

PRESS RELEASE

TEAM LOOK GRAVEL

FOUR RIDERS TO TAKE ON THE GRAVEL TRAILS

Introducing **TEAM LOOK GRAVEL**, the new **LOOK CYCLE** team we will be following on a unique journey as they take on various events on the Gravel racing calendar in France and throughout Europe.

THE TEAM

The team consists of four friends:

Sébastien Bergeret, 29 years old, aka **The Partygoer**, is team manager.

Rémi Aubert, 25 years old, aka **The Doctor**, has just started a thesis in mechanical engineering and has agreed to join him on this adventure.

Pierre Idjouadiene, 24 ans, aka **The Gardener** - legend says the road is never the same after he has ridden it - was also persuaded to join in. After having experienced the pressures of high level cycling, all three riders are now looking to rediscover fun on two wheels.

The fourth and final member of the team is **Florent Thevenin**, 42, aka **The Professor**. A professor of technology in real life and a professional rider in the early 2000s, he now rides gravel not to escape the pressures of competition like his three teammates, but rather to avoid the hazards of the road.

These four avid cyclists have one dream: to ride **UNBOUND Gravel**, an event formerly known as **Dirty Kanza**, the most mythical race on the American Gravel scene and held every year in late spring in Kansas.

The four musketeers will tackle their challenges aboard the **LOOK 765 GRAVEL RS Green Mat** bike, equipped with our **LOOK X-TRACK RACE CARBON** pedals and **CORIMA G30.5** wheels. From the frame to the wheels, this bike is imagined, designed, prototyped in France for ultimate comfort and performance.

THE CONCEPT

Design is as much a part of the **LOOK DNA** as performance. It is therefore only natural that our teams took on the task of crafting the new **TEAM LOOK GRAVEL** identity. Inspired by dot art, the dots symbolize the rocks and dust so inherent to the world of gravel riding. The idea? To blend the kit with the natural environment so that together, they become one. And in doing so, to nurture the spirit of gravel riding, the love of the great outdoors and the thrill of boundless adventure.

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