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**Scuderia AlphaTauri stride into the 2020 season with luxury driving shoe brand Piloti**

Scuderia AlphaTauri announces a partnership with luxury driving shoe brand Piloti.

Commenting on the announcement, Piloti Managing Director Stephanie Wetmore, “At Piloti, we are rooted in racing, and believe that whether it’s building cars or crafting shoes, you shouldn’t have to choose between form and function. We have over two decades of experience equipping championship racers and automotive enthusiasts with performance driving shoes, and are delighted to start our partnership with Scuderia AlphaTauri. We look forward to working with the team in Italy this season.”

**Franz Tost, Scuderia AlphaTauri Team Principal:**

“We’re excited and look forward to our cooperation with Piloti. While we will be benefiting from their highly-functional driving shoes, we will do our best to support them grow their business.”

Piloti Inc., headquartered in Toronto, Canada, is a designer and retailer of driving-inspired, lifestyle and luxury footwear. Rooted in racing, Piloti has equipped championship racers and automotive enthusiasts with performance driving shoes for over 20 years. Offering a wide assortment of performance, luxury and lifestyle silhouettes, Piloti strives to exceed the highest standards of performance, quality and design. Each Piloti shoe features exceptional craftsmanship, careful attention to detail and performance driving shoe technology, that will inspire you to put your best foot forward, from the driver’s seat to the city street. For more information, please visit [www.piloti.com](http://www.piloti.com).

Hi-res still and moving images are available on:

<https://www.redbullcontentpool.com/scuderiaalphatauri>

<https://www.scuderiaalphatauri.com/en/media>

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