

PRESS RELEASE

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HOLMENKOL taps competitive cyclists for expertise

Bike Race Support Programme benefits athletes and retailers alike

HOLMENKOL will launch its Bike Race Support Programme on 14 May 2009. The program combines online and racing events for high-powered competitive riders in mountain biking, triathlons and road bicycle racing. In expanding its enterprise into professional cycling, the company aims to support athletes in their endeavours while encouraging greater discussion of R&D issues. Specialist bike retailers have joined forces with Paul Lange, the brand's distribution partner, to take an active part in the program; HOLMENKOL race centres are keeping the momentum going in Germany, Austria and Switzerland.

As an official partner of the Sympatex BIKE Festival in Riva, Italy, HOLMENKOL sent each of the athletes at the festival an exclusive invitation to the Bike Race Support Programme. The invitation doubled as a membership card. Everyone who raced at the festival could then register for the programme at www.holmenkol.com/bike-race, using a personalised access code that corresponded to the racers' assigned starting numbers. When selecting the cyclists, HOLMENKOL ensured that every single one participates in competitions, since those events give competitors a wealth of experience and expertise. The brand plans to take advantage of both. The first step: establishing direct lines of communication between the athletes and the brand's product management and R&D divisions. Athletes will also be invited to a forum where they can share ideas and experiences with their peers and the HOLMENKOL Bike Team. In return, athletes will enjoy direct access to exclusive prototypes, test products and innovations – and play a key role in shaping product development and quality control. The programme is complemented by special promotions and technical support during events and races.

Retailers will also reap the benefits of this promotion. Every race centre affiliated with HOLMENKOL and Paul Lange can participate: athletes receive vouchers for HOLMENKOL products that can only be redeemed at specialist bike retailers. With these vouchers, athletes can purchase equipment at a discount from a retailer they trust.

To find out more and download text and image material, visit

<http://www.press-service.info/holmenkol>

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