



© 18 January 2023, 09:00 (CET)

## Classified announces Philippe Gilbert as its new ambassador and investor

At a Vélofollies packed with news and action, Classified takes the next step on its ambassador journey by bringing in the former Road World Champion Philippe Gilbert.



**Antwerp/Eindhoven, 18/01/23, 09:00am CET** – Classified Cycling takes centre stage at Belgian Cycling Show Vélofollies to announce its newest ambassador and investor, former professional cyclist and fellow Belgian, Philippe Gilbert. Classified Cycling, the progressive drivetrain innovator from Belgium, is proud to add a rider of Phillippe’s stature to the ambassador team.



Born in Verviers in 1982, a city in one of the most famous cycling regions of Belgium, Wallonia, Philippe started cycling at an early age, embarking on an impressive career that saw him crowned Road World Champion in 2012 and win the Amstel Gold Race four times. His palmarès also include two Giro di Lombardia, Liège - Bastogne - Liège, Paris Roubaix and of course that famous breakaway Tour des Flandres win in 2017. Far from just a Classics rider; Philippe also won 7 Vuelta a España stages and an overall victory at the 2014 Tour of Beijing. Philippe retired last season from professional cycling and has now joined Classified Cycling as an investor and ambassador, bringing a wealth of World Tour expertise and cycling passion to the company and its products.

*"I believe in technology as a critical element of performance and cycling itself, and Classified is the future of cycling."*

— Philippe Gilbert

Classified Cycling's Powershift Technology is a wireless shifting technology that allows the rider to shift gears instantly and under full load. Its first application is the Powershift hub, which replaces the front derailleur. The Powershift hub offers unrivaled shift quality, high gearing range and small steps between gears, combining the benefits of both a 1x and 2x drivetrain. Furthermore, the smart system is more efficient than a traditional bicycle drivetrain, allowing you to cover greater distance with the same effort.

*"For Classified it is very important to welcome and make a home for those who believe in our mission, have a passion for cycling, and a clear understanding of the revolutionary technology we're developing."*

— Mathias Plouvier, CEO at Classified Cycling

The Classified product line is available originally equipped on a growing number of bicycles from exclusive partner brands, and as an aftermarket upgrade to existing bicycles. Classified has a global distribution network in all key markets.

On Saturday 21 January from 16:00 onwards, Tom Boonen will be present at the Classified booth, number 133. At 17:00 Philippe Gilbert will join us at an apéro to celebrate the announcement as our newest ambassador. If you want to attend, or look to schedule an interview with Philippe Gilbert please contact David Bavin-Hobbs, +32 456 32 82 09, [david.bavin-hobbs@classified-cycling.cc](mailto:david.bavin-hobbs@classified-cycling.cc).

## About Classified Cycling

Classified is a deep tech company with the mission to create drivetrain products that transform the riding experience and performance of all cyclists. Classified was founded in 2019 and employs 45 people, located in their Antwerp (Belgium) and Eindhoven (the Netherlands) offices. Classified's award-winning products (Powershift drivetrain systems and Classified wheels) are equipped on more than 40 bicycle brands, and available from a global network of certified distributors and dealers. The company's investors include well respected Olympic and World Champion riders Tom Boonen, Anna Van der Breggen, Andre Greipel, Marcel Kittel and Philippe Gilbert.



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Philippe Gilbert

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