

For immediate release

## ROCA Sports Ireland is appointed distribution partner for BMC Switzerland in Ireland

*8<sup>th</sup> of February 2017* - The partnership will see the re-introduction of premium bike brand BMC Switzerland to Ireland through selected dealers and shops throughout the country via its newly appointed distributor ROCA Sports.

“BMC Switzerland is a technologically-advanced brand with a very clear vision and strategy which aligns with our own ethos when it comes to supplying performance cycling products to the Irish consumer. ROCA Sports has grown significantly in the last 3 years and we undertook this partnership knowing that we will be able to supply a select number of dealers throughout Ireland with premium, high-performance road, mountain and lifestyle bikes, supporting BMC’s business growth and satisfying consumer demand for BMC.” says Thomas Cahill, Director and co-founder of ROCA Sports.

The company will be introducing 2017 models to shops in the coming months and plan to roll out a full dealer program in time for the launch of the 2018 range. With his transfer to BMC Racing Team in 2017, ROCA Sports Director and co-founder Nicolas Roche is also delighted with the partnership, commenting “It’s a natural step for ROCA Sports and, after spending many hours around BMC Switzerland staff and getting to know the brand and its values at training camps, it is very clear that BMC has a deep understanding of what the modern cyclist wants. It is great that we can now bring such a high-end product backed with such expertise to shops in Ireland.”

According to John Glett, Chief Business Development Officer, BMC Switzerland “Ireland is a very attractive market for our global, growing business. We are aware of the constant development of the sport on Irish soil and its people’s passion for cycling and the heritage of the sport. By partnering with Roca Sports we will leverage the increase in brand awareness that Nicolas Roche brings, now that he is riding for BMC Racing Team, to grow our business. We are very confident that our partnership with Roca Sports will be a successful one, and we are very much looking forward to seeing our bikes on the Irish roads and trails.”

Stores interested in stocking BMC bikes and all related enquires should be directed to [bmc@rocasports.ie](mailto:bmc@rocasports.ie). The full range along with a dealer locator will be available on [www.rocasports.ie](http://www.rocasports.ie) shortly.

Ends

For more information please contact:

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## About ROCA Sports

Founded in 2012 by Thomas Cahill and Nicolas Roche the company started out as distributors for Sportful custom clothing, in time the company's portfolio has expanded and now includes alongside Sportful clothing, Tacx bottles, Scicon, Sportsbalm and Gaerne cycling shoes all of which embody the companies ethos of its brands being used and tested by professional cyclists and teams. The company operates out of Cork in the Republic of Ireland and is home to a small but dedicated team of people who live and breathe cycling and the products they deliver.

## 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](http://www.bmc-switzerland.com).