



Santini go stateside with sponsorship of Univest Grand Prix

The Santini SMS logo is synonymous with the Worlds best riders and races. The Giro D'Italia, Dauphine Libere, Tour Down Under and Tour of Germany are just some of the races where the familiar Santini mark is prominent on the race leaders jersey.

The Univest Grand Prix in Souderton and Doylestown Pennsylvania on the 8th and 9th September is the latest race to join Santini's World Tour. The Univest, a major stop on the UCI America Tour is becoming known as a very European style of race and with an Italian sponsor this will only further enhance it's reputation.

Managing director Monica Santini said of the announcement "For us the United States is our primary target in terms of growing our brand around the World.

We aim for the USA to be our number one market outside of Europe within the next three years. We see the association with the Univest Grand Prix is an ideal platform to increase our exposure in the US"

Race promoter John Eustice was equally as excited about the partnership "As a race we are extremely honored to have the same leaders jerseys as the Giro D'Italia, World Championships and Pro Tour to name just a few."

Saturday's 175 kilometer road race, known as one of the hardest road races in North America, boasts start to finish live television coverage. Sunday's criterium partners with the Doylestown Arts Festival to provide a full days entertainment for the entire family. The winning team in 2006 Navigators, will be looking to defend their title for the 2007 edition of the race, with UCI Americas tour leader Svein Tuft (Symmetrics) surely out to increase his overall lead in that competition.

Whatever happens in the race and with Global live TV coverage it is clear that the USA professional scene is going from strength to strength.

The busy weekend also includes a 100km CycloSportif event around the beautiful countryside of Montgomery and Bucks county.

For more information on the Univest please go to www.univestgrandprix.com

