

### BORA is the new title sponsor of the German cycling team

**Raubling.** Effective beginning on 01 January 2015, BORA will take over as title sponsor of the current NetApp - Endura team. The team, which is currently competing in the Tour de France, is presently the only German representative in the professional cycling world.

#### Decisive economic reasons

BORA's name has appeared on the NetApp - Endura team's jerseys as a partner since 2012. From the start of the new 2015 season, the company will now take on the primary title rights to the team. This commitment originates from the love of cycling of the BORA founder and owner Willi Bruckbauer, who formerly trained for a professional career as a cyclist. "We decided to make this commitment for corporate and economic reasons", comments Bruckbauer. "Our aim is to both improve the brand awareness of BORA and further develop the preference for our products in the retail sector. Cycling gives us opportunities to do this that are otherwise rarely available, such as through the title right to the team."

Willi Bruckbauer is basing this commitment on solid facts. Both the advertising value and the media distribution were researched, KPIs from all of the company's sales areas were evaluated and comparisons were made between the costs and the expected benefits. The BORA founder is confident: "We will make back every euro invested tenfold".

Cycling is an extremely popular sport in Germany and beyond. In Belgium, Italy, France, Spain and even England, it is receiving cult status among certain groups and attracting more attention than some other major sports. "This marketing tool also acts as an important springboard for our international sales activities", comments Bruckbauer.

#### Increased brand awareness and greater international preference

BORA, the manufacturer of innovative cooktop extractor systems, will further activate this commitment to the world of sport with TV adverts within the scope of sporting events, especially cycling. The company will also hold events in association with the international races and is dedicated to the topic of healthy eating in connection with sport. "We want to inject so much life into this commitment that our distribution partners clearly benefit from it too", comments Bruckbauer with conviction.

Team manager Ralph Denk also welcomes the commitment of the medium-sized Bavarian company: "I am delighted that, through BORA, we can once again welcome a German company as title sponsor in the world of professional cycling. We have acquired a company that is owner-managed, financially strong and growing. In creating its innovations, it does not shy away from competing with the big boys – and I see great parallels with our team in that regard".

For BORA, the commitment is coming at the perfect time. Over the last two years, the company has invested in products and structures. The commitment as TEAM BORA will further drive brand awareness and the company's development in Germany as well as the 19 export markets.



Left: Ralph Denk, right: 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 24 European countries. In 2012, the company expanded to Australia and New Zealand. BORA Lüftungstechnik GmbH received an award within the scope of the innovation contest 365 Orte im Land der Ideen (365 Places in the Land of Ideas) back in 2009 as well as the Deutsche Gründerpreis (German Entrepreneurs' Award) in the start-up category in 2010, the red dot award in 2012, the Plus X Award 2013 and 2015/2016 and the Interior Innovation Award – Winner 2015 and the Best of Corporate Publishing Award Gold 2015. For further information, please visit [www.bora.com](http://www.bora.com).

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