

## **Elite athletes create magic at 2009 *Tour de France***

July 2009 – **Elite**-sponsored teams cycled to success in this year's *Tour de France*, with **Team Columbia's Mark Cavendish** crowned king of the sprints and **Team Liquigas' Franco Pellizotti** crowned king of the mountain!

**Cavendish** shattered a *Tour de France* record by achieving six sprint victories in the same *Tour*. With this remarkable accomplishment, **Team Columbia** has accumulated more than 60 wins this season. Earlier this month, the team dominated the *Tour of Austria*, with **Michael Albasini** taking first place in the final standings and **Andre Greipel** earning the jersey for special points' standings.

**Pellizotti** took the podium in Paris wearing the polka-dot jersey, symbolizing his standing as the *Tour's* best climber. Another **Elite** athlete, **Cervelo Test Team's Thor Hushovd**, wore the green jersey, representing his special points' standings in the *Tour*.

**Elite's** other valuable *Tour* cyclists included **Rinaldo Nocentini** of **AG2R La Mondiale**, who wore the yellow jersey for eight days, and **Vincenzo Nibali** of **Team Liquigas**, who finished seventh in the final standings and demonstrated promise as a major player in *Tours* to come.

Out of 21 stages in this year's *Tour*, **Elite** achieved a staggering 13 successes – more than 60 percent of the *Tour's* victories! In addition to **Cavendish's** six triumphs, the following **Elite** riders each won one stage: **Mikel Astarloza** of **Euskaltel-Euskadi**; **Pierrick Fedrigo** and **Thomas Voeckler** of **Bouygues Telecom**; **Heinrich Haussler** and **Hushovd** of **Cervelo Test Team**; **Sergei Ivanov** of **Team Katusha**; and **Luis Leon Sanchez** of **Caisse d'Epargne**.

Congratulations also are in order for **Elite** athletes **Fumiyuki Beppu** of **Skill Shimano** and **Yukiya Harashiro** of **Bouygues Telecom**, the first Japanese riders to finish the long, difficult adventure that is the *Tour de France*!

**Elite** is the official supplier of the following professional tour teams: **AG2R La Mondiale**, **Bouygues Telecom**, **Caisse d'Epargne**, **Columbia**, **Euskaltel-Euskadi**, **Francaise des Jeux**, **Fuji Servetto**, **Katusha**, and **Liquigas**.

For more information about **Elite** accessories and other fine bicycle products, including **Limar** helmets, **Ozone** sports creams, **Retro** mirrors, **Selle Italia** saddles, and

**Sweat GUTR™** sweatbands, please visit your favorite bicycle dealer, or contact ProNet Cycling at (800) 279-3793 and [info@pronetcycling.com](mailto:info@pronetcycling.com). Visit us online anytime at [www.pronetcycling.com](http://www.pronetcycling.com).

Below top: **Mark Cavendish** in Paris.

Below left: **Rinaldo Nocentini** at this year's *Tour de France*.

Below right: **Franco Pellizotti** and **Thor Hushovd** in their winning jerseys.

