



Bianchi heads north into Swedish mountainbike trails
Bianchi becomes Title sponsor for UEC Mountainbike European Championships in Huskvarna 2016

Press release 2015-10-15

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The legendary celeste green colour of Bianchi will be as prominent along the single trails as it is on the black tarmac around the world. That's the future plan of Bianchi's Swedish organization. They see next years Mountainbike European Championships in Huskvarna, Sweden, as the starting point of broadening and consolidating the brands position in the mountainbike premium market segment.

- We are very happy to have a great brand, as Bianchi, supporting our goal to create a first class event in Huskvarna next year. For us this is the perfect partner, an internationally well-known brand also having strong national and local connections, says Erik Abrahamsson, event manager for the championships. Bianchi are going to be present and active no only during the event but of course seen and heard before, during and after the event. - Without a doubt, we are attracted to a fresh event that will be well noticed in media and a even broader sport audience, says Mats Hermansson, Head of sales and marketing at Bianchi in Sweden.

The European Championships will take place in Huskvarna, Sweden, above beautiful lake Vättern, 5-8th of May 2016. The event is a cooperation between four local cycling clubs in Jönköping-Huskvarna and the Swedish Cycling Federation. Hermansson elaborates on Bianchi's way into the Mountainbike championships;

- In road cycling we put a lot of effort into Vätternrundan but now we want to show that our bikes are just as fast on a single track. This is not only a 4-day journey in May next year for us, we are putting a lot of effort whole of the season in different ways. We have 75 resellers in Sweden, which of course will have a great part in this.

The extended engagement in the mountainbike segment is in line with the Bianchi brands international strategy, making it count all over Europe. Bianchi also has a European pro mountainbike team, mainly with riders in the U23 category, both men and women. Hopefully they will manage to cut to join the European Championships.

- Yes, it would be very fun if some of our riders would make it and qualify for their countries. The competition is really hard; we will keep our fingers crossed for them. But of course also for the Swedish team. On the starting line I think we are as much of Italian as we are Swedish, says Mats Hermansson with a smile.

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