



## German classics on May 1 attracts new partners

**Eschborn-Frankfurt is on course for growth. This year, the Škoda Velotour is attracting more amateur cyclists than ever before, the U23 junior race is back on the program and the WorldTour race for professionals promises excitement with a top field of starters. In addition, there is good news from numerous partners and sponsors of the German classic.**

When the world's best professionals celebrate their German season opener in the first race of the year here in Germany and thousands of active cyclists ride themselves on May 1, many companies also take advantage of the German classic. In addition to new partners who present themselves for the first at Eschborn-Frankfurt, long-standing supporters also expand their commitment.

### **New companies at the German classic**

With **Nagarro**, a new major partner was presented in the fall. The full-service IT provider based in Kronberg im Taunus complements the event's existing partnerships, which are led by the two name sponsors, the cities of Eschborn and Frankfurt am Main, as well as the long-standing main partners ŠKODA and Tissot. As "Official IT Partner", the innovative company benefits from an extensive brand presence. In addition, Nagarro employees will get on their racing bikes on May 1 and experience their home region.

For the first time, **Eurobike** will also appear as an Official Partner at Eschborn-Frankfurt. The world's leading trade fair for the bicycle industry will take place for the second time at the new Frankfurt location from June 21 and will be the exclusive partner of the Mammolshainer Stich at the German classic. The iconic climb in the Taunus region is one of the race's biggest challenges and an atmosphere hotspot every year, attracting thousands of spectators. There and at the two Expo sites in Eschborn and in front of the Alte Oper in Frankfurt, the Eurobike offers discounted tickets and provides information about the show program.

**La marzocco** is also celebrating a premiere at the German classic. The Italian manufacturer of high-quality espresso machines is itself a classic that impresses with its unique design and great attention to detail. The fact that cycling and good coffee make a perfect duo is not only known at the café stop popular among cyclists. On May 1, the VIP area in Frankfurt will be able to enjoy the original Caffè italiano.

### **Existing partners expand their commitment**

This year, **VGF - the Frankfurt am Main transport company** - is once again the name sponsor of the inclusion race, in which students from the Panoramaschule, a Frankfurt special school for handicapped children, and the Paul-Hindemith-Schule, a secondary school from the west of Frankfurt, take part in the German classic. They will form cycling duos, ride the finishing lap around the Alte Oper twice together and finish together. In addition to this commitment, VGF is also a partner of the handbike race, which celebrates its 5th anniversary at the Škoda Velotour this year.



Another long-time partner, **Lotto Hessen**, is looking forward to the Škoda Velotour and the new record of 8000 registrations this year. For the first time in its history, the race for amateur cyclists is fully booked.

**Bikeleasing-Service** has also extended its partnership around the Škoda Velotour after the beginning of the cooperation last year. More than 48000 companies already trust in the Dienstrad-Service provider. As a presenter of the Škoda Velotour roadbook, Bikeleasing-Service will be particularly visible to all participants. In addition, the company will present itself at the expo of the German classic in the middle of Frankfurt's city center.