

press release

ABUS becomes official partner of the Paris-Roubaix cycling race

Wetter/Ruhr – 3rd March 2016 – The Paris-Roubaix cycling race is one of the most famous – if not the most famous – one-day race on the international cycling calendar. ABUS, the specialist for mobile security, will be involved with the race the next two years as an official sponsor and partner.

Paris-Roubaix is the most popular and important spring classic race in the cycling scene. Famed for its sections of cobblestones, the prestigious race is fuelled by passion, intensity and emotion. Indeed, no other race symbolises the rigours and adversities of competitive cycling more than the Paris-Roubaix; a victory at the so-called “queen of the classics” practically elevates the winning rider to the status of cycling hero.

It is precisely the race’s international significance and its broad reach among cycling enthusiasts that makes ABUS’s involvement as an official sponsor and partner interesting. The security expert’s engagement as helmet supplier of the pro cycling team BORA - ARGON 18, which itself is no stranger to the Paris-Roubaix, underscores its ambitions to increase the brand’s sporty image and raise name recognition among the target group.

ABUS will turn the international TV coverage and the wide reach it affords to good account by having an advertising presence along the race route and inside the venerable Roubaix velodrome. This will include, among other promotional activities, banners and flags as well as logo placements, e.g. on the official escort vehicle or on official website, on the start arch and in the interview zone. Additional communications that play an activating role away from the action will support its sponsoring efforts. What’s more, ABUS will be offering an official Paris-Roubaix special edition of its premium racing helmet, the Tec-Tical Pro v.2.

Christian Rothe, a member of ABUS’s management team, said: “As a well-established brand, we’re naturally excited about working with the renowned Paris-Roubaix race. Our involvement and the corresponding media presence will help us

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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.

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achieve our branding objectives by enhancing the emotional appeal and internationalisation of the ABUS brand.”