

PRESS RELEASE

WE ARE LOOK

Following the success of the first episode, **WE ARE LOOK** is back to introduce the people who design and manufacture our exceptional products. As we did last year, we asked them three questions to highlight some of their day-to-day activities and better understand what makes them an integral part of the LOOK brand:

What is your daily job at LOOK?
What does the LOOK brand mean to you?
Which product are you most proud of?

FOUR VIDEO PORTRAITS

This year, LOOK will release four video portraits that will take you right into the heart of our factory in Nevers. It is here, in the center of France, that the company has been located since its creation in 1951.

Quality Manager **Frédéric Delau** will emphasize the importance of controlling the manufacturing process from A to Z in order to reach the high level of quality that characterizes all LOOK products. These standards are fully embodied by the LOOK KEO BLADE CARBON pedals, a product that helped eight professional teams push the limits of human performance on the roads of the Tour de France.

FROM NEVERS TO TOKYO

LOOK has been a long-standing partner of the French National Track Cycling Team since the Atlanta Olympics in 1996 and will continue to accompany the team in Tokyo from August 2 to 8. Composite engineer **Jérôme Billiet** will describe the four years of research and development that went into the creation, design, prototyping and production of the T20, the most advanced track bike ever to come off our production line. In eleven Olympic Games, LOOK athletes have won 43 medals, of which 14 gold. And with this 100% Made in France bike, no doubt a new collection of medals is set to make the LOOK employees proud.

Last but not least, **Antoine Boisseau-Zapata**, brand identity manager, and **Bruna Cantrelle**, head of purchases, will complete our series of portraits. As always, the focus will be on the know-how, expertise and passion that LOOK and all our committed team members and partners have been putting into performance for over 70 years.

LOOK AT FRÉDÉRIC'S PORTRAIT

LOOK AT JÉRÔME'S PORTRAIT

LOOK AT ANTOINE'S PORTRAIT

LOOK AT BRUNA'S PORTRAIT

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