



WHO'S BACK



LOOK bikes are making a comeback to the professional peloton in 2023, bringing with them a rich history of success at the Tour de France.

Craftsmanship and innovation are deeply ingrained in LOOK's DNA, which is why their frames and pedals are linked to some of the most thrilling victories in the history of the Tour de France. Since the mid-80s, LOOK has been at the forefront of numerous technological advances at the world's greatest bike race, contributing to some of its most iconic moments.

LOOK first made its mark at the Tour de France in 1985 with a game-changing development in pedal design. While other cyclists were strapped into their pedals, the riders of the La Vie Claire team debuted LOOK's automatic pedal, the PP65. Adapted from ski bindings, the PP65 featured a spring-release mechanism that allowed riders to clip in and out of their pedals without needing to use their hands. The pedals proved to be faster and safer for the athletes, as was inadvertently demonstrated in the fourteenth stage of the race by French hero Bernard Hinault, who was in a bad crash in the final sprint. Although he crossed the line with black eyes and a broken nose, he was otherwise unharmed—a fact he wholly attributed to the PP65. That same year, Hinault went on to win his fifth general classification victory.

Just a year later, Hinault returned to the Tour alongside his American teammate, Greg LeMond, both astride LOOK's KG 86 bike frames. True to form, the KG 86's debut at the Tour cemented LOOK's fast-growing reputation as a leader in technological innovations. Developed in secret, the KG 86 was the first carbon frame to ever be ridden in the Tour. The lighter, stiffer bike set the stage for one of the most

remarkable clashes in Tour history. Teammates in name only, Hinault and LeMond easily outshone the other competitors and were both fully determined to snatch victory for themselves. After a fierce battle, history was made: Greg LeMond emerged victorious, etching both his name and LOOK's into the annals of cycling greatness.

In recent years, LOOK has continued to produce some of the Tour's most momentous wins, from Vincenzo Nibali's long-awaited victory in 2014 to Tadej Pogačar's jaw-dropping, barnstorming coup in 2020. LOOK pedals have stood atop the podium five times in the 21st century alone. Over the course of 38 years, LOOK frames and pedals have contributed to a whopping 243 stage victories.

Despite this exceptional track record, LOOK's next chapter with the Tour de France promises to be its most exciting yet. In the fall of 2022, LOOK Cycle announced its triumphant return to the WorldTour with a 100% French partnership with Team Cofidis. This partnership not only celebrates France's rich cycling heritage but also underscores LOOK's commitment to finding new avenues to showcase its excellence. In addition to the men's UCI WorldTour team, the Cofidis women's Pro Continental team will be riding LOOK bikes and pedals at the 2023 Tour de France Femmes. The collaboration has already borne fruit, with victories for the women's team at the 2023 Bretagne Ladies Tour and multiple top-ten performances. If history is any indication, LOOK's debut at the Tour de France Femmes will undoubtedly add to a rich legacy of innovation and victory for the brand and its athletes.

