



Nilox on the bike of Vincenzo Nibali during the Tour de France

The on-board camera Nilox F60 Evo goes around the France on the bike of the champion with an ultra-light cover specifically created for him

Vimercate (MB), 02 July 2015 - Nilox (www.nilox.com), the Italian sport technology brand of the Esprinet Group, takes part to the Tour de France with Vincenzo Nibali, defending Yellow Shirt and two times winner of the Italian championship.

The champion from Messina, Sicily, already went down in history as one of the only six cyclists in the world that won all the three Big Tours (Vuelta a España in 2010, Giro d'Italia in 2013 and Tour de France in 2014). His objective for the Tour de France is to repeat his feat, arriving once again at the Champs Elysées wearing the Yellow Shirt.

Vincenzo Nibali selects Nilox on-board cams as fellow travellers in the streets of France. A Nilox F60 Evo (<http://nilox.com/en/camcorders/f-60-evo>) will be mounted on the bike of the champion. Compact, light and with enhanced optics, it allows capturing every climb, every sprint, every pedaling, every moment of this spectacular event.

“One of the most important moments for me of this season is approaching. I know that my supporters expect big deeds from me on the streets of the Tour de France. I promise that I will do my best for pleasing them and this year they can follow me even more closely. My action cam Nilox F60 Evo will be with me for creating videos and pictures that will describe also the moments outside the race, normally more “private”, but that I am pleased to share with my fans, who are already demonstrating me a lot of affection”, commented Vincenzo Nibali.

“We support Vincenzo Nibali and we are proud of being part of this feat, which he faces as the defending champion. The partnership with him has been immediate after we knew that Vincenzo was already using our cams for his sporting activity. Vincenzo is an Italian athlete that is having a great success all over the world, exactly as the brand Nilox. We share the same desire to compete at maximum levels, the determination of the ones who know that they are on the right street and the power to keep growing for getting the top”, added Michele Bertacco, Brand Director of Nilox.

With the aim of staying with Vincenzo, Nilox created an ultra light cover that will make its first appearance exactly at the Tour de France.

Nilox will follow the challenges of Vincenzo Nibali stage by stage with a daily reportage on its official Twitter account: @Niloxsport

About Nilox:

Nilox (www.nilox.com) is the sport technology brand of the Esprinet Group. Besides the sport products (on board - action cameras with the lines Mini, F60 and EVO) and other wearables, Nilox is known for its IT professional range. Nilox is distributed in Italy, Spain, Germany, France, UK and Middle East. In 2015 Nilox began entering the US market.

Contatti stampa:

Paola Bramati
Marketing & Communication Specialist
Nilox - Esprinet S.p.A
Tel. +39 02 404961; Mobile +39 346 6290054
paola.bramati@esprinet.com