



Let's start out with some basic facts: When pro riders are allowed to choose their own brand of cycling shoes, more professional cyclists choose Sidi than all other brands. Combined.

Here's another: What's the #1 shoe brand among bike shop employees when they have to buy those shoes out of their own paychecks? Sidi again.

Today, there is only one 100% European brand of cycling shoes left in the US market. How do we continue to survive and prosper against all those less expensive Asian brands? What drives the Sidi brand loyalty among racing professionals and bike shop employees?

As with any beautifully designed product, the answer is in the small details, like our Ultra SL and Techno II buckles, our heel Security System and our carbon soles that balance rigidity with a foot's natural function. It's even in the fact that all Sidi shoes are fully repairable and all small parts on them are fully replaceable.

We could tell you much more, but you'll learn faster and have more fun if you try on a pair of Sidis and go for a ride.

2008 is full of exciting new developments for Sidi, including our new Carbon Composite Sole, a Liquigas team color scheme in the Genius 6.6 line, a sponsorship with triathlete legend Michellie Jones and a continuation of our Pink Per Donna campaign.



We launched Pink Per Donna in 2006, pledging to donate a portion of sales from every pair of women's cycling shoes to a hand-picked organization that educates women about breast cancer. We remain committed to our first grant recipient, the

Pink Ribbons Project, a Houston-based organization that combines prevention, education and support with the arts. Check out [www.pinkribbons.org](http://www.pinkribbons.org) and [www.tourdepink.org](http://www.tourdepink.org) for their annual century ride.

Learn more about Pink Power which purchases mammograms for medically underserved women, Pink Aware which educates young women about breast health and Pink Alive! a breast cancer support group that promotes healthy choices for those living with and beyond breast cancer.



## ERGO 2

Designed for the high-performance, high-mileage cyclist, the Ergo 2 features Sidi's patented Full Carbon Sole that strikes the ideal balance between power transfer and foot health. The new adjustable Heel Security System prevents power robbing heel lift and the shoe has a new vented, reflective heel cup.



The breathable, supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts. Sidi's patented Techno II buckle system and Caliper buckle allow for easy on-the-bike fit adjustment and the soft instep closure system and padded tongue eliminate pressure points. High Security Velcro® won't shift or slip and is another feature that is unique to Sidi.

**Colors available:** Steel Lux, Pearl White/Yellow, Black/Black

**Sizes:** 39-48

**Price:** \$449.99



### **FULL CARBON SOLE**

The Sidi Full Carbon sole is constructed with a unique pure carbon lay-up that is thinner in the toe to provide a slight amount of flex while retaining optimal stiffness and power transfer in the body of the shoe. There is no other carbon sole like it on the market. The sole is engineered for the high-performance, high-mileage cyclist who requires a sole that is rigid while not compromising the foot's blood circulation by being too stiff. Striking this balance guarantees comfort, foot health and great power transfer. The thinner sole design also brings the foot closer to the pedal axis. For improved walkability, the Full Carbon Sole includes an anti-slip insert at the toe and a replaceable rubber heel pad.

## Genius 6.6. Carbon

Sidi's Genius 6.6 Carbon shoe is designed for the high-performance, high-mileage cyclist. The patented Full Carbon Sole balances power transfer and foot health. The Heel Security System prevents power robbing heel lift shoe has a new vented, reflective heel cup. The breathable, supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts. The Caliper buckle allows for easy on-the-bike fit adjustment and the soft instep closure system and padded tongue eliminate pressure points. Another feature unique to Sidi, the High Security Velcro® won't shift or slip.

**Men's Colors:** Pearl White/Green Liquigas Team Shoe, White/Chrome, Red/Black/White

**Men's Sizes:** 38-48

**Price:** \$419.99



**Women's Colors:** White/white

**Women's Sizes:** 38-43



Price: \$419.99

## **Genius 5.5. Carbon**



Sidi's new Carbon Composite sole is the highest quality injected carbon fiber design. The exceptionally light sole balances power transfer and foot health for the high-performance, high-mileage cyclist. The breathable, supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts and the new heel cup is vented and reflective for added comfort and visibility. The Caliper buckle allows for easy on-the-bike fit adjustment and the soft instep closure system and padded tongue eliminate pressure points. Another feature

unique to Sidi, the High Security Velcro® won't shift or slip. The replaceable heel pad enhances walkability. The Genius 5.5 is available in Standard and Mega widths.

**Men's Colors available:** Black/black, Steel/Titanium

**Men's Sizes 38-48 Standard, 40-48 Mega**

**Price:** \$319.99

Women's Colors: Steel/Crequele w/Carbon Weave Finish

**Women's Sizes: 38-43**

Price: \$319.99



### **CARBON COMPOSITE SOLE**

New for 2008, Carbon Composite Sole is replacing the Hi-Tech Carbon Sole. The Carbon Composite Sole is constructed using the same design as the revolutionary Full Carbon Sole and is thinner in the toe to provide a slight amount of flex while retaining excellent stiffness and power transfer in the body of the shoe. The sole is engineered for the high-performance, high-mileage cyclist who requires a sole that is rigid but does not compromise the foot's blood circulation



The Carbon Composite sole is made out of injected Carbon Fiber in a matrix of Nylon12. The Nylon12 matrix doesn't absorb water and doesn't lose rigidity in hot or humid weather or as it ages. The result is a sole that is 65 grams lighter per pair and stiffer than the previous Hi-Tech Carbon Sole.

The Carbon Composite Sole is 110 grams (.24 lbs) lighter per pair than the Millennium 2 Sole. The new sole design is thinner overall than the Hi-Tech Carbon Sole, bringing the foot closer to the pedal axis. For walk-ability, the Full Carbon Sole includes an anti slip insert at the toe and a replaceable rubber heel pad.



## Genius 5

The Genius 5 features Sidi's Millennium 2 sole and a breathable, supple, durable Lorica Microfiber Upper that keeps feet comfortable with cooling mesh inserts. The Ultra SL buckle allows for easy on-the-bike fit adjustment and the soft instep closure system and padded tongue eliminate pressure points. Another feature unique to Sidi, the High Security Velcro® won't shift or slip. The replaceable

heel pad enhances walkability. The Genius 5 is available in Standard or Mega widths.

**Men's Colors:** Black/Black

**Men's Sizes 38-52, Mega and Narrow 40-52**

Price: \$239.99

**Women's Colors:** Black/Black, Steel/Metalic Bordeaux

**Women's Sizes: 36-43**



## Zeta

The Zeta features three Velcro straps and padded tongue for a secure and comfortable fit. Sidi's Millennium 2 sole is outfitted with a replaceable heel pad for improved walkability. The Zeta is available in Standard and Mega widths.

**Men's Colors:** Black/Black

**Men's Sizes: 38-50, Mega 40-50**

Price: \$159.99

**Women's Colors available:** Pearl White/White

**Women's Sizes: 36-43**

Price: \$159.99



**Soft Instep closure system:** The wide, anatomical strap is coupled with a soft, thermo-formed EVA pad increasing comfort and performance. It distributes pressure evenly over the arch area and is adjustable from both sides for perfect centering. Used with SL and Calliper buckle straps. Serviceable and replaceable.

**Caliper buckle:** a compact, intuitive, aerodynamic buckle that works well even in muddy conditions.

- To tighten, lift the large central buckle.
- To completely open, lift both side buckles at the same time.
- To slightly loosen while riding push down on the central clip.







## **Raiden**

Sidi features and quality at \$129!



**Women's Colors:** Steel  
**Women's Sizes:** 36-43  
Price: \$129.99

The Raiden secures your foot with two Velcro straps and the padded tongue ensures a comfortable fit. Sidi's Millennium 2 sole is outfitted with a replaceable heel pad for improved walkability.

**Men's Colors:** Black

**Men's Sizes:** 39-50

Price: \$129.99





# TRIATHLON

## T2.6 Carbon

Designed for the high-performance, high-mileage triathlete who wants the best, Sidi's T2.6 shoe features the patented Full Carbon Sole that strikes the perfect balance of power transfer and foot health. The triathlon-specific upper has plush, brushed interior for sock-free comfort. The notched top strap opens away from the drive train and the large heel loop makes for fast transitions. A replaceable heel pad improves walkability.

**Colors available:** Pearl White

**Sizes:** 39-48

**Price:** \$329.99



## T2

The T2 features Sidi's new Carbon Composite sole, making the T2 stiffer and 110 grams (.24 lbs) lighter per pair than it was last year. The triathlon-specific upper has a plush, brushed interior for sock-free comfort.

The notched top strap opens away from the drive train and a large heel loop make for faster transitions.

The replaceable heel pad improves walkability.

**Men's Colors:** Pearl White/Midnight Blue

**Men's Sizes:** 38-48

**Price:** \$229.99

**Women's Colors:** Pearl White/Midnight Blue

**Women's Sizes:** 38-43

**Price:** \$229.99



# WINTER TRAINING

## Diablo GTX

The Diablo GTX features an insulated, waterproof Gore-Tex® upper that keeps feet warm and dry no matter how bad the weather gets. The slightly roomier fit accommodates a heavier winter sock as well as Sidi Toasters. Four Velcro straps keep your feet secure, and Sidi's Competition sole accommodates optional toe spikes.

**Color:** Black

**Sizes:** 39-50

**Price:** \$329.99



Sidi media contact: Sara Ecclesine - 775.886.7576 x107 - [sarae@veltecsports.com](mailto:sarae@veltecsports.com)



# MOUNTAIN BIKE

## Dragon 2 Carbon SRS

New for 2008, Sidi's Dragon 2 features the Carbon Sole Replacement System (SRS), a pure carbon insert reaching from the heel to the toe. The carbon inserts and the Dragon SRS tread are easily removable and replaceable, and the sole accommodates optional toe spikes. The breathable,



supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts. The new heel cup is vented and reflective for added comfort and visibility. The Patented Techno II buckle system and Caliper buckle allow for easy on-the-bike fit adjustment while the soft instep closure system and padded tongue eliminate pressure points. The new adjustable Heel Security System prevents power robbing heel lift with a customized fit. Another feature unique to Sidi, the High Security Velcro® won't shift or slip. Colors available: Blue/White, Black/Black

**Size: 39-48**

Price: \$429.99

### **DRAGON CARBON SRS SOLE**

The heart of the revolutionary and patented MTB SRS carbon sole is a pure carbon insert reaching from the heel to the toe.

The carbon insert and the replaceable Dragon SRS tread are bolted to a narrow, durable nylon frame. This unique design provides a slight amount of flex in the toe while retaining excellent stiffness and power transfer in the body of the shoe.

The sole is engineered for the high-performance, high-mileage cyclist who requires a sole that is rigid but does not compromise the foot's blood circulation, guaranteeing excellent comfort and great power transfer.

In order to achieve maximum shoe life the carbon inserts and the Dragon SRS tread are easily removable and replaceable.

A polyurethane anti-slip insert has been positioned in the Metatarsus area.

The Dragon SRS Sole is toe spike compatible.





## **Dominator 6**

New for 2008, Sidi's Dominator 6 features the Carbon Sole Replacement System (SRS), a pure carbon insert reaching from the heel to the toe. The carbon inserts and the SRS tread are easily removable and replaceable, and the sole accommodates optional toe spikes. The breathable, supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts. The new heel cup is vented and reflective for added comfort and visibility. The Caliper buckle allows for easy on-the-bike fit adjustment while the soft instep closure system and padded tongue eliminate pressure points. The new adjustable Heel Security System prevents power robbing heel lift with a customized fit. Another feature unique to Sidi, the High Security Velcro® won't shift or slip.



**Color:** Black/Black

**Sizes:** 39-48

**Price:** \$399.99

## **Dominator 5**

The Dominator 5 features Sidi's Competition sole which accommodates optional toe spikes. The breathable, supple, durable Lorica Microfiber Upper keeps feet comfortable with cooling mesh inserts. The Ultra SL buckle allows for easy on-the-bike fit adjustment while the soft instep closure system and padded tongue eliminate pressure points. Another feature unique to Sidi, the High Security Velcro® won't shift or slip. The Dominator 5 is available in both Standard and Mega widths. The Dominator 5 Women's shoe accommodates optional toe spikes.

**Men's Colors:** Black/Black

**Men's Sizes:** 38-52

**Price:** \$239.99

**Women's Colors:** Black/Black, Silver/Midnight Blue

**Women's Sizes:** 36-43

**Price:** \$239.99



## **Bullet**

The Bullet features Sidi's Competition sole which accommodates optional toe spikes. Three Velcro straps and a padded tongue keep your feet comfortable and secure. The Bullet is available in both Standard and Mega widths.

**Men's Colors:** Black/Black

**Sizes:** 38-50, Mega 40-50

**Price:** \$159.99

**Women's Colors:** Black/Bronze

**Sizes:** 36-43







## **Blaze**

The Blaze features Sidi's Competition sole which accommodates optional toe spikes. Two Velcro straps and a padded tongue keeps your foot comfortable and secure.

**Men's Colors:** Black, Pearl White

**Men's Sizes:** 39-50

Price: \$139.99



**Men's Colors:** Steel

**Men's Sizes:** 36-43

Price: \$139.99