



APRILIA RACING, TECHNOLOGICAL CROWNING ELEMENT OF THE PIAGGIO GROUP, AND DIADORA UTILITY, THE DIADORA BRAND'S PREMIUM WORKWEAR LINE, COME TOGETHER FOR THE 2019 MOTOGP WORLD CHAMPIONSHIP

Two prestigious and storied names on the Italian sport scene are embarking on a partnership that will spark dreams among a great many fans: Diadora and Aprilia Racing are pleased to announce a sponsorship agreement for the 2019 MotoGP World Championship. In particular, all during the 2019 season Diadora Utility will both accompany the Aprilia RS-GP motorcycles of Aleix Espargaró and Andrea Iannone on the track and dress the entire Racing Team in the brand's premium workwear. So marking a union of forces based on the constant pursuit of excellence and on the unique essence of the Italian spirit.

The Diadora Utility line represents a reference point in the realm of safety clothing and shoes. Thanks to innovative systems, ultra-high standards of quality and a strong sport orientation, Utility has changed the rules of the safety market. For more than 20 years, the brand has created an indissoluble bond between scientific research in the design of technical workwear and the latest style trends. So setting new competitive parameters in the field.

Ever a hotbed of talents and winner of 54 world titles, Aprilia Racing – the Piaggio Group's top sport division – continues to take its technological leadership relentlessly forward, translating it into outstanding performance and competitiveness in the world's utmost expression of motorbike racing.

The partnership calls for the provision of Diadora Utility shoes to the technical team, the presence of the brand logo on the motorcycles and on the riders' and tech team's official uniforms, as well as the supply of active line shoes for use on the road. The model chosen for the technical team is the Glove Tech, a shoe that offers perfect proof of how the technology Diadora applies to sport performance works well in the Utility collections too. Glove Tech is in fact an iconic Utility item, synonymous with protection, quality and design. Thanks to inclusion of the GEOX Net Breathing System™, it's the most breathable safety shoe currently on the market.

Motorbike team members make for exacting customers: many who participate in the GP operate in adverse weather conditions and cover hundreds of kilometers, which is why the shoes they wear must ensure maximum comfort, reactivity and breathability. Hour after hour. The Glove Tech meets all these criteria.

Enrico Moretti Polegato, President and CEO of Diadora, commented: "Aprilia is an icon of Italian sports and as such it's the ideal partner for Diadora – brand which stands out on the market for quality, innovative research, design and sport soul, the same elements which have always comprised its DNA. The important feedback we get from the Team about the product will enable us to develop shoes all the more efficient."

"Italian spirit and innovation are the lead concepts behind our sport activity," reiterates Massimo Rivola, CEO of Aprilia Racing, "and that's why we can't wait to hit the track with the support of Utility. This is a major partnership between two companies which, all while expressing technological excellence in their respective sectors, don't lose sight of tradition. In our case it's an amazing list of wins in the various disciplines of motorbike racing, while Diadora has an impressive heritage of unique products appreciated the world over. The coherence with which the two brands have made a mark in extremely competitive fields is a sign of tenacity and foresight. It also bodes well for future joint successes."



Piaggio Group / Aprilia Racing

With the brands Aprilia, Moto Guzzi, Piaggio, Vespa, Gilera and Derbi, the Piaggio Group is Europe's largest motorcycle manufacturer. It's also one of the world's major players in the industry.

Thanks to 54 world titles, Aprilia represents the star achiever on the Piaggio Group's roster of sport victories, one which includes a total of 104 wins at the international level (in addition to Aprilia, by Gilera, Moto Guzzi and Derbi). A full 28 of Aprilia's world championship titles were won after the Casa di Noale joined the Piaggio Group in 2005.

Right from the start, Aprilia Racing has been above all a matchless breeding ground of talents. Nearly all of the riders who have made motorbike racing history in the last decades debuted, raced and won with Noale motorcycles. The list is long: from Max Biaggi, winner of three 250 world championships with Aprilia (1994, 1995, 1996) and then two in SBK (2010, 2012), to Loris Capirossi, Valentino Rossi, Jorge Lorenzo and Casey Stoner, all the way to Manuel Poggiali, Marco Simoncelli, Alvaro Bautista, Kazuto Sakata.

Diadora Utility

On the market for 70 years, Diadora has contributed to many highlight moments in sports history. Located in the Montebelluna (Italy) shoemaking district, an industrial center internationally known for its expertise in the manufacture of sport footwear and home to some genuine niches of excellence, Diadora has made quality, performance, research and style the key values of its sport, lifestyle and workwear collections. Since 1998 it has been a reference point on the work clothing and shoe market with Utility, which aims to inflect Diadora's sport DNA with technological innovation and research so as to offer products able to ensure maximum safety.