

## BORA in the air: Revolution Tour 2018 fires up Europe's hot spots

**Raubling.** BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has kicked off its 'Revolution Tour 2017'. The BORA Cooking Truck with its glass-cube kitchen will head for further European destinations from spring onwards. The 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. This year it will be on the road for 300 days in ten countries. Stops include Lisbon, Rotterdam, Dublin, Turin and Copenhagen.

So the tour takes up from where the spectacular events of the previous year left off. The idea behind the series of events: to enjoy healthy finger food and scrumptious snacks at lofty heights with a breathtaking panoramic view. This year, too, a wide variety of events will fire interest. Many different event types are on the agenda for distribution partners, customers and Facebook fans, as well as 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 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.

### 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 58 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 Awards, Iconic Award, German Brand Award, Good Design Award and others.

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

**Contact:**

Klaudia Meinert  
[klaudia.meinert@derks-bmc.de](mailto:klaudia.meinert@derks-bmc.de)  
Tel. +49(0)89-7599905-11

derks brand management consultants  
Sträuberstr. 18  
81479 Munich  
[www.derks-bmc.de](http://www.derks-bmc.de)

---

BORA Lüftungstechnik GmbH · Rosenheimer Straße 33 · D-83064 Raubling/Rosenheim  
T +49(0)8035 9840-100 · F +49(0)8035 9840-300 · [info@bora.com](mailto:info@bora.com) · [www.bora.com](http://www.bora.com)

Head office Raubling/Germany · Registry Court Traunstein HRB 17604 · Managing Director Willi Bruckbauer  
WEEE registration number 29933567