



PRESS RELEASE

PIRELLI PARTNERS UP WITH THE ALPECIN-DECEUNINCK WORLD TOUR TEAM

THE TEAM WILL BE RACING WITH PIRELLI TYRES UNTIL 2029

The partnership consolidates Pirelli's presence in the World Tour and the XCO World Cup and is conducive to the further development of the company's bike tyre line.

Milano (Italy), 14th January 2025 – Pirelli has signed a partnership agreement until 2029 with the Belgian team Alpecin-Deceuninck, one of the most titled and successful teams of the entire World Tour circuit.

Their first event of the season will be the Australian Tour Down Under 2025, which will mark the official beginning of the team's Canyon bikes being equipped with Pirelli tyres. The Pirelli products will also be installed on the bikes of the Alpecin-Deceuninck Development team.

For road races, the athletes' bikes will be equipped with the P ZERO RACE TLR RS. These are the tubeless ready tyres Made in Italy dedicated to racing and positions at the top of Pirelli's range for high-performance riding. For the toughest challenges, like the Cobbled Classics or the Strade Bianche, they will be able to resort to the "All-round" P ZERO RACE TLR, as well as the CINTURATO Gravel tyres, for offroad races. Finally, for the Olympic Cross Country and Cross-Country Short Track races, Pirelli will be providing the MTB SCORPION XC line, available in various versions and treads.

The Alpecin-Deceuninck team boasts world class athletes. The team includes the winner of the Roubaix and the Tour of Flanders in 2024, the 2023 Milan-Sanremo, as well as the 2023 world road cycling champion and current world gravel and cyclo-cross champion Mathieu van der Poel; the winner of the 2024 Milan-Sanremo and of the green jersey at the 2023 Tour de France Jasper Philipsen, and the 2023 MTB XCC world champion Sam Gaze.

"Pirelli continues growing in the world of high-profile cycling competitions by partnering up with another team of the World Tour circuit: the Alpecin-Deceuninck is a high-level, ambitious team that has revolutionised the approach to multidisciplinary, as it was the first to turn it into a team philosophy. This to us is as important as sports results, because it enables us to develop the product in all the disciplines and with highly technical, experienced athletes", said Samuele Bressan, Global Marketing Manager of Pirelli Cycling. "Ranging from road to offroad cycling, whether it's gravel or MTB, we work with the technicians, mechanics and all athletes of the teams, at every level, to offer them – and as a result all cycling enthusiasts – ever-higher performing tyres".

Mathieu van der Poel first tried out Pirelli's P ZERO RACE TLR RS tyres during the recent training camp. He was immediately enthusiastic about them: *"I really like these tyres; I tested them out a bit here in Spain and they have an excellent grip, particularly on these roads, which – especially in the morning – can be slippery. I always feel in control of the bike, which is great".*

Philip Roodhooft, the team's General Manager, said: *"We're proud to partner up with Pirelli. Our technical department showed a lot of enthusiasm after the first testing of the tires, which later has been confirmed by the riders. The quality of the product is the key element, but it's clear that the reach and solid reputation of Pirelli as a global brand also triggered us. We're convinced Pirelli can help us performing as we have done in recent years and at the same time offer the improvement we daily look for".*

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