

BORA heightens its commitment to cycling with hansgrohe as the new, second title sponsor from the 2017 season

Raubling. BORA Lüftungstechnik GmbH, a manufacturer of innovative cooktop extractors, is strengthening its commitment to the world of cycling. BORA is remaining the first title sponsor of the cycling team from Raubling and setting the wheels firmly in motion for the WorldTour. In addition to the Bavarian company, which began its activities as a sponsor of the German cycling team in 2012, the jerseys worn by Manager Ralph Denk's team will now also be adorned with the name of a second prestigious German brand: hansgrohe. This will further highlight the team's German identity. From the 2017 season, the team's name will change to 'BORA – hansgrohe'.

BORA founder Willi Bruckbauer explains the reasons for the partnership: "The road that we started out on with our sponsorship four years ago has proven to be an extremely successful one. In addition to the rapidly growing level of brand awareness, particularly in countries with an affinity for cycling, we are recording far higher levels of demand, inspiring our distribution partners and identifying strongly with them and achieving excellent popularity in our target group."

The co-sponsor, hansgrohe, is a traditional brand from the Black Forest. The premium products stand for innovative design, sustainable technology and exceptional functional quality in the world of showers and bathroom and kitchen mixers.

"We firmly believe that hansgrohe is the ideal partner for us: both BORA and hansgrohe are committed to offering extraordinary products, forging new roads and providing the highest quality. We also have a similar target group. This is a dream partnership for us as water and heat are the two key elements in a kitchen", highlights BORA founder Willi Bruckbauer.



At the press conference in Saint-Lô, they announce the shared commitment to cycling: Philippe Harinck, CEO hansgrohe Belgium, Emanuel Buchmann, team manager Ralph Denk and BORA founder Willi Bruckbauer.



About the company:

Since 2007, BORA Lüftungstechnik GmbH, headquartered in Raubling, Upper Bavaria, has successfully developed and sold cooktop extractor systems that draw vapours downwards thanks to the use of patented technology. The innovative BORA Basic, BORA Classic and BORA Professional product ranges, all of which use downdraft systems, are now sold in 28 countries worldwide.

BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patent he developed has multiple advantages: the premium-quality systems are more effective than conventional hoods, extremely quiet, energy efficient and easy to clean. They enable maximum design freedom for kitchens and a clear view.

The company received its first award within the scope of the innovation contest 365 Orte im Land der Ideen (365 Places in the Land of Ideas) back in 2009, followed by the German Entrepreneurs' Award, red dot award, Plus X Award, German Design Award, Iconic Award, German Brand Award and others.

For further information, please visit www.bora.com.

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