

LOOK SIGNS TADEJ POGAČAR FOR LONG-TERM AMBASSADOR PARTNERSHIP

LOOK Cycle announce new multi-year ambassador partnership with two-time Tour de France winner, Tadej Pogačar

DATE 2022 — Nevers, France: Ahead of this year's Grande Boucle, LOOK Cycle has announced a new long-term partnership that will confirm the iconic WorldTour rider, Tadej Pogačar (UAE Team Emirates) as an official ambassador of the heritage brand's flagship [LOOK KEO BLADE CARBON CERAMIC Ti](#) pedals, in a new multi-year deal.

Throughout his cycling journey to world number 1, Pogačar has used LOOK pedals, making this official partnership a natural collaboration between rider and brand. The partnership will also see the Slovenia-based Team Pogi, the youth development team founded by Pogačar, using the same lightweight performance pedals. With a contact surface of 700 mm², ceramic bearings for improved durability, and an impressively low weight of 95g, the KEO Blade Carbon Ti is trusted by professional cyclists and mechanics worldwide.

The formalised relationship with Pogačar is the latest in the French performance brand's history of supplying the pro-peloton with its world-leading technology. LOOK has supported iconic athletes to **213 TDF** stage victories. Alongside Bernard Hinault, Alberto Contador and Tadej Pogačar, more than **2,500** riders have used LOOK pedals, together racing more than **7,680,000km** on the roads of the Tour de France since 1985.

Tadej Pogacar, UAE Team Emirates, said: *"For me the Look pedals are the performance choice, the KEO Blades are fantastic, with a large support surface and minimum weight. This is perfect for optimal power transfer. In addition to being a technical partner of the UAE team Emirates, LOOK is a partner of the Pogi team, which is very important for the development of future talents in Slovenia. I am proud to ride with LOOK, who invented the automatic pedal, and with which I have been riding since I started cycling for competitions. I intend to have LOOK by my side for many years to come."*

Federico Musi, CEO, LOOK Cycle, said: *"Tadej represents the values of our brand, performance, panache, courage... After more than 35 years of history and Millions of pedals produced in our factory in France, partnering with him is a wonderful chapter for LOOK. We are excited to support Tadej, UAE team Emirates and the Pogi Team, to nurture future young talent and bring the passion of cycling to a larger audience in Slovenia and Europe. Our "Made in France" technical experience in pedals manufacturing will be an asset, in July, to help Tadej chase podiums on the French mountainous roads."*

LOOK-supported teams riding the Tour de France in 2022:

- AG2R Citroën Team
- Astana Qazakstan Team
- Team Cofidis
- Team Eolo Kometa
- Intermarché Wanty Gobert Team

- Team Lotto Soudal
- Movistar Team
- UAE Team Emirates