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PRESS RELEASE

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## Techniker health insurance partners the Deutschland Tour

**Germany's largest statutory health insurance and Germany's largest cycling event are working together. The Techniker Krankenkasse (TK) is now a partner of the Deutschland Tour**

TK is using the Deutschland Tour to promote more exercise and everyday cycling. It is taking over the name sponsorship for the "Techniker Ride Tour", the cycling tours in the stage towns during the Deutschland Tour. In Weimar, Meiningen, Marburg and Stuttgart, visitors will be offered a ride to join the Tour. Completely free of charge and regardless of the type of bike - everyone is welcome to discover the region by bike on the day of the professional race.

For the health insurance company, the "Techniker Ride Tour" is a contribution to even more cycling enthusiasm. *"Whether in everyday life, on a family outing or sporty cycling - every kilometre on a bike counts. Exercise in the fresh air is fun at any age, good for the climate and good for your health. Many good things come together on a bike, so cycling is booming, and quite rightly so,"* says Niels Möllgaard, Head of Marketing at Techniker Krankenkasse.

Accompanying the bike rides, TK offers a wide range of information at the daily expos of the Deutschland Tour and provides information there about its services on the topic of prevention and sport. In addition, all those interested will be informed about everything from individual bike settings to correct behaviour in road traffic at the bike coaching, bike fitting and VR simulator. The Deutschland Tour takes place from 24 to 28 August and leads from Weimar to Stuttgart. On five race days, the tour runs through Thuringia, Hesse and Baden-Württemberg.

### **About TK**

With over 10 million insured persons, Techniker Krankenkasse is Germany's largest statutory health insurance company. Since 2016, it has been operating under the brand name Die Techniker. 14,000 employees are committed to ensuring high-quality medical care for TK policyholders. With numerous innovations such as the electronic health file TK-Safe, TK aims to promote digitalisation in the healthcare system and play a key role in shaping a modern healthcare system. More information at [www.tk.de](http://www.tk.de)