

Mastering the cobbles of Paris–Roubaix, Van Aert's victory highlights the role of performance-driven equipment in cycling's most demanding race

Wout van Aert delivered a remarkable victory at one of the most dramatic and unpredictable editions of Paris–Roubaix in recent years, mastering the brutal cobbled sectors to claim a hard-fought win inside the Roubaix Velodrome. The Team Visma–Lease a Bike rider prevailed in a two-man sprint against Tadej Pogačar after an intense and chaotic race marked by punctures, attacks and constant shifts in momentum. Racing in Nimbl, Van Aert withstood repeated accelerations and setbacks, including a puncture of his own, before launching the decisive move and holding off the reigning World Champion to secure his second Monument victory.

If Paris–Roubaix is known as the “Hell of the North”, it is because of the relentless demands it places on both riders and equipment. Across its legendary cobbled sectors, vibrations, impacts and constant loss of traction turn every kilometre into a test of control and resilience, where efficiency, stability and comfort become critical to performance. In such conditions, the role of equipment in ensuring power transfer and aerodynamics, while reducing fatigue, is decisive.

Designed as a complete performance system, combining footwear and apparel in a unified approach to racing, the Nimbl setup worn by Van Aert reflects a performance philosophy built around synergy under the extreme demands of WorldTour racing. Every component is developed to contribute to efficiency, control and resilience in the most demanding conditions.

At Paris–Roubaix, performance is not defined by power alone, but by how much of it can still be delivered when the road becomes increasingly hostile. In a race defined by constant vibration and energy loss, weight, stiffness and efficiency become decisive performance factors.

Worn by Van Aert throughout his winning ride, the **Nimbl Ultimate Air** is designed for riders who demand uncompromising performance at the highest level. Built around a lightweight monocoque carbon chassis, the shoe combines maximum stiffness with minimal weight to enhance power transfer in the most demanding race scenarios. Featuring a sub-2 mm sole stack, the Ultimate Air delivers a highly responsive and direct connection to the pedals. The lace closure system ensures a precise and even fit across the foot, while the slim profile contributes to aerodynamic efficiency without compromising comfort during prolonged efforts. Developed and tested with WorldTour professionals, the Ultimate Air reflects a performance-first philosophy where every gram and every detail are optimised for speed, control and efficiency under race conditions.

Van Aert's Nimbl clothing is designed to ensure racing efficiency in the most extreme WorldTour conditions. The lightweight, aerodynamic garments reduce drag while maintaining comfort during prolonged physical exertion. At Paris–Roubaix, a race defined by vibrations, sudden weather changes, and continuous effort, maintaining efficiency without compromising freedom of movement is a key performance factor.

As demonstrated by Team Visma–Lease a Bike, the partnership is not only driven by sponsorship but also by a constant process of refinement directly influenced by riders and race conditions.

Van Aert's victory at Paris–Roubaix further underscores the importance of equipment capable of delivering optimal performance in the most extreme race conditions. On terrain where control is constantly tested and efficiency is never guaranteed, every detail counts.

With a growing presence in the professional peloton, Nimbl continues to focus on developing products shaped by the real demands of racing, where performance is defined not only by power, but by the ability to sustain it when the road is at its most unforgiving.

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.