

KIPRUN PARTNERS WITH ELITE RUNNER JIMMY GRESSIER

VALENCIA, SPAIN - JANUARY 11, 2025

KIPRUN, the specialist running brand of DECATHLON, is thrilled to announce an exciting new **partnership with Jimmy Gressier**, one of Europe's most talented distance runners. Starting in 2025, the deal will continue to the **2028 Los Angeles Olympics** with the option to extend beyond this period. KIPRUN will proudly serve as Gressier's official partner, supplying him with top-tier running equipment.



Born in Boulogne-Sur-Mer in the Hauts-de-France region, Jimmy Gressier broke through in the international elite field by **breaking national records** in the 5000m and 10,000m. He also **holds the European record in the 5km road** with a time of 13:12. Beyond his records, Jimmy is a **multiple French champion** in the 5000m (2020 and 2023) and the 10km road race (2022). He has also graced numerous European podiums, notably in cross country where he claimed three individual U23 titles (2017, 2018, 2019) and won a silver medal in the Senior category in 2021. His determination and relentless pursuit of excellence make him **one of the most consistent and versatile athletes in long-distance running**.

« Deeply connected to my roots in Northern France, I was immediately drawn to the authenticity and trust that KIPRUN exuded from our very first conversations. Partnering with the running brand of DECATHLON offers me the opportunity to contribute to the development of new products, while building a shared journey based on common values and a mutual pursuit of success on the international stage. It's a heartfelt decision and the beginning of an exciting and enriching adventure. »

said Jimmy Gressier

An ambitious partnership bringing together high-level performance and elite technical expertise

With KIPRUN's support, the runner aims to **shine at the Los Angeles Olympics Games**. Jimmy Gressier is also taking on new challenges from the 2025 season. He is aiming for exceptional performances in **the John Terrier Classic 5000m** on February 1, 2025 in Boston as well as the 2 miles of **the 117th Millrose Games** on February 8, 2025 in New York before the main event of the early year, **the European Road Running Championships** in Leuven on April 13, 2025.



Jimmy Gressier wearing the new KD900X LD+

« This collaboration with Jimmy is, above all, a human connection, a story of shared values: ambition, generosity, boldness, and high standards. KIPRUN, a leading brand within the DECATHLON group, is deeply rooted in Northern France while holding strong international aspirations. Jimmy perfectly embodies this shared journey and our mission to conquer new horizons. We are immensely proud of this partnership, which elevates KIPRUN to a new level while staying true to its values and identity. »

said Anthony Dulieu, KIPRUN Leader



Through this **major partnership** and Jimmy's active involvement in developing new products, KIPRUN **reaffirms its commitment to innovation and continuous advancements for enhanced performance**. By working with international talents, KIPRUN wants to inspire runners around the globe, regardless of their level.

ABOUT KIPRUN

KIPRUN is a specialist brand from DECATHLON group, dedicated to road and trail running. Its engineers, designers and product managers develop ever more technical and innovative products, as well as services to make road and trail running easier. KIPRUN covers 100% of runners' needs and allows them to concentrate solely on the thrill of running!

ABOUT DECATHLON

A global multi-specialist sports brand catering for everyone from beginners to top athletes, DECATHLON is an innovative manufacturer of sporting goods for all skill levels. With 101,000 teammates and 1,750 stores worldwide, DECATHLON and its teams have been working ever since 1976 to fulfill an ongoing ambition: Move people through the wonders of sport, to help them be healthier and happier in a sustainable future.

DOWNLOAD MEDIA

KIPRUN contact:

Joséphine ROMANO
josephine@pr-esence.com

KIPRUN