



PRESS RELEASE

Le Col Enters China Market with Kung Fu Data as Exclusive Distribution Partner

Shanghai, China – 27 September 2024 – Elite cycling apparel brand Le Col has officially entered the China market, partnering with Kung Fu Data as its exclusive distribution and brand partner. Recognized globally for its commitment to technical excellence, performance-driven innovation, and sustainability, Le Col is set to provide Chinese cycling enthusiasts with some of the most advanced cycling apparel available.

Founded by former professional cyclist Yanto Barker, Le Col is built on a deep understanding of an athlete's needs, with every product designed and tested to deliver optimal performance. Worn by professionals and amateur riders alike, Le Col's cycling kits are renowned for their aerodynamic precision, technical fabric innovations, and uncompromising quality. Additionally, the brand is taking a forward-thinking approach to sustainability, incorporating 100% recycled materials in select product lines.

"We are excited to introduce Le Col to China's passionate and rapidly growing cycling community," said Josh Gardner, CEO of Kung Fu Data. "Le Col represents the pinnacle of performance cycling apparel, trusted by professionals and enthusiasts alike. By bringing this exceptional brand to China, we aim to equip cyclists with the best in technical innovation, comfort, and sustainability."

Through this partnership, Kung Fu Data will leverage its expertise in China's e-commerce landscape to ensure Le Col's seamless market entry, allowing Chinese cyclists access to world-class performance gear. This marks another milestone in Kung Fu Data's mission to bring high-quality, globally recognized brands to China while ensuring long-term growth and success.

About Le Col

Founded by former pro cyclist Yanto Barker, Le Col is a premium cycling apparel brand dedicated to creating the world's best performance cycling kit. Designed with input from professional riders and developed using cutting-edge technology, Le Col products deliver unmatched technical performance, comfort, and aerodynamics. The brand is also committed to sustainability, incorporating 100% recycled materials in select collections.

About Kung Fu Data

Kung Fu Data is a trusted partner for global brands entering and expanding in the China market. Specializing in e-commerce distribution and brand operations, Kung Fu Data helps international companies navigate China's dynamic retail landscape, ensuring growth, stability and long-term success.

For media inquiries, please contact:

Kilee Adams

Corporate Communications Director
kilee@kungfudata.com

Kung Fu Data

5th Floor, 8 South Tuofangying Road | Beijing, China 100016
www.kungfudata.com | www.linkedin.com/company/kung-fu-data