

CRAFT SPONSORING: THE LUXEMBOURG PRO CYCLING PROJECT

THE LUXEMBOURG PRO CYCLING PROJECT TO RACE IN CRAFT

CRAFT is extremely proud to announce that the Luxembourg Pro Cycling Project will be training and racing in the Swedish label's high tech clothing for the next three years. Having just been awarded their ProTeam status from the UCI, the team will be testing the equipment in the most demanding races throughout the season. The newly established team brings together many of the top cyclists currently racing, including the Schleck brothers, Fabian Cancellara, Stuart O'Grady and Linus Gerdemann. During their first year on the circuit, the team will be pleased to be riding in Craft's most innovative materials. Craft is confident that the partnership will be fruitful since the team shares with Craft many of the same ideas and goals.

Not only will Craft provide the team with all their clothing requirements including baselayers, accessories, compression items, alternative training garments and leisurewear, the company will rely on the riders' constant feedback to assist in the development process of future high-end lines. Craft CEO Magnus Mansson sees this aspect of the collaboration as among the most important results from the partnership. "Our product development is fundamentally rooted in the cooperation with the best athletes in the world. By working with this new, we have joined forces with one of the most promising cycling team with a very special vision," Mansson explained. "Aside from that, we love cycling and this partnership is a sensational opportunity for us to showcase our premium sports apparel." Since the riders are all very demanding with regards to their gear, they will be enthusiastic collaborators in the development process; they know they will directly benefit from the interaction.

The team's General Manager Brian Nygaard is equally thrilled about the partnership: "We're extremely pleased to enter this partnership with Craft. They will be a technical partner at the highest level and deliver the best there is in terms of clothing a to an amazing group of world class athletes and our hard-working and dedicated staff. I truly believe we can give them great feedback on their impressive range of products and the long-term benefits of this partnership will be significant to both Craft and to us."

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