



TeoSport at L'Etape by Le Tour de France Brazil alongside one of its international partners

The brand will be presenting the custom-made pad created especially for the event.

Teosport will be present at the L'Etape du Tour Brazil, an international event in one of the brand's most important markets. This project has been made possible thanks to the close collaboration with the Brazilian cycling clothing brand La Maglia, with which the Italian company has been working for several years. An opportunity that allows both companies to expand their international horizons with a view to mutual growth.

We are proud to be part of this event," said Romano Tesser, Business and Sales Manager at TeoSport. "For us, the Brazilian market is fundamental, we are growing a lot and, in addition to the privilege of working with La Maglia, it is a way to make our presence in this country, which is constantly expanding, even more profitable".

L'Etape by Le Tour de France is a series of amateur events whose routes are designed by real experts and whose participants are rewarded with official Tour de France jerseys.

The unique thrill of cycling on the roads of many fascinating places around the world. USA, Portugal, Ireland, Italy, Greece: these are just some of the places that offer this unforgettable experience. And, of course, Brazil, with three dates dedicated to the greatest international cycling event. The first will take place in Cunha on 7th April to open the 2024 season. Rio de Janeiro will be next on 30th June and the series will end in Campos do Jordão on 29th September.

For this important event, TeoSport has created a custom pad that will be incorporated into the shorts of the official L'Etape By Le Tour de France Brasil kit. A high performance product that will make all those who wear it feel as comfortable as the professionals during the toughest stages. Extra comfort and protection are guaranteed by [Mengoshi](#). This is the first pad made on a single plane to guarantee maximum comfort in all disciplines and on all terrains, made up of a mixture of three foams of the same thickness but with different densities. A special technology then ensures the correct support at the points of support.

"The Tour de France is a highly prestigious race that has an extraordinary ability to move interest and economies," concluded Tesser. "It is very special for us to be part of this event alongside such an influential brand in the world of international cycling."