



Global tyre company becomes premium partner

Continental is the new TOP sponsor of the BIKE Festival events

In 2019, Continental is increasing its involvement in mountain biking at the BIKE Festival events in Garda Trentino, Willingen and Saalfelden Leogang. The global tyre company will be presented as the top partner at all three of Delius Klasing Verlag's BIKE Festival events for the next three years

Bielefeld/Hamburg, 26 February 2019. Continental will be the title sponsor of the two BIKE Festival events in Willingen and Saalfelden Leogang, and will also be the main sponsor at the FSA BIKE Festival Garda Trentino. "We are delighted that we have been able to secure Continental, which is a very prestigious and globally recognised company, as a long-term partner of the BIKE Festival events," says Mathias Ley, Managing Director of the promotional agency Ley Events. "This shows even more clearly just how important these three big European events are on the MTB and E-MTB scene."

For Continental the sector of MTB is a very important segment. "Looking towards the future we want to search the closeness to our customers more through events", says Head of Marketing Oliver Anhuth. „Therefore it was just logical, to increase our involvement in the BIKE Festivals."

At the BIKE Festival events, everything revolves around mountain biking. Each festival has an outdoor fair, where all of the sector's prestigious brands present their latest products. Over the course of three days, the extensive fringe programme attracts thousands of participants and visitors to the various events.

The dates for the BIKE Festival events: Garda Trentino: 3–5 May 2019 / Willingen: 17–19 May 2019 / Saalfelden Leogang: 13–15 September 2019.

For more information about the BIKE Festival events, visit www.bike-festival.de.