

TEAM SAXO BANK SUNGARD



© Riis Cycling

29.06 11:37

Saxo Bank-SunGard announces new technical partnerships

Riis Cycling and Saxo Bank-SunGard continue to develop its group of technical partners. Today, the Danish based World Tour team is happy to announce the addition of three new sponsors into our portfolio of technical partners.

"I am pleased to welcome this new group of technical partners on board Saxo Bank-SunGard," team owner Bjarne Riis says and stresses the importance of these sponsors.

"It has always been my belief that in order to become the world's greatest cycling team and in order to keep that position, you have to have the best equipment and gear at your disposal all the time. That is why we constantly try to be at the forefront of every little detail of our equipment, and that is why our technical partners play such an important role for the team," Bjarne Riis adds.

Amongst the new partners is the Danish company CeramicSpeed that has signed an agreement for both 2011 and 2012. CeramicSpeed provides the team with its handmade and state of the art ceramic bearings that reduce friction.

"At CeramicSpeed we are proud to sponsor the professional cycling team that is known for being the most demanding in the world when it comes to it's equipment. This is a great pat on our shoulders and a clear recognition that our product makes a difference. At the same time we expect that the partnership with Saxo Bank-SunGard will help promote CeramicSpeed in the global cycling industry," Director Martin S. Banke says.

Spanish based company X-SAUCE by Sincamaras is another new partner in 2011. X-SAUCE is a anti-puncture sealant that Saxo Bank-SunGard tested with great success in this year's Giro d'Italia. With X-SAUCE applied inside the tires almost any puncture will be immediately sealed without the necessity of having to remove the wheel.

"X-SAUCE guarantees a fantastic puncture protection as our sealant virtually eliminates flats. I think this year's Giro was a great example, that X-SAUCE brings peace and tranquility to the whole team and especially the riders and their mechanics during stages. At the same time we are proud to be associated with Saxo Bank-SunGard and to support their riders. Without a doubt, our partnership brings awareness to our product, and the team's feedback will help us to create an even better product in the future," founder David Garcia Ayensa says.

Saxo Bank-SunGard has also signed an agreement with TechNiche for 2011. TechNiche is a specialist in the development of products used for cooling, pre-cooling and post-cooling during strenuous activities, especially in sporting events held in high temperatures and will provide the team with different cooling products, including HyperKewl.

"For TechNiche this partnership is very valuable. We are already in many other top sport fields, and we are very happy to have such a reputable team as Saxo Bank-SunGard as a partner. We believe we can learn a lot more about personal climate control needs for professional cyclists. At the end of the day our goal is to help each and every rider to feel more comfortable during extreme conditions and consequently maximize their results through our different technologies, cooling & heating products," says co-founder of TechNiche Europe, Eric Pellis.

For more information:

On Saxo Bank-SunGard: www.saxobanksungard.com

On CeramicSpeed: <http://www.ceramicspeed.com>

On X-SAUCE: www.x-sauce.com

On TechNiche: www.techniche-europe.com / <http://www.techniche-intl.com>