

# COMPONENT BRAND PRO SIGNS UP WITH FORMER PROFESSIONAL LAURENS TEN DAM

## *Ten Dam goes gravel with PRO*

After a long career using saddles, stems and handlebars from Shimano owned brand PRO, former professional rider Laurens Ten Dam has put pen to paper on a deal with the global component brand for the coming season.



After 16 seasons plying his trade on the road, during which he achieved a top 10 Tour de France finish, Ten Dam will switch to beach racing and gravel with a 2020 programme including the Dutch National Beachrace, US gravel classics Dirty Kanza and Leadville, plus his own gravel double header LTD Gravel Fest and Gravel Raid in the Netherlands.

Ten Dam will use [PRO's Discover](#) range of gravel bags and stems for his Gravel bikes, PRO's Tharsis range for his mountain bikes, and PRO's Vibe range in case he is tempted to revisit the Road.

His saddle of choice will come from the pure performance [PRO Stealth](#) range, either the Stealth Superlight version or the Stealth Off-road version. In addition Ten Dam will also use [PRO's workshop tools](#) and accessories to maintain and equip his bikes.

Ten Dam: *"During my career I was lucky enough to experience loads of different components through various team sponsors. So I know what works well and what doesn't. Now I'm free to choose, I want the highest quality from a brand I know and trust as well as a range to suit the road, gravel and MTB projects I'm involved in. PRO was the natural choice."*

PRO's sponsorship of Ten Dam expands to his Live Slow Ride Fast project, which includes fellow riders and LSRF podcast regulars Stefan Bolt and Dennis Bruin.

Alexa Cunningham, PRO Marketing Manager: *"We're thrilled to create this project with Laurens and the Live Slow Ride Fast team. Through his heroics in the pro ranks Laurens has real international kudos and recognition and now with his gravel programme, along with fellow PRO ambassador Pete Stetina, he's at the forefront of an exciting and fun adventure-driven chapter. We look forward to working with Laurens on product developments in the future, especially now that he has provided us with the perfect platform to communicate our brand message of creating a better sports bicycle experience for riders, whether on gravel, road or mountain bikes."*

For more on Laurens Ten Dam's 2020 programme see <https://www.liveslowridefast.com/>

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## **NOTES TO EDITORS:**

1. **EMBARGO TIME/DATE:** 16:00 CET, Thursday 12th March, 2020.

**2. IMAGES:** Copyright free images available to download here:

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**3. MORE PRO PRESS RELEASES:** See the media centre here: <https://media.shimano-eu.com>

**4. ABOUT PRO:** We're here to put the right bits in the right hands. Our purpose is to design, prototype, test, modify, improve and fine-tune those elements on your bike that enable your achievements. The best products and services are always created in a continuous cycle of ideas, input and feedback from riders, designers and engineers. Based on this collective intelligence, we push our products to - and often beyond - their limits. So riders can do the same, on the world's roads, trails, mountains and tracks.



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