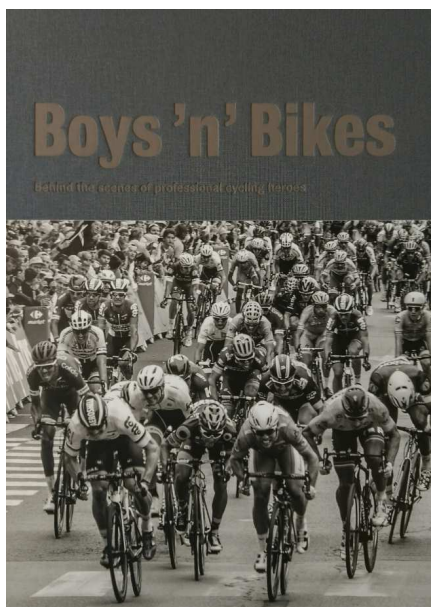


## BORA energises its commitment to cycling with a fascinating picture book **Boys 'n' Bikes: Behind the scenes of professional cycling heroes**

**Raubling.** BORA Lüftungstechnik GmbH, the manufacturer of innovative cooktop extractor systems and title sponsor of the UCI WorldTeam BORA - hansgrohe, is supplementing its cycling-related activities with an opulent picture book. The premium-quality, large-format printed work takes readers behind the scenes of some of the most exciting races in which BORA was involved in 2016. From the Paris-Roubaix to the Tour de France, the impressive images from the renowned photographers Karen M. Edwards and Brian Hodes illustratively tell the story of the cycling highlights. Over more than 300 pages, the sequences of both black-and-white and colour photos spark enthusiasm among more than just cycling fans. They illustrate the breathtaking beauty of the landscapes, the different race requirements, the highlights and the indescribable magic of the Tour de France with its spectacular scenes in Paris. With trilingual captions, what makes this book so special are the unusually close, almost intimate insights into a dynamic scene and the personal experiences of the cyclists, who accept defeat with composure and celebrate victory with true exuberance. A book packed with power, aesthetics and speed.



Behind the scenes: An energy-packed cycling book that provides a look behind the scenes.



Willi Bruckbauer uses his sponsorship activities to bring more than just cycling fans closer to the fascinating world of major races.

#### **About the book:**

- Editor: Willi Bruckbauer
- 320 pages with 500 illustrations
- Bound, dimensions: 24 x 32.5 cm
- German/French/English
- Photos: Karen M. Edwards, Brian Hodes
- Publisher: Edel AG
- Price: 39.90 euros
- ISBN: 9783841905130

#### **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 now sold in 41 countries worldwide.

BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patented product that he has developed offers multiple benefits: the high-quality systems are more effective than conventional extractor hoods, very quiet, energy saving 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](http://www.bora.com)

#### **About BORA - hansgrohe**

Since 2015, BORA has been the main and title sponsor of the UCI WorldTeam BORA - hansgrohe. The team's operating company is Ralph Denk pro cycling GmbH, which also managed the teams NetApp (2010 - 2012), NetApp - Endura (2013 - 2014) and BORA - ARGON 18 (2015 - 2016) and is based in Raubling (Bavaria/GER).

BORA has an existing sponsorship agreement with Ralph Denk pro cycling GmbH for the primary title right until the end of 2019. Both parties are following a long-term strategy. Part of this strategy is to create a specific team identity that is based on a completely new value commitment and represents a new kind of cycling.

In just a few years, the team has worked its way up to racing in the UCI WorldTour. It was the only UCI Professional Continental Team to take part in all three Grand Tours in just three years.

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



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