

USA Cycling signs LOOK Cycle and CORIMA for multi-year track equipment partnership

USA Cycling chooses iconic brands for seven-year technical partnership as the federation cements its commitment to success the track



5 April 2022: LOOK and CORIMA are pleased to announce a multi-year technical partnership with USA Cycling and its USA Track Sprint Program, as the American Federation puts renewed focus into the historically successful program. Through this new partnership, USA Cycling will leverage the storied French brand’s decades of experience at the highest level of track racing.

“Partnering with US Cycling is an important milestone for LOOK and CORIMA,” says **Federico Musi, CEO, LOOK Cycle Group**. “We are excited to support the US Cycling Development program, to nurture future young talent and bring the passion of cycling to a larger audience. Our technical experience in carbon manufacturing and aerodynamics will help the US team chase medals at our home Games in Paris and on to their home games in Los Angeles.”

The new collaboration represents a turning point for the American Federation, and an additional prestigious milestone for LOOK and CORIMA, as they collectively prepare to take on the world in the forthcoming games, with the partnership extending through games in Los Angeles. The program intends to utilize a full slate of international and domestic racing, including the world cup series and world championships, as a foundation for their new objectives.

“Investing in our track sprint program is one of our leading priorities at USA Cycling”, notes **Brendan Quirk, CEO, USA Cycling**. “We have a history of international success in the discipline, and we're excited to bring it back in full force over the coming years. Our first step in our heightened commitment to sprint was bringing Erin Hartwell on board to coach our athletes and manage the program. The next critical step was finding an equipment sponsor who could give our riders every advantage possible.”

“With Look and Corima, we know we have cutting edge bikes, wheels and pedals that give our riders the decisive advantage they need when putting out the incredible watts you see in sprint. We're elated about this partnership and look forward to the journey ahead.”

Together, LOOK and CORIMA bring an unrivalled wealth of experience to the partnership and will serve as the technological cornerstone of the US Track Federation's sprint team. Having spent more than two decades at the forefront of frameset and wheel design, their history and reputation have long been attached to track cycling. Athletes supported by LOOK and CORIMA have earned 18 titles and 49 total medals from 1996 through 2021.

“LOOK, CORIMA and USAC have a history of partnership and collaboration.” **Mike Gann, President, COO LOOK & CORIMA USA** says. “We are all excited to see this long-term partnership come to life. Being a partner, as the USAC makes efforts to develop its talent base and bring home track wins and records, is an honor. Our years of development experience alongside the French Federation, and others, should pay dividends for the US program, and we look forward to collaborating with the coaches and athletes on the next generation of market leading track products to bear.”

American sprint cyclists will pilot the flagship LOOK T20 sprint chassis equipped with Corima Monobloc 4 and 5 spoke front wheels, Disc C+ race wheels, and LOOK's unique KEO Blade Ceramic pedals. The squad will also ride the LOOK 895 Vitesse, 875 Madison, 464 framesets and Corima WS-1 wheels for development programming and training.

"For years, I've looked on with genuine adoration at the national teams and international athletes that have had the privilege to ride LOOK bikes and CORIMA wheels at the highest level of competition" **Erin (Erv) Hartwell, National Sprint Director, USA Cycling says.** "If ever allowed to handpick a bike to outfit a national program to compete against the world's best, LOOK and CORIMA would be my first choice every single time."

"This is not only a groundbreaking partnership for USA Cycling and the USA Track Sprint Program but a seismic shift in support for athletes' intent on victory on the world's biggest stage. We are thrilled with the technical expertise that LOOK and CORIMA bring to the relationship. The foundation for success is being put in place through the access our program will have to their incredible products and years of experience producing the best bikes and wheels in track cycling."

"It's impossible to succeed in this sport without world-class equipment underneath our athletes. The support of LOOK and CORIMA gives me the confidence that our program now has the professional tools required to build a team to go head-to-head with the world elite in track cycling."