

October 2020

Sport Marketing news



Giro d'Italia, Vuelta a España and more

From the great second place of yesterday at La Flèche Wallonne of Benoît Cosnefroy (ALM, in the picture), October 2020 will be rich of cycling races: Giro d'Italia starts from Saturday 3rd, Liège-Bastogne-Liège is planned for Sunday 4th, Gent-Wevelgem for 11th, Tour des Flandres for 18th. Last Grand Tour of the season, Vuelta a España, will start on the 20th, and last classic monument, Paris-Roubaix, will take place on 25th.



Giro d'Italia
 From October 3rd to October 25th, 2020



François Bidard  Jaakko Hanninen  Larry Warbasse  Andrea Vendrame  Tony Gallopin  Aurelien Paret-Peintre  Geoffrey Bouchard  Ben Gastauer 

Sport Directors : Didier Jannel - Arturas Kasputis - Laurent Biondi

With Romain Bardet recovering from Tour de France crash, for Giro d'Italia team AG2R LA MONDIALE will count on Tony Gallopin, aiming to conquer a win, to complete all Grand Tour victories. Italian Andrea Vendrame will be attacking in pouncer stages, while young climbers Jaakko Hanninen and Aurélien Paret-Peintre debut on a three week race.

Alpine ski World cup to kick off

The 2020/2021 FIS World cup season is kicking off on October 17th from Soelden, Austria, where Alexis Pinturault (FRA) and Alice Robinson (NZE, in the picture, with at her left Tessa Worley) will defend their 2019 titles in the giant slalom races.

Bollé is Official Supplier of Federations and skiers from Austria, France, Switzerland (with DP Kairos Optisport), Finland (with DP Neonsun), Slovenia (with DP Rodeo Team).

From this year, a new cooperation is starting with the Canadian Ski Federation as well, and with top Canadian skier Laurence St-Germain.



ALPINE CANADA ALPIN



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Sacha Theocharis getting ready for the new season

Olympian freestyle skier Sacha Theocharis is in full training to prepare the moguls competition season. The World cup races are planned from December to March, from Opening at Ruka (FIN) to the Finals at Almaty (KAZ). In February the World Championships will take place in at Zhangjiakou (CHN), but program has still to be confirmed due to the pandemic.

Last month Sacha had occasion to visit the company HQ in France, to discuss about winter product developments (picture below).



The athlete of the month

Just click on the link here below to find out about the background, the preferred products and some behind-the-scenes of our athlete **JULES ESCOBAR (Cébé)**



JULES ESCOBAR



I started at 9 years old, I didn't know very well mogul skiing at this point but I quickly fell in love with it. Then I kept skiing a lot and with my friends and I began to get good at it. In 2013 I finished 2nd overall in the Europa cup tour, I did my first World Cups and since 2017 I have been a World Cup skier. I have had good results and for the 2019 season I finished 18th in the world.

JULES ESCOBAR