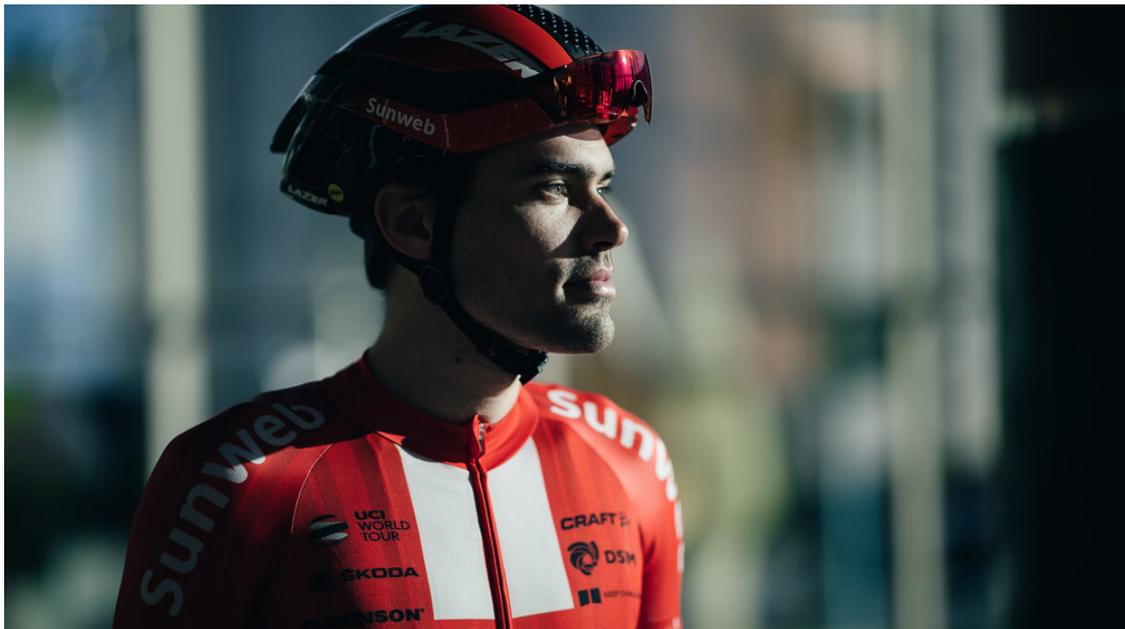


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FOR IMMEDIATE RELEASE

Team Sunweb welcomes Lazer helmets as new technical partner

Kicking off the New Year, Team Sunweb is proud to announce that they have teamed up with Lazer as their helmet supplier and technology partner for all three programs. Lazer will be supplying Team Sunweb with the latest developments cycling helmets, such as the ultra-lightweight Lazer Z1, the aero Lazer Bullet with its adjustable ventilation and the extremely low-drag Lazer Victor.



The partnership between the team and Lazer marks the start of Lazer's anniversary year, with which it brings 100 years of experience within head protection to the team.

Mike Smink, Commercial Director of Lazer Sport: *“We are extremely proud to be able to secure the safety and performance of all Team Sunweb riders. Besides, the feedback of the team will push our future developments forward, aiming to enhance safety, performance and comfort of all cyclists.”*

Iwan Spekenbrink, CEO of Team Sunweb: *“With the addition of Lazer as technical partner, Team Sunweb’s experts and Lazer will work closely together to make the next steps in aerodynamics, as well as safety improvements and temperature control. The first wind tunnel tests look extremely promising, we are therefore confident that the cooperation with Lazer will support our ambitions for the years to come.”*



About Lazer

Lazer is the world’s oldest helmet company, having started out making old leather hairnets for Belgian hardmen racing steel bicycles over cobbled farm roads. Lazer’s products are the result of 100 years of experience, passion and dedication. Lazer is always trying to create the perfect mix between design, comfort, safety and technology. This attitude has shaped Lazer into one of the most innovative helmet companies in the world.

Lazer designs bicycle helmets and eyewear on its home soil in Belgium and markets these products globally, in almost every country, on every continent. Over the years, Lazer teamed up with some of the greatest champions the world has ever seen to create some of the most progressive products ever used. Today we continue the tradition of working with top athletes to create world-class products. Lazer stands for the passion of performance and the joy of riding.

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