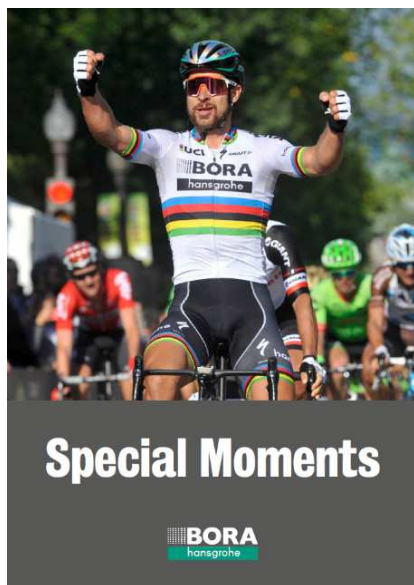


BORA is further stepping up its commitment to cycling. The 'Special Moments' picture book documents the fast-paced 2017 season

Raubling. BORA Lüftungstechnik GmbH, the manufacturer of innovative cooktop extractors and title sponsor of the UCI World Team BORA – hansgrohe, focuses on a consistent, long-term commitment to cycling and presents this to the general public. Now, a newly published picture book with captions in three languages uses striking photos to document the spectacular 2017 season with the World Champion and cycling star Peter Sagan. It also gives us a transparent look behind the scenes: from the Tour Down Under, the Giro d`Italia and the Tour de France to the decisive World Championships in Bergen.

Spanning 240 pages, readers of the high-quality, large-format book can experience the highlights from last year's tour through photos, interviews and reports. And it is not only the athletes themselves who are depicted, but also the team behind the team (physiotherapists, chefs, mechanics, etc.). Faces and stories that captivate more than just die-hard fans. A thrilling book that celebrates the strength and emotion of cycling around the world and enables readers to get involved with the fascination and versatility of racing and the BORA – hansgrohe team.

Willi Bruckbauer, BORA founder: "Thanks to our sponsorship commitment, we have increased awareness of BORA elevenfold over the last two years. The decision to sponsor cycling is paying off. We want to use the 'Special Moments' book to share our fascination with fans worldwide. It presents the BORA – hansgrohe team in a dynamic, powerful and approachable manner – traits also shared by the team itself and that make it so internationally inspiring."



Special Moments: An emotion-packed book that triggers a passion for cycling.



The BORA – hansgrohe team not only impresses people throughout Germany, but also presents itself as dynamic, powerful and approachable on an international level.

About the book:

- Editors: BORA Vertriebs GmbH & Co KG and Hansgrohe SE
- 240 pages with 350 illustrations
- Bound, dimensions: 24 x 33 cm
- German/French/English
- Publisher: edel – Edel Germany GmbH
- Price: EUR 39.90

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 and others.

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

About the BORA – hansgrohe team

BORA has been the main and title sponsor of the UCI World Team BORA – hansgrohe since 2015. 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 - Argon18 (2015 - 2016) and is based in Raubling (Bavaria/GER).

BORA and hansgrohe have an existing sponsorship agreement with Ralph Denk pro cycling GmbH until the end of 2019, with all parties following a long-term strategy. This involves creating a specific team identity that is based on a brand 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 World Tour. 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



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