

EKOÏ and BEKING 2025: A partnership that combines performance, passion and solidarity

The French brand is renewing its commitment to the Monaco event for the fourth consecutive year and will be presenting a special edition of the BEKING helmet.

For the fourth consecutive year, EKOÏ will be present at BEKING, an event that unites professional athletes, solidarity, and a shared love of cycling in the distinctive setting of Port Hercule. This collaboration goes beyond mere sponsorship, reflecting the shared vision of the brand and the organisation to bring cycling closer to people and create authentic connections between athletes, families, and fans.

"At EKOÏ, we have believed in and supported BEKING from the very beginning," explains **Pietro Cicoria, EKOÏ Director of Operations**. "It's not just a race, but an event that brings together professional athletes, cycling enthusiasts, families, and a love of sport in general. Every year, the energy, commitment and values of BEKING remind us why we continue to support the project."

The Monaco event uniquely blends competition with conviviality, with WorldTour champions racing alongside children and turning cycling into a tool for connection and solidarity. "At BEKING, you see WorldTour riders competing, and just moments before, the same athletes are riding with children," adds **Cicoria**. "This closeness between elite sport and the public perfectly reflects the EKOÏ spirit — sharing the performance of our products and our passion for sport with every fan."

The partnership between EKOÏ and BEKING grows stronger each year, extending beyond technical support. "We want to keep growing with BEKING — not just as sponsors, but as active partners," says **Cicoria**. "Each year, we bring exclusive limited edition designs and immersive experiences for fans. In the future, we hope that BEKING will become something that we co-create together."

To mark the fifth edition of the event, EKOÏ will unveil a special-edition BEKING 2025 helmet, symbolising the partnership and the energy driving the event. "The 2025 helmet is modern, sleek and bold, just like BEKING," **Cicoria** explains. "It's inspired by the energy of Monaco and the BEKING spirit — the perfect blend of performance and passion."

BEKING provides an ideal platform for EKOÏ to express its philosophy of accessible performance, community spirit and shared passion. "Cycling is more than a sport — it's a community," **Cicoria** concludes. "Whether you're a WorldTour rider or a weekend cyclist, you're part of the same family. BEKING embodies that unity, and EKOÏ will always be there to support it."

From the outset, EKOÏ has been one of the most active partners in making BEKING a fully-fledged experience where innovation meets humanity. The brand's consistent involvement demonstrates its commitment to supporting a project that transforms a passion for cycling into a driver of solidarity, education and inspiration.