

Halfords becomes Official Stockist of Pinarello Cycles

/EINPresswire.com/ UK (submitpressrelease123.com - press release) Halfords is delighted to announce that it is to become an official stockist of Pinarello cycles – the brand ridden to victory in the 2012 Tour de France.

It's planned that the cycles will be available online from Halfords.com and in selected Halfords' stores later in the Spring.

Pinarello, founded by Giovanni Pinarello in Treviso Italy in 1952, is one of the world's leading bicycle manufacturers and uses cutting edge technology and materials to build award-winning bikes that are ridden to race victories around the world.

For British cycling enthusiasts the brand reached iconic status last summer as the hugely successful Team Sky powered their way around the Tour de France on Pinarellos to secure first and second places on the winning podium.

Pinarello are also British Cycling's official supplier, with over 250 of their bikes used across all the Olympic programmes. In addition, over 800 Pinarello bikes are used daily by British Cycling's Go Ride coaches at school and community cycling coaching sessions, benefiting over 20,000 young people across Britain.

Details of the range to be stocked by Halfords [bike shops](#) and prices will be available in the lead up to the cycles going on sale.

Paul McClenaghan, Commercial Director of Halfords, said:

"I'm delighted that we have become an official stockist of Pinarello bikes, which are among the best in the world and have an incredible pedigree of success. Halfords has been developing own and exclusive branded ranges for several years to cover all aspects of the market, from child and entry level cycles all the way through to performance [road bikes](#). Our partnership with Pinarello will further extend our range at the top end."

Luciano Fusar Poli of Pinarello said:

"Pinarello bikes have been ridden to fantastic victories by British riders through our partnerships with Team Sky and British Cycling. Cycling fans have seen our bikes in action and having Halfords, who are the UK's largest bike and accessories retailer, as an official stockist means our

bikes are now more accessible to the British public. I'm looking forward to seeing more Pinarellos out on the roads of the UK as a result of this agreement with Halfords."

- ENDS -

For further information, please contact:

David Sawday – Head of Communications - Halfords Plc

Tel: 01527 513471

David.sawday@halfords.co.uk

Notes to Editors:

www.halfords.co.uk

www.halfordscompany.co.uk

Halfords Group plc

The Group is the UK's leading retailer of automotive, leisure and cycling products.

Halfords customers shop at 466 stores in the UK and Republic of Ireland and at halfords.com for pick-up at their local store or direct home delivery.

Halfords employs approximately 11,000 staff and sells over 14,000 different product lines with significant ranges in cycles (including [mens bikes](#) and BMX bikes), car parts, in-car technology, child seats, roof boxes, outdoor leisure and camping equipment. Halfords offers customers expert advice including a "wepair" service for cycles and a fitting service called "wefit" for car parts, child seats, satellite navigation and in-car entertainment systems.

This press release can be viewed online at: <https://www.einpresswire.com/article/132387329>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.