

Press release

Jolanda Neff takes World Championship title in Cairns, Australia with the new ABUS Aventor

Wetter/Ruhr, 12 September 2017

Jolanda Neff's Cross Country World Championship win in Cairns, Australia at the weekend marked two firsts. For the Swiss rider, who is no stranger to winning, it was the first rainbow jersey in the Cross Country in the Elite category, and for her helmet partner ABUS, it was the first individual title won with the new ABUS Aventor.

Since the UCI World Cup in Lenzerheide, ABUS has been the official helmet partner of the KROSS Racing Team, the UCI Elite team to which Jolanda Neff and Maja Włoszczowska belong. Since July, these two top riders have been wearing new ABUS Aventor in competition; the top helmet was officially unveiled just a few days ago at the Eurobike Show.

Even in high summer temperatures, the ABUS Aventor shows its superior qualities. With the introduction of the Aventor, ABUS is continuing its product campaign in the sports helmets segment. Thanks to its unique ActiCage design, ABUS developers were able to integrate large ventilation openings in the Aventor without compromising on safety. The result: 40 percent of the ABUS Aventor's surface is air. Even in high summer temperatures, as it was recently during the title races in Australia, this extremely pronounced ventilation effect proves to be an advantage for ambitious athletes.

The new World Champion Jolanda Neff: "I just absolutely had to win"

The new World Champion Jolanda Neff (24) said: "After the many setbacks I've faced during this season, the World Championship title is my greatest victory. I just absolutely had to win, and it was a very emotional moment for me when I was standing on top of the podium. Huge thanks go not only to my team mates from the KROSS Racing Team, who had my back at the start of the race, but also to my sponsors, who have constantly

supported me on my journey to the rainbow jersey. My new ABUS Aventor helmet also played its part in helping me to keep a cool head in Australia at all times, and enabling me to ride to victory."

Christian Rothe, Member of the Board of Directors at ABUS: "The entire ABUS team would like to congratulate Jolanda on her World Championship title"

"The entire ABUS team would like to congratulate Jolanda on her World Championship title. We are incredibly grateful that we could play our part with the new Aventor. The success of our partnership is also demonstrated by Maja Włoszczowska's fourth place, giving the Aventor a perfect World Championship début. We're now working flat out on a real one of a kind: the first Aventor in a rainbow design", enthuses Christian Rothe, Member of the Board of Directors at ABUS.

An explosion of new helmets

In addition to the new Aventor, ABUS has introduced an explosion of other helmets for off-road conditions. The new top helmet is the Montrailer, which was developed for use in various disciplines from All Mountain to Enduro/Trail, and is also being provided in the MIPS and ACE MIPS versions. The new Moventor sits in the mid-range price bracket. The Mountk, which is already established on the market and is now available in four new colours, completes the range for those new to off-road.

The ABUS Aventor and the helmets from the new off-road range will be available from retailers from October 2017.

Contact

ABUS | Mobile security

Torsten Mendel

Phone: +49(0)2335 634-268

Fax: +49(0)2335 634-350