

PRESS-RELEASE



Bike tyre manufacturer is increasing its involvement in MTB sport

MAXXIS is the new main sponsor of BIKE Transalp

MAXXIS, the largest bike tyre manufacturer in the world, is increasing its involvement in BIKE Transalp this year. For the next three years, MAXXIS will be the main sponsor of one of the world's best-known MTB stage races. This year, the MAXXIS BIKE Transalp event will take place from 14th to 20th July 2019

Bielefeld, 20. February. MAXXIS, the largest bike tyre manufacturer in the world, has now been enthusiastically supporting BIKE Transalp as a service partner for almost 15 years. "BIKE Transalp is always a highlight in our annual calendar," says manager Ulrich Guppenberger. He adds that with its variable weather and route conditions, the stage race is an ideal testing ground for XC and marathon tyres. Guppenberger explains the company's motivation, saying, "The very positive participant feedback about our tyres was one of the reasons why we now want to make our involvement with the Transalp event more externally prominent by becoming the main sponsor of this well-established traditional race."

As well as being the leading brand sold by the largest bike tyre manufacturer, MAXXIS is also part of one of the world's largest tyre manufacturers, which produces tyres for almost every kind of vehicle – from lawn mowers to trucks. All MAXXIS bike tyres are produced at the company's factory in Taiwan.

MAXXIS has been among the most successful tyre brands in MTB sport for several years now – examples include the Scott Team, with Nino Schurter at the forefront alongside many other top athletes. Through its involvement in BIKE Transalp and other marathon events, the company is now seeking to get even more riders excited about its brand.

More information about BIKE Transalp 2019 can be found at www-bike-transalp.de.

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