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Shimano extends sponsorship with French World Tour team Groupama-FDJ

Team Groupama-FDJ sponsorship is the longest in Shimano's history

Shimano continues its long-term partnership with leading French cycling team Groupama-FDJ marking 25 years of collaboration.



Since its foundation in 1997, Groupama-FDJ has opened its doors for dozens of cyclists and helped them to reach outstanding successes with Shimano components in bike races across the world. Led by the inimitable Marc Madiot, Groupama-FDJ have recorded over 530 victories (including 3 'monuments' and 35 Grand Tour stage victories) with Shimano Dura-Ace.



Riders on the 2021 team roster include current French national champion Arnaud Démare, grand tour stage winner Thibaut Pinot and European time trial champion Stefan Küng, who will have Shimano's Di2 shifting and disc brake technology (Dura-Ace R9170) in their arsenal for their assault on this season's racing calendar.



Team principal Marc Madiot said: *“It’s rather fitting that Shimano and Team Groupama-FDJ celebrate a historic anniversary in the year that Shimano themselves celebrate their centenary. Whether it’s a quarter of a century of celebrating success or 100 years of making revolutionary bike components, Shimano has an enviable record of helping its customers and partners deliver quality when and where it matters. We look forward to more anniversaries and special moments in the years to come.”*



Shimano sponsorship manager Myron Walraven said: *“Team Groupama-FDJ are one of the fundamental cornerstones of our sponsorship approach. Consistently delivering stellar performances in front of the cameras and working as a true partner behind the cameras, Shimano’s products are undoubtedly better thanks to the collaboration with Marc and the legendary riders under his leadership over the years.”*

Groupama-FDJ kick off their World Tour calendar with Shimano’s Dura-Ace R9170 components at the UAE Tour starting on Sunday 21st February.



NOTES TO EDITORS:

- 1. Embargo:** Friday 25th February, 10:00 CST
- 2. Product images:** Rights free. See above.



Shimano