



## **SIDI unveils its new logo: a rebranding that looks to the future while staying true to its DNA**

The visual restyling, officially revealed at the 2025 MotoGP Grand Prix in Mugello, marks a new chapter in SIDI's story

**Maser (Treviso, Italy), June 23, 2025** – A new logo, a new aesthetic, the same belief: “Made to Progress.” SIDI, a global leader in cycling and motorcycling footwear, announces its rebranding - an evolution in visual identity designed to reinforce the brand's position as a symbol of innovation, performance and sports culture.

The new logo introduces a contemporary and dynamic graphic identity, able to engage with new generations of riders while preserving the heritage and iconic strength of the brand.

In its first letter lies SIDI's dual soul: on one side, the bold, instinctive spirit of its offroad legacy, expressed through a swirling, complex line; on the other, the road-focused vocation - technological, essential and precise - suggested by a clean, minimalist line. A dual identity merged into a single trademark that perfectly reflects the brand's DNA and its balance between performance and style, tradition and innovation.

Alongside the logo, SIDI's product design is also evolving starting from the next season, both bike and motorbike collections will feature an updated aesthetic - across colors, materials and details - with the aim of making the brand's evolution increasingly visible on roads and racetracks worldwide.

“This rebranding stems from a need for coherence between what we have been and who we want to continue to be: a company in constant motion, bringing innovation at the service of today's and tomorrow's athletes,” said Davide Rossetti, CEO of SIDI. “We built on a solid and recognizable history and moved it into the future with energy, style and a visual identity that reflects our vision.”

True to its mission, SIDI continues to invest in quality and research while holding firm to its identity and renewing the language used to tell its story.

### **About Sidi Sport Srl**

Founded in 1960 in Maser (TV), Sidi is an Italian company specializing in the production and sale of cycling and motorcycling footwear used by top professional athletes and enthusiasts worldwide. Renowned for its dedication to quality and both technical and technological innovation, Sidi is present in over 70 countries, supporting people in the continuous progress of their potential by offering products that transcend time—combining performance, comfort, and cutting-edge design. This philosophy is encapsulated in the company's credo, “Made to Progress.” In 2022, Sidi was acquired by Italmobiliare - an investment holding listed on the Milan Stock Exchange and owned by the Pesenti family - further accelerating the company's development. Sustainability is a core pillar of Sidi's strategy, as proved by its adherence to the UN Global Compact, its signing of the Women Empowerment Principles, and



its commitment to the Science Based Targets initiative (SBTi) since 2024, with the goal of reducing corporate greenhouse gas emissions in both the short and long term. With this vision, Sidi continues to set new standards in the industry, promoting corporate progress and a passion for sport.

<https://sidi.com>