



## Strategic partnership between the Nature park region Reutte and the CERATIZIT-WNT Pro Cycling Team

*In a pioneering partnership with the Reutte-based CERATIZIT-WNT Pro Cycling Team, the Nature park region Reutte Tourism Association is strengthening its position as a destination for cycling enthusiasts. This cooperation, symbolized by the slogan "Reutte: the home of our CERATIZIT cycling team", not only highlights the region as the home base and heart of the women's Worldtour team, but also underlines the region's strategic focus on sustainability, an active lifestyle and international presence.*

The cooperation with one of the leading women's cycling teams on the world stage offers the Nature park region Reutte a unique platform to present itself worldwide as an attractive destination for cycling enthusiasts. The presence of the Nature park region logo on the jerseys of the 15 female riders in international cycling races will significantly increase the visibility and brand awareness of the region in TV and print media. The race calendar includes competitions in Australia, Belgium, Spain, the Netherlands and even China. The Pro Cycling Team will also be competing in the Giro d'Italia Women and the Tour de France Femmes avec Zwift.

Ronald Petrini, Managing Director of the Tourism Association, emphasizes the importance of this partnership: "By working closely with the CERATIZIT-WNT Pro Cycling Team, we can present the unique advantages of our region - from breathtaking landscapes to first-class cycle paths - to a global audience. This is a crucial step towards realizing our vision of a sustainable and vibrant cycling region."

Kathrin Schweinberger, a native of Tyrol and ambassador for the team for the year 2024, plays a key role in the partnership between the Nature park region Reutte and the CERATIZIT-WNT Pro Cycling Team. Her passion for cycling and her deep connection to Tyrol make her an ideal representative to bring the natural beauty and diverse recreational opportunities that the Reutte Nature Park region has to offer to an international audience. Together with her team colleagues, Kathrin Schweinberger will present the Reutte-logo at cycling races around the world. This visibility on the jerseys and in the social media, with more than 300,000 followers, significantly strengthens the international presence and brand awareness of the region.

"The partnership with the Nature park region Reutte opens up new ways for us to jointly promote a healthy, active lifestyle and the beauty of nature," says Claude Sun, Team Manager of CERATIZIT-WNT Pro Cycling. "It is an honor to present the Nature park region Reutte, the location of our Service Course and thus the hub of our team, as our home and at the same time carry its message of sustainability and active recreation to the world."

This cooperation is not only a win-win situation for both sides, but also emphasizes the role of women in cycling as ambassadors for healthy living and environmental awareness. This partnership gives the Nature park region Reutte an excellent opportunity to increase its attractiveness as a sports region and a liveable environment, while at the same time acting as a pioneer in terms of sustainability and tourism.

*CERATIZIT is part of the Plansee Group, which employs around 2,580 people at its headquarters in Breitenwang, including 127 apprentices, making it the largest employer in the Reutte district. The Plansee Group is one of the world's leading industrial powder metallurgy companies and a global market leader in many areas. The portfolio includes more than 100,000 different products and tools. The Plansee Group thus enables high-tech devices for everyday use such as smartphones as well as sustainable and efficient solutions for mobility, energy supply and industrial production. More than 11,000 people work for the Plansee Group in 50 countries around the world.*

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