

Press Release

Nevers (France),
July 26th 2024,

LOOK Cycle thanks the Cofidis team for their trust and confirms that it has delivered bikes for Guillaume Martin for the 2024 Tour de France that are well below 7.45 kg, the average weight of the bikes in the Tour.

Guillaume Martin has several configurations of the 795 Blade^{RS}, all well below 7.45 kg, which is the average weight of the bikes in the 2024 Tour de France. The 795 Blade^{RS} is recognized as a pure racing bike thanks to its unique geometry, aerodynamics, and carbon composition features, resulting from several years of work with the team as well as the experience and expertise of LOOK Cycle.

LOOK Cycle has always worked actively and in close collaboration with athletes and professional teams to design and develop advanced and technological products that enable them to perform at the highest level.

This is the case with Team Cofidis, with whom we have developed high-performance products in collaboration, as evidenced by the victories at the Tour de France and Vuelta in 2023, and the Giro in May 2024.

Following the statements made by Guillaume Martin, stemming from frustration and fatigue at the end of the recently concluded Tour de France, the [Cofidis team](#) and [its rider](#) have clarified the situation. Both confirm their trust in the work done with LOOK Cycle and Corima to provide cutting-edge equipment to the team's riders.

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About LOOK

LOOK Cycle – The Art of cycling

Inventor of the clipless pedal in 1984, the first carbon frame in 1986, LOOK has been racing and winning for 40 years. Its heritage and savoir-faire drive them to reinvent today's bicycle for tomorrow, while inspiring future generations to engage with their passion for cycling.

LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequalled in-house experience in carbon design. An independent, historic and iconic French company, LOOK's head office in Nevers, Burgundy is the cultural home of the brand and where all product design and development takes place.

« At LOOK, we see cycling as a complete 'art de vivre', where style and performance must pair to sublimate every rider's mindset. That's why we dedicate our historic savoir-faire to create unique bikes, wheels, pedals and apparel, with a very French twist, for every cycling lover » says Federico Musi.

Alongside elegance and craftsmanship, LOOK's heritage continues to be defined by performance. On the road, more than 600 Grand Tour stages, 50 Jerseys, and 25 overall victories have been won by riders using LOOK pedals; while more than 100 Grand Tour stages have been won by riders using LOOK frames.

Partner of Cofidis men, women and parasport teams, the French Cycling Federation since 1988 and technical partner to USA Cycling and its USA Track Sprint Program since 2022, LOOK operates both Team LOOK Criterium and Team LOOK Gravel, who face the most challenging fixie and gravel races around the world. In mountain biking, cyclo-cross and cross country LOOK supports a number of riders and teams, while LOOK bikes and pedals are also ridden by globally-recognised and champion triathletes. In the velodrome: 17 Olympic titles and more than 60 Olympic medals; 3 Paralympic titles and 8 Paralympic medals; 3 world records, more than 90 UCI World Champion titles, and more than 230 UCI World Champion medals have been secured by LOOK riders.

LOOK Cycle - lookcycle.com