



**A.S.O.** GERMANY

**PRESSEMITTEILUNG | PRESS RELEASE**

## **ADAC becomes partner of all A.S.O. events Germany**

**A.S.O. Germany and the ADAC join forces as the ADAC partners up with all three German events from the coming season. The ADAC is supporting the events to showcase the wide range of services it provides for cyclists.**

In the future, the mobility club will be the title partner of the ADAC Cyclassics. This applies to both the elite and the amateur races in Hamburg. The club will also support the amateur races in the Eschborn-Frankfurt cycling classic and will be the title partner of the ADAC Velotour. Next year, the amateur race of the Lidl Deutschland Tour will be called the ADAC Cycling Tour. A total of around 25,000 participants will take part in all three races.

The partnership between ADAC and A.S.O. Germany is designed for the long term for all three events.

*"For several years, ADAC has been expanding its service and product commitment to bicycles, which has been very well received by our 22 million members. With immediate effect, we want to emphasize this with more visibility and special member offers at major cycling events," says ADAC Sponsoring Director Kay-Oliver Langendorff.*

**Matthias Pietsch**, Managing Director of A.S.O. Germany GmbH: *"The expansion of investment by a major brand in cycling represents another important milestone. We are very pleased about the new comprehensive partnership, which includes all our events. This long term commitment gives us planning security and enables us to support the ADAC in keeping pace with the change in mobility."*

The Eschborn-Frankfurt cycling classic with the ADAC Velotour will take place on its traditional date of May 1st. The ADAC Cyclassics in Hamburg will be held on the Sunday before the Lidl Deutschland Tour (August 20-24), August 17. On August 24, the ADAC Cycling Tour will make a guest appearance in the cycling state of Saxony-Anhalt in the state capital of Magdeburg.