



## Lidl now partners with all three German cycling events

Lidl is making another clear statement for cycling in Germany: as an official partner of the ADAC Cyclassics, the company is now also supporting Hamburg's WorldTour race. As the "Official Freshness Partner," Lidl brings healthy energy to the course – with fresh products and interactive activities for fans and amateur cyclists alike. With this long-standing event in northern Germany, the company is expanding its partnership with A.S.O. Germany, the German subsidiary of the Tour de France organizer.

Lidl is already the title sponsor of the Lidl Deutschland Tour and a partner of the cycling classic Eschborn-Frankfurt. Now, with its support of the ADAC Cyclassics, Lidl is also involved in Germany's second WorldTour race. The goal is to inspire even more people – together with the organizer – to embrace movement, cycling, and balanced nutrition.

"The partnership with the Cyclassics is our next step toward long-term support for the development of cycling in Germany. As Freshness Partner, we also aim to help both elite and amateur athletes improve their lifestyle through healthy and mindful nutrition," says Alexander Lafery, Head of Marketing at Lidl Dienstleistung GmbH & Co. KG.

Alongside Eschborn-Frankfurt, the ADAC Cyclassics is one of the most prominent cycling events in the country. Each year, the race draws more than 10,000 amateur riders onto the closed roads of Hamburg and the surrounding metropolitan region – a unique experience for both participants and fans.

*"We're delighted to have Lidl as a committed partner at our side – one that shares our values and is actively helping to shape the future of cycling in Germany," says **Matthias Pietsch**, Managing Director of A.S.O. Germany GmbH. "With fresh ideas and creative activations, Lidl is now enriching the experience for fans, athletes and families at the ADAC Cyclassics as well."*

Through this partnership, Lidl is promoting sport and conscious nutrition with healthy and sustainable products: all three events offer international elite racing and numerous opportunities to get involved – accompanied by interactive activities and healthy snacks such as fresh fruit, vegetables and vegan options from Lidl's own brand, Vemondo. In doing so, the company reinforces its commitment to health, sustainability and social responsibility, while inspiring people to lead a more mindful lifestyle – on the bike, at the table and in everyday life.

The partnership with the ADAC Cyclassics complements Lidl's international cycling engagement – including its role as main sponsor of the UCI WorldTeam and UCI Women's WorldTeam Lidl-Trek.



#### **About A.S.O. Germany**

A.S.O. Germany GmbH is the largest cycling event organizer in Germany. Headquartered in Frankfurt/Main, the company organizes both of Germany's UCI WorldTour races – Eschborn-Frankfurt and the Hamburg Cyclassics. It also manages the Lidl Deutschland Tour – the only men's stage race in Germany. In addition to the professional races, more than 25,000 amateur athletes take part in these three events.

#### **About Lidl in Germany**

Lidl, part of the Schwarz Group headquartered in Neckarsulm, is one of the leading grocery retail companies in Germany and Europe. Currently, Lidl operates around 12,350 stores in 31 countries worldwide. In Germany alone, some 100,000 employees work across over 3,250 stores and 39 administrative and distribution centers to ensure customer satisfaction. Dynamism, performance, and fairness are central to the way Lidl works. Since 2008, the Lidl online shop has offered a wide range of non-food products from Lidl's own brands and external brands, wines and spirits, as well as travel services and other offers. As a discount retailer, Lidl places great importance on value for money and streamlined processes. The company also takes responsibility for society and the environment, focusing its sustainability strategy on six core topics: climate protection, biodiversity, resource conservation, fair trade, health promotion, and open dialogue.