

## uvex returns to UCI WorldTour

**uvex is opening a new chapter in the top league of cycling. Intermarché-Circus-Wanty, one of the best teams on the UCI WorldTour, is now riding with performance products "made in uvex". International stars such as Biniam Girmay, Rui Costa and Louis Meintjes put their trust in uvex helmets and eyewear.**

uvex has been a known name in the peloton for more than 30 years. The innovative technologies for more performance and safety convinced many successful cyclists. uvex athletes have cheered almost a hundred times at the Tour de France, the Giro d'Italia, the Vuelta a España or one of the cycling monuments. Now the performance products from the German family-owned company are returning to the roads of the biggest races with Intermarché-Circus-Wanty.

Michael Winter, Managing Partner of the uvex group: "Athletes rely on uvex in the most emotional moments. Our helmet and eyewear technologies are already world class. At uvex, we are not satisfied with that – we think ahead. The bike segment is growing and with our new partnership we are heading towards the future. It is a milestone for the brand and for the development of new, innovative products that will inspire all cyclists."

### **Multi-year partnership with Intermarché-Circus-Wanty**

uvex is working on new performance products together with the UCI WorldTeam, which finished last season in the top 5 of the world rankings. Thanks to in-house development and own production facilities, the rider feedback has a direct impact on new helmets and eyewear. New uvex models are already expected in the coming months.

Christophe Weissenberger, CEO of the uvex sports group: "In sports, uvex is a sought-after performance brand. Partnerships with top athletes are in the brand's DNA and with Intermarché-Circus-Wanty we underline our claim. The long-term cooperation provides us with a new dimension in international brand presence and supports us in addressing new markets and target groups with innovative bike products."

### **Performance helmets Made in Germany**

The Intermarché-Circus-Wanty riders are equipped with the uvex helmet and eyewear flagship models in a special team design. In the time trial, they wear the top-class helmet uvex race 8. For the road races, they choose between the uvex race 9 (performance helmet with large ventilation channels) and the uvex rise (aero helmet). Three eyewear models are available for the pros: the uvex pace one V, the uvex sportstyle 231 2.0 V (both with automatic lens tinting) and the uvex sportstyle 236 (with interchangeable lenses) in a striking shield look.

Next Saturday (January 14<sup>th</sup>) Intermarché-Circus-Wanty will be wearing uvex helmets and eyewear in the race for the first time. A criterium race before the Australian Tour Down Under opens the 2023 road season.



### **About uvex cycling**

uvex was last represented in the UCI WorldTour in 2014, equipping Team Giant-Shimano. Since the beginning of the 1990s, the family-owned company from Fürth/Germany supplied helmets and eyewear to cyclists and teams in the top league of cycling. Since then, these pros have celebrated almost 700 victories, including 90 wins at Grand Tours and cycling monuments. The younger generation of successful uvex athletes include Mark Cavendish, John Degenkolb, Tom Dumoulin, Philippe Gilbert, André Greipel, Marcel Kittel, and Thibaut Pinot. At Intermarché-Circus-Wanty, successful riders such as Rui Costa (world champion 2013), Biniam Girmay (winner Gent-Wevelgem 2022), Louis Meintjes (7<sup>th</sup> Tour de France 2022) and German rider Georg Zimmermann (4<sup>th</sup> Deutschland Tour 2022) ride with uvex.

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### **About the uvex group**

The uvex group unites four companies under one roof: the uvex safety group, the uvex sports group (uvex sports and ALPINA), the Filtral group (Filtral and Primetta) and the UD2C Group for the direct-to-consumer online business. The uvex group has 49 branches in 22 countries and produces primarily in Germany by conviction. 60 percent of the almost 3,000 employees (status: FY 2021/22) are employed in Germany. uvex is a partner of international top-class sports as a supplier to countless top athletes. The guiding principle of protecting people is a mission and commitment. To this end, the uvex group develops, produces, and sells products and services for the safety and protection of people at work, in sports and in leisure time.