



Nimbl expands Team Visma | Lease a Bike partnership: from world-class shoes to fully integrated race apparel

A full-system approach to elite performance.

With rider drag accounting for up to 75% of total aerodynamic resistance, what an athlete wears matters. **Nimbl** is proud to announce the expansion of its partnership with **Team Visma | Lease a Bike**, **extending beyond footwear into high-performance cycling apparel**. This milestone marks a new phase in Nimbl's journey toward delivering fully integrated performance systems for elite athletes — where every detail, from shoes to skinsuit, is built for speed and precision.

For the first time, Nimbl will provide a complete racing kit to the WorldTour team, with co-development beginning in the second half of 2025. The team will bring their real-world racing expertise into the design process, shaping every stitch and providing critical feedback that will define the collection ahead of its January 2026 consumer launch. The team and the brand together are applying the same obsessive attention to detail that define Nimbl — now across the full kit.

*"The expansion of our partnership with Team Visma | Lease a Bike into apparel is a pivotal moment for Nimbl, embodying our core philosophy of integrated performance," confirms **Francesco Sergio, MD and Co-Founder at Nimbl**. "From the very beginning, Nimbl has been driven by the pursuit of true speed through synergy — where every element, from our handcrafted shoes to cutting-edge apparel, works seamlessly with the athlete. This collaboration is a testament to our unwavering commitment to pushing the boundaries of what's possible in elite cycling performance and setting a new Standard in Performance for the industry."*

For years, Nimbl has helped riders unlock performance gains through world-class cycling shoes, handcrafted in Italy and trusted by over 150 professional athletes in the world's most demanding races. Now, we're expanding that expertise into performance apparel, driven by the same belief: true speed and efficiency come from a fully integrated rider system, where every element—from shoes to fabrics—works together seamlessly. This philosophy defines what we call the new Standard in Performance. To push this vision forward, Nimbl has selected a dedicated cross-functional team, operating under its own leadership, focused on advancing Nimbl's role in shaping the complete rider setup.

To mark the beginning of this next chapter, **Team Visma | Lease a Bike will unveil a kit debuting the Tour de France on July 3rd**. *"This expansion of our collaboration with Nimbl marks the start of a long-term trajectory in which we work together towards the ultimate cycling clothing for our riders. We have had good experiences with Nimbl's handmade shoes and look forward to using the same experience together for the rest of the clothing. By combining our knowledge within the team with the expertise of Nimbl and the market, we can further optimize the performance of our riders down to the smallest detail. The way we approach this is typical of the entrepreneurship that we have with Pon and all affiliated brands."* **Jasper Saeijs, Chief Business Officer, Team Visma | Lease a Bike**

The apparel developed with Visma | Lease a Bike will reflect the values behind our shoes: precision, innovation, and performance without compromise. The benefits of this professional partnership will flow directly into Nimbl's consumer lineup, ensuring amateur and ambitious riders experience gear shaped by racing's highest demands.

About Nimbl Nimbl is a high-performance cycling brand committed to the highest standards of quality, preserving Italian craftsmanship while driving innovation. Known for its handcrafted shoes worn by WorldTour athletes, Nimbl helps cyclists optimize energy transfer without compromising comfort or style. With the expansion into apparel, Nimbl continues to serve riders who demand the best — delivering a system built to elevate performance, watt after watt.

