



Colnago Reacts To Tom Boonen's Unsubstantiated Statements

One of the world's leaders in high performance bikes extends an invitation to former World Champion Tom Boonen and his podcast colleagues to join a ride and a public conversation around data. The media questioned the competitiveness of the bikes Colnago provides to two-time Tour de France winner Tadej Pogačar and his UAE Team Emirates colleagues.

Cambiago, Italy, March 8th, 2023 – Colnago, one of the most winning brands in professional cycling, has responded to criticism that four-time Paris-Roubaix winner Tom Boonen and other guests levelled on the Wielerclub Wattage podcast last week.

Colnago responded to Boonen's off-the-cuff comments by offering to bring, at its expense, the Belgian and his colleagues to ride and test the V4Rs bikes used by Colnago's sponsored teams around the company's Italian headquarters, followed by a public conversation about the podcast's data that allowed them to identify the 2km/h difference in performances with other brands as reported by the podcast, in comparison with the data provided by Colnago on the bike's white paper, [available since its launch on the Colnago website's homepage](#).

The ride and the public conversation, if the invite is accepted, will happen in the days before the Milano-Sanremo Spring Classic on March 18th.

“The performances of UAE Team Emirates are a highest level priority of Colnago. Consequently, we have invested millions of euros and a lot of time in developing their bikes,” said Colnago CEO Nicola Rosin. “We work hand-in-hand with UAE Team Emirates and UAE Team ADQ, first to understand the demands they have for our bikes and then to ensure that what we are delivering is the absolute best available. We are of course in contact with the teams on a daily basis and, we have not heard a single complaint about the

competitiveness of our bikes. In fact, they are ecstatic about the equipment we have provided thus far.”

With the invite out to Boonen and colleagues, Colnago awaits a response from the former champion.

Media material and contacts

[V4Rs media materials](#)

Media contact: gabriele.sirtori@colnago.com

About Colnago

Colnago Ernesto & C. S.r.l., known as **Colnago**, is a manufacturer of high-end road-racing bicycles founded near Milano in Cambiago, Italy, in 1954. The company first became known for high quality steel framed bicycles suitable for the demanding environment of professional racing, and later as one of the more creative cycling manufacturers responsible for innovations in design and experimentation with new and diverse materials including carbon fibre, now a mainstay of modern bicycle construction. Among the many Colnago victories – 18 Olympic Gold Medals, 63 World Championships, 23 Grand Tours, 41 Classic Monuments – Tadej Pogačar won both the 2020 and 2021 editions of the Tour de France riding Colnago bikes