



Nimbl powers Team Visma | Lease a Bike with WorldTour performance apparel

This strategic partnership delivers race-ready clothing from day one.

Nimbl is proud to supply Team Visma | Lease a Bike with its technical apparel, which the team has worn since the Tour de France. This marks Nimbl's direct entry into the WorldTour apparel segment with products developed for the toughest races.

*"This is a strategic, performance-driven evolution that aligns with Nimbl's long-term vision," says **Francesco Sergio, MD and Co-Founder**. "It's more than sponsorship, it's an investment in know-how, the supply chain, and sustainable growth across new categories. Apparel complements and strengthens Nimbl's business model, allowing us to provide a comprehensive performance ecosystem while preserving our core identity and expanding globally."*

Already trusted by numerous professional riders for its shoes, Nimbl approached apparel as a natural evolution. The company created an integrated system developed alongside athletes, with in-race testing and continuous optimization.

*"Working with Nimbl provides our riders with the high-performance apparel they need to compete at the highest level," says **Mathieu Heijboer, Head of Performance at Team Visma | Lease a Bike**. "From testing to race conditions, the collaboration has been highly integrated. Nimbl understands that every detail matters — fit, aerodynamics and comfort can mean the difference between winning and missing an opportunity. This partnership is not just about clothing; it's about creating a complete performance ecosystem that empowers our riders every day."*

An instantly recognizable design is a key part of the project, as **Francesco Matrone, graphic designer at Nimbl**, explains: *"In a WorldTour context, design must be essential, intentional, and instantly recognizable. One of our key goals was to create a visual identity that's identifiable at speed and reflects performance and clarity. It must be unmistakably Team Visma | Lease a Bike. Every graphic element is functional, integrated, and designed to perform under pressure."*

The same applies to performance and innovation at the highest levels. **Eric van de Meent, the cycling apparel director**, says, *"Nimbl has evolved from challenging the status quo in the footwear industry to creating a comprehensive, high-performance system for cyclists. Feedback from riders such as Jonas Vingegaard, Wout van Aert, Marianne Vos, and Victor Campenaerts extends well beyond the wind tunnel. Our philosophy is subtraction: If a feature doesn't improve speed, efficiency, durability, or comfort, then it's eliminated. Consumers make this level of research, development, and refinement possible, and we repay their trust by delivering the highest-performing products."*

The partnership represents a long-term strategic investment. Nimbl's product and design expertise merges with Team Visma | Lease a Bike's performance culture, combining design, engineering, methodology, and data. Beyond immediate racing, the partnership establishes a new performance standard. Insights from the WorldTour inform every future consumer product. Shoes, jerseys, and bibs are engineered to function as one aerodynamic unit — what's proven at the highest level defines the experience for every road rider.

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.

