

BORA extends main sponsorship of the BORA – hansgrohe cycling team through to 2024

Nice/Raubling. At the start of the 107th Tour de France in Nice, BORA has announced the extension of their sponsorship commitment to the cycling team BORA – hansgrohe for another three years. The extractor system specialist from the Bavarian town of Raubling and their co-sponsor Hansgrohe from Schiltach have confirmed their commitment to the successful German team until the end of the 2024 season. This announcement was made at the start of the most important stage race in road racing which, due to the coronavirus situation, is one of the few big sporting events this year.



The BORA – hansgrohe team around three-time world champion Peter Sagan, Tour captain Emanuel Buchmann and team manager Ralph Denk at the start of the 107th Tour de France in Nice.

Willi Bruckbauer, founder and CEO of BORA on the sponsorship extension:

Conscious move to go against the mainstream

„For BORA, the sponsorship was quite the windfall from the very beginning. We made a conscious move to go against the mainstream when we decided almost six years ago to become the main sponsor of a professional cycling team. After careful consideration, we were convinced that this suited us, is authentic, and achieves our marketing goals perfectly. There are many parallels between BORA

as a company and the team of Ralph Denk: we are close to home, yet possess an international orientation, we are constantly developing and at times embark upon unconventional paths, we recognise and provide chances, we do not shy away from competition, and we pursue our goals efficiently and with great passion.“

Monitoring proves success in creating brand awareness

„And our success has proven us right on both sides. At BORA, we have been conducting regular monitoring since 2015 and have clearly noticed that brand awareness has multiplied, that we are growing much faster and stronger in markets with a connection to cycling, and that the group of people interested in cycling in particular has a much clearer picture of BORA and our products. “Never change a running system,” they say, however, to keep the system running on both sides, long-term planning security is vital, particularly in times when planning security is a more important concept than ever before.“

Security in planning until 2024

„That’s why we decided to extend our sponsorship commitment early, until the end of 2024. This will allow the team to continue to consistently develop, and also gives us the opportunity to benefit from sponsorship as a sustainable multiplier in our strategic marketing planning. We are also looking forward to further developing our highly-successful cooperation with our partner, Hansgrohe.“

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 Professional, BORA Classic, BORA X Pure, BORA Pure and BORA Basic product ranges are sold in 60 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 Awards, German Brand Award, Good Design Awards, iF Design Awards and others.

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

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Contact:

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

derks brand management consultants
Strähuberstr. 18
81479 Munich
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 · www.bora.com

Head office Raubling/Germany · Registry Court Traunstein HRB 17604 · Managing Director Willi Bruckbauer
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