

# NEWS RELEASE

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*FOR IMMEDIATE RELEASE*

## Giordana to Outfit Astana Team

Montecchio Maggiore, Italy – Giordana Cycling Apparel announced their return to the UCI World Tour today. The Astana Pro Cycling team will wear Giordana technical apparel for all racing and training activities beginning in January 2017. Giordana will also supply Astana developmental teams.

The partnership marks the return to the UCI World Tour for Giordana clothing. The brand enjoyed previous successes with professional teams and events dating back to the 1980s. A former supplier to Le Tour De France, Giordana remains one of the few brands that are still made in Italy. Giordana is also part of an even smaller group of cycling clothing manufacturers who actually develop and make their products in their own factory.

Giorgio Andretta, founder of Giordana, stated, “We are thrilled to be involved with Astana. It marks our return to the World Tour. We have developed an entirely new line of garments to help the athletes perform at their best. Our new FormaRed-Carbon® Pro (FR-C® Pro) line will make up the core of the kits we supply the team. This new, top of the line collection offers a diverse range of garments for racing and training. Our goal with FR-C Pro was to set the bar high in regards to innovation and performance to handle any riding condition throughout the year. Clubs, teams, and shops throughout the world can personalize this same product through our 2017 Custom Clothing program. Moving forward, we will continue to evolve the Giordana range with the feedback we garner from partnering with this great team.”

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Founded and run by passionate cyclists, **Giordana** apparel traces its roots back to 1972 when founder Giorgio Andretta first imported Italian cycling apparel, of his design, into North America. In 1979 Mr. Andretta trademarked the Giordana name in honor of his new daughter and the Giordana brand was officially born. Recently, Giordana opened its own manufacturing facility, with all-new state of the art machinery, in Italy This signaled a rebirth of the brand with Andretta taking full control of all aspects of the business, from the research and development process all the way to final construction.

For more than 40 years Giordana has remained at the forefront of the sport. It has been worn and endorsed by leading athletes and marquee events. Giordana has been sought out as the official apparel by numerous professional teams and events, including the Tour de France, the US PRO Championships, the Tour of Qatar and the Tour of Oman. It has been ridden to victories in all those events, as well as in Olympic Games and UCI World Championships. Top teams to wear Giordana have included Motorola, CSC, ONCE, Cofidis, and Silber Pro Cycling.

These relationships have pushed Giordana to be a leader in the world of cycling wear and have been instrumental in the development of best-in-class apparel, like the top of the range FR-C® Pro line.



