



PRESS RELEASE

Santini becomes Official Supplier of the Tour of Germany



Bad Soden – February 9th, 2018. The new Tour of Germany will be dressed by Santini Cycling Wear. The Italian manufacturer will design and produce the official leader jerseys for Germany's only professional stage race (August 23-26). In addition to the pros' equipment, 3,500 hobby athletes of the sportive event will receive free jerseys in the Deutschland Tour design. The sportive of the Tour of Germany, called *Jedermann Tour*, will take place on August 26th in Stuttgart and the Stuttgart region. Santini will also launch a special line of cycling wear dedicated to the Deutschland Tour that will be on sale in summer 2018.

Santini, also serving since this season as the official outfitter of Trek-Segafredo around Germany's top rider John Degenkolb, will design a new collection for the professionals and the amateur athletes especially for the Tour of Germany. In the pro race, the leaders of the general, the sprint and mountain classifications as well as the best young rider can look forward to fashionable jerseys "Made in Italy".

Claude Rach, Managing Director of the Gesellschaft zur Förderung des Radsports, the German subsidiary of the race organizer A.S.O.: "Santini's involvement in the Tour of Germany goes far beyond a typical outfitter's. To the pro riders, we offer high-quality leader jerseys from a partner who has known the needs of top athletes for over 50 years. In addition, the 3,500 participants of the *Jedermann Tour* will enjoy their very own Tour of Germany jerseys. With this, Santini underlines our goal of promoting cycling in Germany."

Monica Santini, CEO of Santini Cycling Wear, adds: "The Tour of Germany is very important to us and we are happy that the race's new edition also features the Santini jerseys. The modern concept of the new Tour of Germany, to build a bridge from professional sports to everyday cycling, exactly matches our product diversity. This turns the event into an ideal arena for Santini."

Santini Cycling Wear and the Amaury Sport Organization (A.S.O.) have signed a partnership contract with a term of two years. Santini will be present on-site during the Tour of Germany at the partner expo at each of the four stages as well as through the brand presence along the course. The sponsorship sales process for the newly launched Tour of Germany is led jointly by A.S.O. and by the Anschutz Entertainment Group (AEG), with whom A.S.O. entered a strategic partnership to promote cycling in Germany.

About the Tour of Germany

The new Tour of Germany will take place for the first time on August 23-26, 2018 as a four-day stage race. Like the cycling classic Eschborn-Frankfurt, the Deutschland Tour is also organized by the Amaury Sport Organization (A.S.O.) and its German subsidiary Gesellschaft zur Förderung des Radsports GmbH. The A.S.O. has agreed with the German Cycling Federation (BDR) to organize at least ten events of the Deutschland Tour. In addition to racing for professional, junior and amateur cyclists, the bike will be featured in its full diversity at the Tour of Germany. For the first time, fans can actively participate in creating a cycling event. More than 1,500 route suggestions and ideas have already been submitted, making the motto "Germany. Your Tour." come alive.