

## press release

### **ABUS becomes helmet and security partner of Movistar Team – the world’s best pro cycling team**

*Wetter/Ruhr, Germany – 26 October 2016 – ABUS, the specialist for security solutions, has deepened its commitment to world class pro cycling. With its partnership with the Movistar Team, the best team on the UCI WorldTour over the past four years, the german-based and family owned company shows it is serious about expanding its brand and communication strategy and product development capabilities.*

ABUS is considered number one when it comes to security and safety technology, and the Movistar Team is currently the best pro cycling team in the world. This is indicative of the high standards of the new partnership that makes ABUS the official security and helmet partner of the Movistar Team. It will supply the team with high-end racing helmets and innovative security solutions for the upcoming years.

#### **Focus is on the umbrella brand and internationalisation**

“ABUS is pursuing a consistent sponsorship strategy. It’s about strengthening the company’s positioning as a sportive and emotional helmet brand as well as increasing further brand awareness for the family brand of ABUS particularly in international markets,” says Christian Rothe, member of the Management Board of the ABUS Group, in reference to the partnership’s objectives. Adding “the cooperation with the Movistar Team is ideal: the media reach across a variety of communication channels is enormous, and on top of that, there’s the year-round, worldwide presence – the season begins in January and runs until November – and the emotional components of the thrilling sport of cycling such as team spirit, passion and ambition.”

#### **Leveraging pro cyclists’ experiences to optimise products**

The company’s product development will also benefit from the partnership. Due to the long-term partnership, ABUS will be able to work closely together with the

#### **The ABUS brand**

ABUS has been ensuring the good feeling of security since 1924. The German manufacturer specialises in high-quality products characterised by reliability, durability, and ease of use. To meet the growing needs of private and business customers, ABUS offers a wide range of innovative solutions for home, commercial, and mobile security. The ABUS Group includes ABUS August Bremicker Söhne KG, ABUS Security Center GmbH & Co. KG, ABUS Pfaffenhain GmbH and ABUS Seccor GmbH. The independent group of companies is based in Wetter on the Ruhr and operates all over the world.

**Home security**  
Michael Bräuer  
Phone: +49 (0)2335 634225  
Fax: +49 (0)2335 634294

**Mobile security**  
Torsten Mendel  
Phone: +49 (0)2335 634268  
Fax: +49 (0)2335 634350

**Editorial office**  
FVU Markenkultur  
Bürgerstraße 20  
40219 Düsseldorf  
Tel.: 0211 506686-13  
Fax: 0211 506686-10  
abus@fvu-markenkultur.de

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world's best cyclists. The riders will give valuable feedback on their daily product experiences, which ABUS will incorporate into the further development and continuous improvement of its helmets. It is currently developing an aero helmet as well as a high-end racing helmet that the Movistar Team will use in the upcoming season.

### **The Movistar Team – pro athletes in a class of their own**

The Movistar Team around the world-class riders Nairo Quintana and Alejandro Valverde won the UCI WorldTour team rankings for the fourth consecutive year in 2016. The team is one of the most experienced in world pro cycling with very successful history. It was originally founded in 1980 under the name Reynolds. The team celebrated huge successes – under the name Banesto – in the years 1991 to 1995, when then team captain Miguel Induráin became a legend by winning the Tour de France five consecutive times. Since 2011 the Team is riding under the name Movistar Team and has achieved numerous titles on the UCI WorldTour, including 36 victories in 2016, a stage victory and the 3<sup>rd</sup> place overall at the 2016<sup>th</sup> Tour de France. The latest coup was Nairo Quintana's overall victory at the 2016<sup>th</sup> Vuelta a España. One of the Spanish team riders is German Jasha Sütterlin, beside that the team already trusts further German brands and partners such as Canyon, Adidas Eyewear, Continental, Multipower and power2max.