

## BORA in the air: the Revolution Tour 2017 is taking Europe by storm

**Raubling.** BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has kicked off its 'Revolution Tour 2017'. Having previously visited Milan, Palma de Mallorca and Brussels, this summer, the BORA Cooking Truck with its glass-cube kitchen will now head for further European destinations. The spectacularly converted lorry, which acts as a kitchen, dining room and event location in one, will be hoisted 30 metres in the air by a crane in carefully selected major cities and hot spots. Planned stops include Paris, London, Düsseldorf and Rome, among others.

The idea is to offer healthy finger food and scrumptious snacks at lofty heights with a breathtaking panoramic view. Many different event types are on the agenda: the filming of a TV programme, events for distribution partners, customers and Facebook fans, the final of the BORA 'German amateur master chef' cooking contest and the involvement in the cycling sponsorship activities of the WorldTour team BORA - hansgrohe.



The Cooking Truck is truly eye-catching. With a weight of 40 tonnes and an impressive length of almost 19 metres it is an awe-inspiring marketing tool that causes quite a stir wherever it appears. The loft-like glass cube has a 16-person capacity and offers a clear view of all 20 square metres of the interior. The Truck will be accompanied by a BORA Cooking Chef, who will conjure up creative and healthy treats for the event participants.

Previous events proved to be fantastic spectacles. Crowds of people regularly formed around the crane, creating a buoyant, festival-like atmosphere. Astonished passers-by, tourists and locals whipped out their cameras and shot selfies – both on the ground and in the air. Wherever the BORA Cooking Truck stops, it always causes wonder and amazement.

#### 2017 tour dates:

24 – 27 May:	Vienna/Austria
17 – 18 June:	Berlin/Germany
22 June:	Ziar Nad Hronom/Slovakia
29 June – 3 July:	Düsseldorf/Germany
6 – 8 July:	Paris/France
13 – 15 July:	Amsterdam/Netherlands
28 – 30 July:	London/England
20 August:	Hamburg/Germany
26 – 28 October:	Rome/Italy

#### 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 are sold in 41 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 awards, Plus X Awards, German Design Award, Iconic Award, German Brand Award and others. Even shortly after its market launch, the new BORA Professional received the red dot award ‘Best of the Best’ and the Plus X Award as Product of the Year 2017.

For further information, please visit [www.bora.com](http://www.bora.com).

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