

# Shimano becomes official Drivetrain, Brake and Drive Unit partner of the EWS & EWS-E

## *Components company set to provide the ultimate stage-winning partnership*

Shimano, one of the most iconic components manufacturers in cycling, today announced that they have signed as the official Drivetrain, Brake and Drive Unit Partner of the [Enduro World Series](#) (EWS) and the all-new [EWS-E](#).

Since the introduction of its DEORE XT drivetrain in 1982, Shimano has been at the forefront of producing mountain biking components designed to perform at the highest levels. Whether it is submerged in the axle-deep mud of a Colombian forest or skimming car-sized rocks in the shadow of the Matterhorn, Enduro World Series racers place the highest possible demands on their equipment. As a result, this partnership is a perfect fit for both parties.

Shimano has been focused on improving a racer's off-road performance for nearly four decades, a fact borne out by its latest HYPERGLIDE+ 12-speed drivetrains. They offer unprecedented shifting technologies and gear range ranges to satisfy today's mountain bikers' needs.

By drilling down into the fundamental way in which the chain interacts with the cassette and chainrings Shimano's latest HYPERGLIDE+ 12-speed drivetrains enable the rider to shift under load with unbelievable ease and accuracy. So, no matter what the terrain, enduro racers now have the most stable, confidence-inspiring shifting.



*“Shimano has a long legacy of sponsoring elite level global mountain bike racing and we are proud to now sponsor and support the Enduro World Series and E-bike Enduro World Series. Thanks to the elite level of competition within the EWS, it is a great opportunity for us to validate and further refine our products for MTB and E-Bike categories. We look forward to a long term relationship with the Enduro World Series.”* said Taizo Shimano, the head of Bicycle Business Division of Shimano, Inc.

Those sentiments were echoed by the Enduro World Series Managing Director, Chris Ball.

*“It’s a tremendously exciting time for everyone here at the EWS, especially in regard to our relationship with Shimano,”* he said. *“The fact that we are all mountain bikers is at the very heart of our company and as a result we have all used Shimano products virtually since the first few metres of our two-wheeled lives. In such a vibrant, healthy and competitive industry, few brands come close to the reputation for technological trail-blazing that Shimano has developed over the years. We look forward to working with them to continue Shimano’s strong tradition of race-developed products.”*

The opening round of the 2020 Enduro World Series was due to take place on 27 & 28 March in Manizales, Colombia but this will be [postponed due to the Covid-19 virus](#). The first ever EWS-E race is to be held in Valberg, France 18 & 19 July.

### **NOTES TO EDITORS**

1. **Embargo:** Thursday 12th March 17:00 CET time
2. **Images:** can be downloaded at the link below:  
[https://media.shimano-eu.com/en-CEU/media\\_kits/223241](https://media.shimano-eu.com/en-CEU/media_kits/223241)
3. **Further Shimano press releases:** See the media centre here: <https://media.shimano-eu.com>
4. **About Shimano Europe:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see [www.shimano.com](http://www.shimano.com).