



LAMPRE-MERIDA 2015 – REPORT MARCH AND APRIL



THE RACES – MARCH



Gp Lugano (Switzerland) – 1 March

Bonifazio, Cattaneo, Cimolai, Conti, Koshevoy, Niemiec, Piebrnik, Serpa

Strade Bianche (Italy) – 7 March

Conti, Koshevoy, Mori, Niemiec, Pibernik, Pozzato, Richeze, Serpa

Paris-Nice (France) – 8-15 March

Bonifazio, Bono, Cimolai, Mario Costa, Rui Costa, Oliveira, Plaza, Valls

Tirreno-Adriatico (Italy) – 11-17 March

Grmay, Modolo, Mori, Niemiec, Pibernik, Pozzato, Richeze, Serpa

Milano-Sanremo (Italy) – 22 March

Bonifazio, Bono, Cimolai, Rui Costa, Mori, Pozzato, Richeze, Serpa

Tour de Taiwan (Taiwan) – 22-26 March

Feng

Gp Harelbeke (Belgium)– 27 March

Bonifazio, Cimolai, Modolo, Mori, Oliveira, Pibernik, Pozzato, Richeze

Gand-Wevelgem (Belgium) – 29 March

Bonifazio, Cimolai, Modolo, Mori, Oliveira, Pibernik, Pozzato, Richeze

THE RACES – APRIL



Three Days of De Panne (Belgium)– 31 March – 2 April

Cimolai, Ferrari, Modolo, Oliveira, Pibernik, Pozzato, Richeze

Tour of Flandres (Belgium) – 5 April

Bonifazio, Cimolai, Ferrari, Modolo, Oliveira, Pibernik, Pozzato, Richeze

Vuelta al Pais Vasco (Spain) – 6-11 April

Bono, Conti, Mario Costa, Rui Costa, Plaza, Polanc, Serpa, Ulissi

Paris-Roubaix (France) – 12 April

Bonifazio, Cimolai, Feng, Mori, Oliveira, Richeze, Pibernik, Pozzato

Amstel Gold Race (Holland) - 19 April

Bono, Conti, Rui Costa, Durasek, Mori, Polanc, Ulissi, Valls

Fleche Wallonne (Belgium) – 22 April

Bono, Conti, Rui Costa, Mori, Polanc, Serpa, Ulissi, Valls

Liege-Bastogne-Liege – 26 April

Bono, Conti, Rui Costa, Mori, Polanc, Serpa, Ulissi, Valls

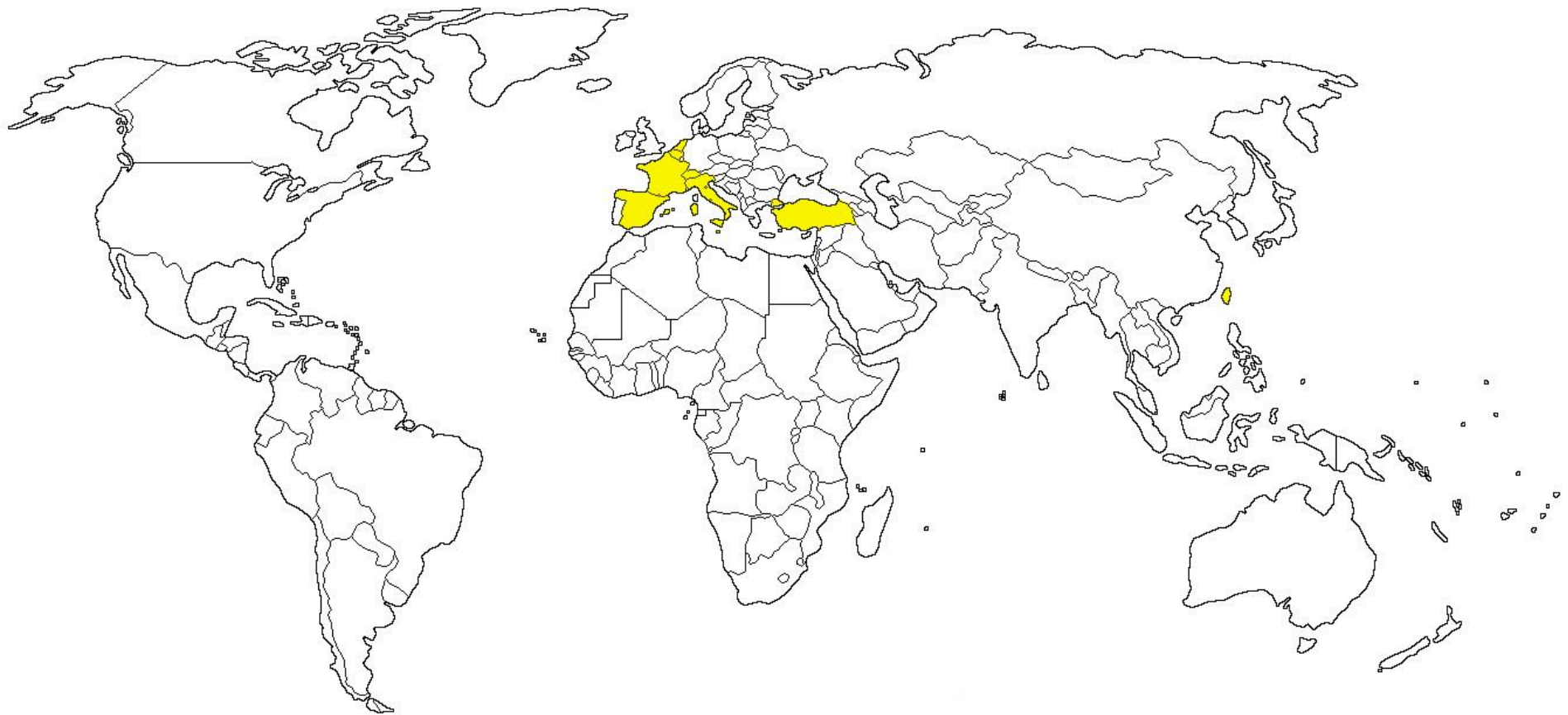
Tour of Turkey – 26 April – 3 May

Mario Costa, Durasek, Feng, Ferrari, Koshevoy, Modolo, Richeze, Xu

Tour de Romandie – 28 April – 3 May

Rui Costa, Bono, Grmay, Mori, Niemiec, Plaza, Serpa, Ulissi

MAP OF THE RACES



DATA ABOUT THE RACES



Days of races: 51

Cyclists involved: 25

Continents where races took place: 2 (Europe and Asia)

Nations where races took place: 8 (Belgium, France, Italy, Holland, Spain, Switzerland, Taiwan, Turkey)

Continents represented by Lampre-Merida's riders: 4 (Europe, Africa, South America, Asia)

Nations represented by Lampre-Merida's riders: 12 (Argentina, Belarus, China, Colombia, Croatia, Ethiopia, Italy, Poland, Portugal, Slovenia, Spain, Taiwan).

THE RESULTS



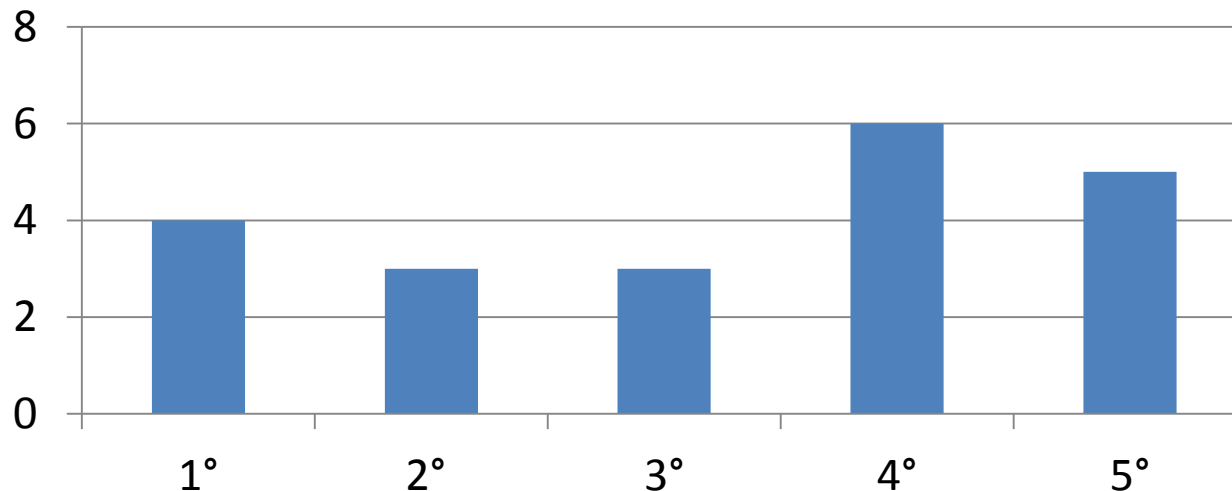
VICTORIES: 4 (Bonifazio – Gp Lugano; Cimolai – 5[^]stage Paris-Nice, Durasek – 5[^]stage and GC Tour of Turkey)

2nd PLACE: 3 (Cimolai – 3[^]stage Paris-Nice; Modolo – 2[^]stage Tour of Turkey; Durasek – 3[^]stage Tour of Turkey)

3rd PLACE: 3 (Rui Costa – 6[^] and 7[^] stage Paris-Nice; Modolo – 3[^]stage De Panne)

4th PLACE: 6

5th PLACE: 5



HIGHLIGHTS



Gp Lugano – Bonifazio wins



Paris-Nice – victory for Cimolai



Tirreno-Adriatico

The complete team at the start of the 2nd stage



Tirreno-Adriatico – Serpa, a lion in the snow

HIGHLIGHTS



Paris-Roubaix – Feng on the cobblestones



Trofeo Laigueglia victory for Cimolai



Tour de Oman – Valls wins the 4th stage



Tour de Oman – Valls wins the general classification

FENG – FIRST TAIWANESE IN PARIS-ROUBAIX



LAMPRE-MERIDA makes history of the Hell of the North: **Feng** was the first **Taiwanese** cyclists to be at the start of the race from Compiègne: many fans asked Feng to sign an autograph or to take a picture. The **exposure** for the rider, the team and its sponsors was **very high** and in Asia the topic was very central: from Thursday to Sunday, two Taiwanese reporters, with the support of Zhao Haoyang (LAMPRE-MERIDA's Asia media manager) followed all the actions of Feng and the media replies were amazing. Feng had an article dedicated to him in the first page of the Chinese newspaper United Daily News ([link](#)) whose circulation is **1.650.000 copies**. Moreover, the CNA (Central News Agency: the state news agency of the Republic of China) realized a reportage which was broadcasted in the prime time on Chinese TV.

PUBLIC RELATIONS



The taste of the **cobblestones** enjoyed with the pro riders of the Team: the dealers of Merida coming from different European nations lived the experience of covering the cobblestones of the Paris-Roubaix pedaling side by side with the cyclists of the Team LAMPRE-MERIDA on their Merida Ride.

This happened two days before the Paris-Roubaix and the training started just outside the legendary Arenberg Forest, after a technical meeting with the sport director and the pro cyclists.



NEW SUPPLIERS



Compressport :
compressive socks



Warm Wild :
technical underwear

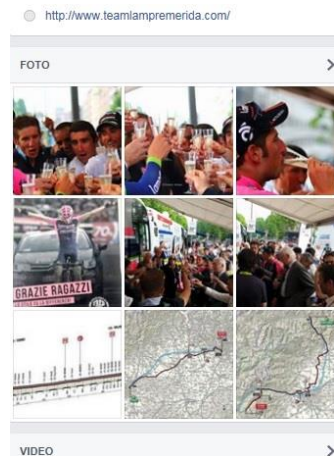


Bepin de Eto:
wine

COMMUNICATION



- 94news on the team's website www.teamlampremerida.com
- 10 photogalleries on the website www.teamlampremerida.com
- 11 videos published on the website www.teamlampremerida.com
- 371.283 newsletters sent
- 404 posts on facebook
- 68.219 likes on facebook
- 42.900 followers on twitter



THE ROAD CONTINUES



Follow the team and check the next events on the website www.teamlampremerida.com.