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For Immediate Release

New Title Sponsor and new Name for the Uplace-BMC Pro Triathlon Team

Two big names in cycling team up to strengthen the winningest triathlon team in the world: while BMC officially extends its title sponsorship, Etixx becomes the new title sponsor of the team. The founding partner Uplace continues the operational running of the team. The team's new name from 2016 onwards is BMC-Etixx Pro Triathlon Team powered by Uplace.

The team manager of the Uplace-BMC Pro Triathlon Team, Bob De Wolf, stresses out the importance of the decision: "This is a crucial step in the sustainable development of our team. The BMC-Etixx Pro Triathlon Team aims to continue to be the most successful and sustainable triathlon team in the world."

The Belgian sport nutrition company Etixx is the team's dedicated partner since 2014 with certified and reliable nutritional support. Etixx's products have been developed with and are used by some of the best athletes in the world. Today, Etixx has already a strong presence in professional cycling as the partner of several pro-cycling teams. The agreement with the BMC-Etixx Pro Triathlon Team emphasizes their interest in supporting triathletes with cutting-edge formulations, made of superior ingredients.

BMC Switzerland sponsored the team from January 2014 on and announced the extension of the sponsorship until 2017, with the intension of continued partnership thereafter. David Zurcher, CEO of BMC, explains BMC's intention of working together with the triathlon team: "One of the most important requisites for BMC to step into a partnership is that our partners share the same values. The Uplace-BMC Pro Triathlon Team stands for professionalism and high performance, which also reflect BMC Switzerland's brand values."

The founding partner Uplace will continue the operational running of the team and offer the team's unique professional support structure.

Since its foundation in 2008, the Uplace-BMC Pro Triathlon Team has become a textbook example for triathlon: in 2014, the team could celebrate 21 victories and a total of 46 podium finishes, including 4 continental titles. The overall goal of the team is to take the number one position in the world. Team president Bart Verhaeghe sees the decisions of BMC and Etixx as an important step in the realization of this goal: "The continuation of the BMC engagement and the further commitment of Etixx allow us to continue to grow and to create a real legacy in the triathlon sport."

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Swiss, Premium, Performance Cycling

BMC is the premium, Swiss, performance cycling manufacturer. Established in 1994, the company employs approx. 200 people worldwide. It is headquartered in Grenchen, Switzerland where it also has its very own research and development facility; the Impec Lab. BMC's bikes are ridden by the world's top athletes including the 2014 World Team Trial Champions, the BMC Racing Team, and 2014 Mountainbike XCO World Champion Julien Absalon.