lightest boots designed for motocross, and the new motorcycle shoes that make up the new Riding Shoes collection.

Protection, control, and lightweight design are the three key elements of the new Crossair. Weighing in at 1665 grams, it is the lightest boot on the market, offering increased freedom of movement and improved sensitivity while riding. Its slim and durable structure provides protection against impacts and contact with other motorcycles or rocks, thanks to the internal exoskeleton made of nylon and fiberglass. Rider safety, a fundamental concept for the company, has led to years of research and patents, including the anti-hyperextension system, a technology that limits excessive movements by protecting the ankle and foot. Finally, control while riding and riding sensation are guaranteed by the Vibram® sole, featuring a thicker tread for extended durability and enhanced grip.

To provide an impeccable daily riding experience while maintaining protection, control, and maximum comfort while walking, we would like to introduce our new line of Riding Shoe and Fortex. This key technology is designed to protect the foot from getting crushed in the event of a fall while providing support during a ride. This is achieved through a shank placed inside the insole, ensuring a renewed and superior riding experience. They are flexible for walking and perfect for riding.

As for creativity, English artist Charlotte Jarps will hand-paint some of the numerous designs received from the Sidi community directly on the boots at the booth. Additionally, the booth will feature world-famous athletes, including the newly crowned world champion Jorge Prado, Antonio Cairoli, Kiara Fontanesi, Billy Bolt, Michele Pirro, and many more.

Join us at Rho Fiera Milano, Pavilion 18, Booth E77, for an up-close and personal experience with adrenaline, our top two-wheeled champions, and Italian high technology.