



# CRAFT SPORTSWEAR – PROUD PARTNER TO THE 2016 EURO MTB!

Craft Sportswear proudly announces that it will be Official Partner to the 2016 UEC Mountain Bike European Championships in Huskvarna, Sweden. The partnership means that Craft continues to strengthen its presence in the world of MTB.

"During the last years we have focused hard on developing innovative, world-class MTB sportswear," says Craft's international brand manager Daniel Högling. "Partnering with the 2016 Euro MTB, which undoubtedly will be a high-quality event, is a natural step in our process to be a strong brand for MTB riders and to increase our presence in this exciting sport."

The 2016 European Championships in XCO, XCE and Relay will take place in Huskvarna, Sweden, on a challenging course where spectators will be able to experience all the action from a close distance.

"It will be a fantastic event with a massive crowd," says Erik Abrahamsson, event manager for the championships of the 2016 Euro MTB organization. "And Craft is a perfect partner and a strong brand that adds credibility to these contexts. It's also a Swedish company with its roots only an hour away from the start, as well as an international brand that helps bringing the championships to a higher level. We are very pleased to cooperate with Craft."

The 2016 Euro MTB is a four-day event starting May 5.

## For more information, please contact:

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Craft is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for optimal result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel.

**CRAFT**   
FUNCTIONAL SPORTSWEAR