

arena extends triathlon collaboration as Official Swim Sponsor of the IRONMAN® European Series

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SUMMARY

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Global waterinstinct brand **arena** is proud to announce it has been designated an **Official Swim Sponsor of the 2016 and 2017 IRONMAN® European Series**. The two-year contract covers 104 events overall, including 26 IRONMAN® and 35 IRONMAN® 70.3® events, among them the 2016 and 2017 IRONMAN® European Championships in Frankfurt. The 2016 series kicked off on 1 May with the IRONMAN® 70.3® Pays D’Aix in France, and ends on 2 October with the IRONMAN® Barcelona.

“Following our first collaboration in 2015, we are really pleased to have signed this new two-year-deal as an Official Swim Sponsor of the IRONMAN® European Series,” said Giuseppe Musciacchio , arena General Manager of Brand Development . “Being linked as an official partner of the globally recognizable IRONMAN® brand is obviously a prestigious association for us, signifying that our investment in triathlon over the past several years has made a significant impact and yielded material returns. We look forward to continuing our collaboration with the IRONMAN® organization, and strengthening our commitment to triathlon through the production of a growing range of hi-tech, high-quality products for triathletes of all levels.”

The contract’s Official Swim Sponsor designation applies to a wide range of products, including wetsuit and swimming equipment .

In addition to the IRONMAN® European Championships, events covered under the agreement include the 2016 and 2017 IRONMAN® France, IRONMAN® Austria, IRONMAN®UK, IRONMAN® Switzerland, IRONMAN® Netherlands, IRONMAN® Sweden, IRONMAN® Wales, and IRONMAN® Barcelona, as well as the 2016 and 2017 Sparkassen Finanzgruppe IRONMAN® 70.3® European Championships in Wiesbaden, Germany. Rounding out the contractual coverage are 22 IRONKIDS® events, along with seven 5150TM, six 4:18:4, and eight Company, Sprint, and Mini Triathlon events.

Arena products have for over 40 years been developed through in-depth research, technological know-how, and collaboration with world-class athletes to provide feedback in the product’s design, development and testing stages. In the world of triathlon, the

company's roster of sponsored champions include **world-class triathletes** Jeanne Cologne (France), and Kristin Möller and Christian Kramer (Germany).



SPOKESPEOPLE



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