



PRESS RELEASE

## Vittoria announced as first Official Partner for the 2018 Hammer Series



**Madone, Italy – 8<sup>th</sup> March 2018** – The Hammer Series is aiming to attract a new audience to cycling. Unlike traditional stage-based races the Hammer Series places spectators at the heart of racing, by offering fans fast paced, world class racing alongside live data and cutting-edge technology. The racing will be streamed live to the world, pits teams of five riders against each other over three extremely testing courses to determine the best team in the world.

To celebrate the announcement, Vittoria and Hammer Series will be offering 2 fans the chance to experience either the Hammer Stavanger or Hammer Limburg ‘Sprint’ race from the unique perspective of the neutral service vehicle. Winners of the competition will also receive hospitality access throughout the event.

To be in with a chance of winning this prize, fans are encouraged to simply follow the instructions on the Hammer Series Twitter account. <https://twitter.com/HammerSeries>

René Timmermans, CEO of Vittoria EMEA/LATAM, said: “We are very happy to support Hammer Series. This is a very unique competition, in which major pro teams fight each other in a race format never seen before. Innovation is in Vittoria DNA and no other road



race this year will be as innovative and disruptive as the Hammer Series. Moreover, we want to take our Servizio Corse to the next level by taking part to international races. For all these reasons, I strongly believe this partnership will benefit each other a lot.”

Julian Buehler, Head of Sales & Marketing, Hammer Series says: “The partnership with Vittoria is an important moment in the young history of the Hammer Series and we are very excited to welcome such a pioneer within the cycling industry as the first Official Partner of our new and groundbreaking event series. Both partners are thrilled to establish this new and exciting racing experience for cycling enthusiasts and sports fans all around the world. Together, we will change cycling and showcase the massive potential the Hammer Series offers to all stakeholders”.

Following an exciting inaugural event in 2017, which was watched by more than three million cycling fans on social media channels alone, the Hammer Series now kicks off the 2018 season with two back to back races in Stavanger and Limburg.

Each event sees three days of intense competition, providing close-up thrills for cycling fans in an innovative team-vs-team format designed for digital and broadcast viewing. Unlike traditional stage races in which individual riders take to the podium, the Hammer Series pits teams of five riders against each other over extremely testing courses to determine the best team. Alongside the racing, each event will host a Cycling Festival, with mass participation events, a fan village and hospitality area.



## About Vittoria:

Vittoria Industries Ltd. is an international group that acquired the famous premium cotton tubular tires producer Vittoria Spa in 1990. Vittoria has built highly reputable partnerships within in the cycling industry and created a distinct brand image. Today, Vittoria Industries is one of the world's leading manufacturers of bicycle tires with an annual production of approximately 7 million tires and 900,000 high performance tubulars and cotton tires. Its research & development center develops the best racing tires at all levels. Vittoria also entered the premium wheels' market in 2014. Vittoria's worldwide commercial operations are shared among three distinct regions: Vittoria SpA is responsible for Europe, Middle East, Africa and Latin America (EMEA & LATAM). Vittoria Industries North America, Inc., is responsible for North America. Vittoria Asia Pacific is responsible for Asia-Pacific region. The group holding company, Vittoria Industries Ltd, carries out manufacturing and R&D at its fully owned Lion Tyres Thailand Ltd factory in Bangkok.

### Useful links:

[www.vittoria.com](http://www.vittoria.com)

[Vittoria Tires Facebook page](#)

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