



LOOK CYCLE RETURNS TO THE WORLDTOUR WITH LONG-TERM BIKE PARTNERSHIP ACROSS COFIDIS MEN'S, WOMEN'S & PARA-CYCLING TEAMS

Multi-year deal confirmed between iconic performance bicycle and pedal manufacturer and Cofidis pro-team, forming a 100% French team sponsorship at the highest level of professional cycling

27th October 2022 - Nevers, France; LOOK CYCLE and Team Cofidis have announced a multi-year sponsorship deal starting in 2023. The partnership brings together an iconic French cycling brand and a prestigious French cycling team, with Cofidis men's UCI WorldTour team, women's Continental Pro Team and UCI Paracycling Team set to use LOOK bikes and pedals plus CORIMA wheels.

Team Cofidis riders will be equipped with LOOK's latest high-performance bikes across climbing, aero, and TT-focused models. This latest sponsorship deal extends the long-term agreement that has seen LOOK's French-made **LOOK KEO BLADE Ti** pedals used by Cofidis since 2010.

Team Cofidis has also deployed CORIMA's premium race wheels throughout the 2022 calendar. The men's and women's team have ridden the highly aerodynamic carbon **MCC DX, WS Black DX, and WS TT DX** wheelsets across iconic races including the Giro d'Italia and Le Tour de France.

LOOK's return to bike sponsorship at the WorldTour follows the announcement of a new long-term technical partnership with USA Cycling and its USA Track Sprint Program. LOOK has decades of experience proving its game-changing bike and pedal designs at the world's most iconic races: LOOK's pedals saw their first pro-tour victory via Bernard Hinault at the Tour de France in 1984; LOOK's bicycles took their first pro-tour victory via Greg Lemond at the Tour de France in 1985; Laurent Jalabert achieves 111 victories using LOOK bikes from 1989 through to 2002; and in 2006 LOOK achieved its first WorldTour team partnership with Credit Agricole Team.

LOOK and CORIMA will be supporting Team Cofidis' commitment to bring cycling to a larger and more diverse community of riders and cycling fans by contributing to the development of the women's, men's, and paracycling teams.

In 2023, the men's Cofidis team, including Guillaume Martin (FR), Bryan Coquard (FR), Simone Consoni (IT), Ion Izagirre (ES), and Jesus Herada (ES) will be deploying LOOK technology to target victory at key moments in the WorldTour calendar including the Giro d'Italia, Le Tour de France, Paris Roubaix, Liège Bastogne Liège, and the Tour de Lombardie.

Women's Continental team riders including Rachel Neylan (AUS) and Martina Alzini (IT) will be looking to capitalise on their experience from the first Tour de France Femmes.

Meanwhile Cofidis' paracycling team, including Alexandre Lloveras, Katell Alençon, Mathieu Bosredon and Gatien Le Rousseau, will be taking on the biggest races in the world.

Cédric Vasseur, General Manager, Team Cofidis, said: *"We are excited to give our riders the opportunity to ride LOOK bikes for the next few years. LOOK has become over the seasons one of the most emblematic brands on the market and this new partnership is an additional step in the development of our Cofidis team towards the search for Performance. As the UCI World Tour team, we are more concerned than ever with the level of performance of all the components of our bike and we want to offer the ultimate quality to all of our riders. We are also proud to ride on 100% French high-tech products. We are convinced that the Cofidis LOOK agreement will provide our UCI World Tour Team, Women Team and Handisport Team with the best range of products in all areas of cycling, including road, track and gravel. We are delighted to open a new chapter with LOOK bikes from 2023 by continuing our quest for victories at the highest level."*

Federico Musi, CEO, LOOK Cycle & CORIMA, said: *"LOOK and Team Cofidis are proud to announce a long-term partnership which will allow the riders of the UCI World Tour team to benefit from the full range of LOOK bikes, pedals and CORIMA wheels. We are also particularly excited to contribute to diversifying and expanding the community of riders by supporting the professional women's team as well as the development of the para-cycling team. Promoting 'Made In France', French know-how, and LOOK's heritage of excellence alongside a team as prestigious and historic as Cofidis is a real honour. Our employees in our French factories are fully committed and proud to support the team for the years to come, while the team supporting across the Italian and US offices are delighted to support these top athletes in their quest for victory."*

LOOK - The Art of Cycling

Inventor of the clipless pedal in 1984, the first carbon frame in 1986, LOOK has been racing and winning for 40 years. Its heritage and savoir-faire drive them to reinvent today's bicycle for tomorrow, while inspiring future generations to engage with their passion for cycling.

LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequaled in-house experience in carbon design. An independent, historic and iconic French company, LOOK's head office in Nevers, Burgundy is the cultural home of the brand and where all product design and development takes place.

"At LOOK, we see cycling as a complete 'art de vivre', where style and performance must pair to sublimate every rider's mindset. That's why we dedicate our historic savoir-faire to create unique bikes, wheels, pedals and apparel, with a very French twist, for every cycling lover." **Federico Musi, PDG LOOK Cycle & CORIMA**

Alongside elegance and craftsmanship, LOOK's heritage continues to be defined by performance. On the road, more than 600 Grand Tour stages, 50 Jerseys, and 25 overall victories have been won by riders using LOOK pedals; while more than 100 Grand Tour stages have been won by riders using LOOK frames. A partner to the French Cycling Federation since 1988 and technical partner to USA Cycling and its USA Track Sprint Program since 2022, LOOK operates both Team LOOK Criterium and Team LOOK Gravel, who face the most challenging fixie and gravel races around the world.

In mountain biking, cyclo-cross and cross country LOOK supports a number of riders and teams, while LOOK bikes and pedals are also ridden by globally-recognised and champion triathletes. In the velodrome: 17 Olympic titles and more than 60 Olympic medals; 3 Paralympic titles and 8 Paralympic medals; 3 world records, more than 90 UCI World Champion titles, and more than 230 UCI World Champion medals have been secured by LOOK riders.

For more information about LOOK's products, visit www.lookcycle.com