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# Shimano extends Team Jumbo-Visma sponsorship with addition of Women's team

**Renewed sponsorship deal provides Shimano components for all Team Jumbo-Visma men's team, development team and new 12-strong women's team.**

After a stunning set of 2020 results, including a trio of Classics (Strada Bianche, Milan-San Remo, Liege-Bastogne-Liege), multiple Tour de France and Vuelta a España stage wins, plus the Vuelta overall victory, the jigsaw pieces for 2021 successes are already falling into place for Team Jumbo-Visma with the announcement that Shimano's top tier groupset, Dura-Ace, will grace their new Cervelo frames.



But this renewal, which continues the 25-year legacy between the component manufacturer and the team, is historic for the two brands in that it sees the inclusion of Team Jumbo-Visma's new women's team.

Team Jumbo-Visma Women will race with Shimano's Dura-Ace drivetrain and pedals, the Development team will race with Ultegra drivetrain and pedals, and the men's World Tour Team have opted for Dura-Ace drivetrain, wheels and pedals.



This new deal will see the entire Team Jumbo-Visma squad using Shimano's disc brake specification (Dura-Ace ST-R9170 or Ultegra ST-R8070) on all bikes. The men's team will also opt for Shimano's R9100P Dura-Ace power meter to give exacting feedback on their efforts in training or in races.



Myron Walraven, Shimano sports marketing manager said: *“Not only is Team Jumbo-Visma team aligned with our goals of inspiring people to get out and ride, but strategically they are also very much on board with the development of our company and the representation of our brand. So I'm very happy to reach a new level of agreement within our long-term partnership.”*

Richard Plugge, Team Jumbo-Visma Director said: *“I am extremely proud and grateful that we are continuing our longest-running collaboration and even able to expand it to our new women's cycling team. Quality is the key for us and we know that we can rely on it at Shimano. Together we have been building continuously through years of innovations, that is characteristic of this partnership. Hopefully we can achieve many more successes on Shimano equipment in the future.”*



As well as Shimano components, all Team Jumbo-Visma riders will use Shimano's S-PHYRE RC902 premium white competition-level shoes in road races. Riders competing in cyclocross, such as Wout van Aert or Marianne Vos, will also use Shimano's S-PHYRE XC901 off-road race shoe.



Whilst the 2021 partnership officially comes into fruition on the 1st January 2021 race fans will have to wait until the Volta a la Comunitat in February (Men's, 3-7 February, and Women's, 18-21 February) to see the teams in action.

## NOTES TO EDITORS

**1. Embargo:** Friday 15th January 2021, 10:00h CET

**2. Product images:** can be downloaded at

<https://www.dropbox.com/sh/946h563gt8ojai3/AABVy8geT4OjaRGFsEWIeRE-a?dl=0>

**3. About Team Jumbo-Visma:** Team Jumbo-Visma is a Dutch professional top-level sports team which is visible 365 days a year and performs at the highest level. With the merging of a professional cycling team and a professional speed skating team, the basis was created for a new organisational model in the Dutch top-level sports. A model which revolves around sharing knowledge, cross-pollination, talent development and combining efforts. This approach is applied sportively, commercially and communicatively. With this, we will inspire a new generation of athletes and fans. Management, coaches, athletes and partners will share their knowledge, will work together and will encourage each other to aim higher, all with one goal: winning together!

**4. About Shimano Europe:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see [www.shimano.com](http://www.shimano.com).