

For immediate release

Patrick Seabase announced as BMC Switzerland new Ambassador

Grenchen, 9th of February 2017 - BMC Switzerland is proud to announce the signing of Patrick Seabase as the latest member of its 'Ride Crew' - a newly formed group of endorsed riders selected to promote the brand among sub-culture cycling enthusiasts and lesser-known cycling disciplines such as enduro mountainbiking.

"Patrick is a strong cycling advocate who speaks directly to a wide group of cyclists we don't usually reach through the voices of our professional cycling teams. His unique personality and style, combined with his passion for the sport, brings a 'cool' factor to BMC. Seabase will increase brand awareness among design-conscious cycling aficionados seeking products that match their fitness goals, image, and lifestyles," said David Zurcher – BMC Switzerland CEO.

Originally a skateboarder, the RedBull athlete from Bern began cycling ten years ago after buying his first fixie (fixed gear bike). Since then has collaborated with many famous film producers and photographers to document his extreme fixed gear exploits such as riding a 300km-long stage of the 1910 Tour de France, that totalled 6,000 metres of altitude gain. "Partnering up with BMC is the perfect symbiosis of the values I live by, and those that are promoted by the brand. Its Swiss heritage, unique approach to frame design and the focus on technologically advanced engineering are the most obvious elements that really speak to me. The fact that BMC is also a manufacturer of track bikes concludes the collaboration as the ideal match! I am already feeling really comfortable on the Trackmachine, Roadmachine and the Teammachine and look forward to kicking off some exciting projects together this year."

In 2017, Seabase will tackle one of his biggest challenges yet - to be announced in March.

Ends

For more information please contact:

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Download Photos of Patrick Seabase (ZIP file):

<http://webnative.promacx.ch/download/bmc-partner.1486637469.zip>

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About BMC Switzerland

Swiss, Premium, Performance Cycling

BMC Switzerland is a premium, Swiss, bike manufacturer. Established in 1994, the company employs approximately 120 people, worldwide. It is headquartered in Grenchen, Switzerland where it also has its own research and development facility; the Impec Lab. BMC's bikes meet the highest standards in quality, design and manufacturing and the company invests heavily in research and development to continue to improve its designs and technologies. BMC has written its way into history by supplying bikes for the world's top athletes, winning races such as the Tour de France, the Team Time Trial and Road World Championships, the MTB XCO World Championships, numerous Ironman Championships and the Olympic Road Race.

More information about its products, technologies and racing teams can be found on the [BMC website](#).