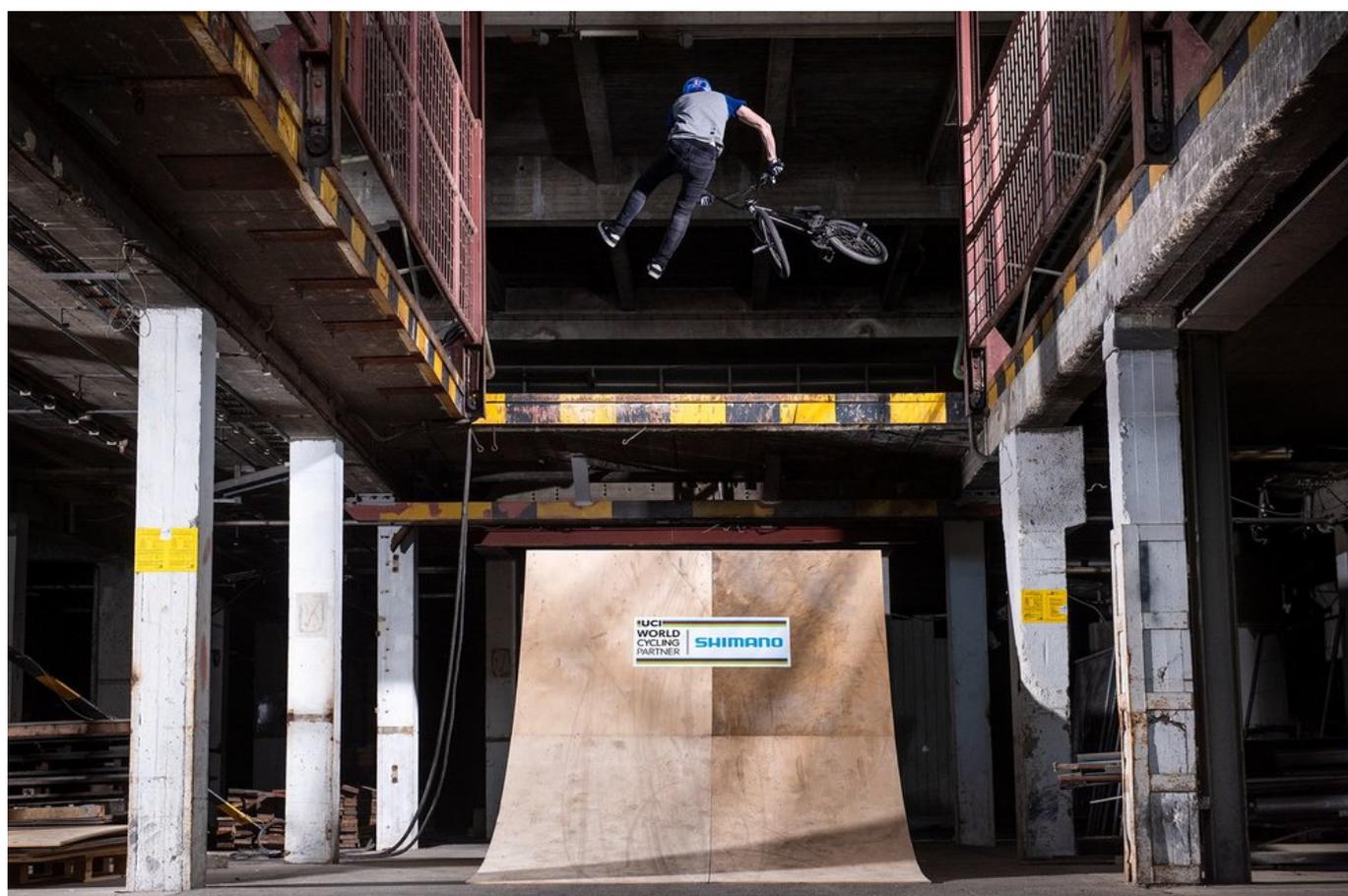


© 21 April 2021, 16:00 (CEST)

SHIMANO PROUD TO SUPPORT THE FIRST UCI BMX FREESTYLE PARK AND FLATLAND WORLD CHAMPIONSHIPS ON EUROPEAN SOIL

Shimano brings headline sponsorship to UCI Urban Cycling World Championships presented by FISE

The coming UCI Urban Cycling World Championships presented by FISE will be significant for two reasons; it will be the first time the UCI BMX Freestyle Park and Flatland World Championships have been held in Europe, and it will be the first time Shimano will be present.



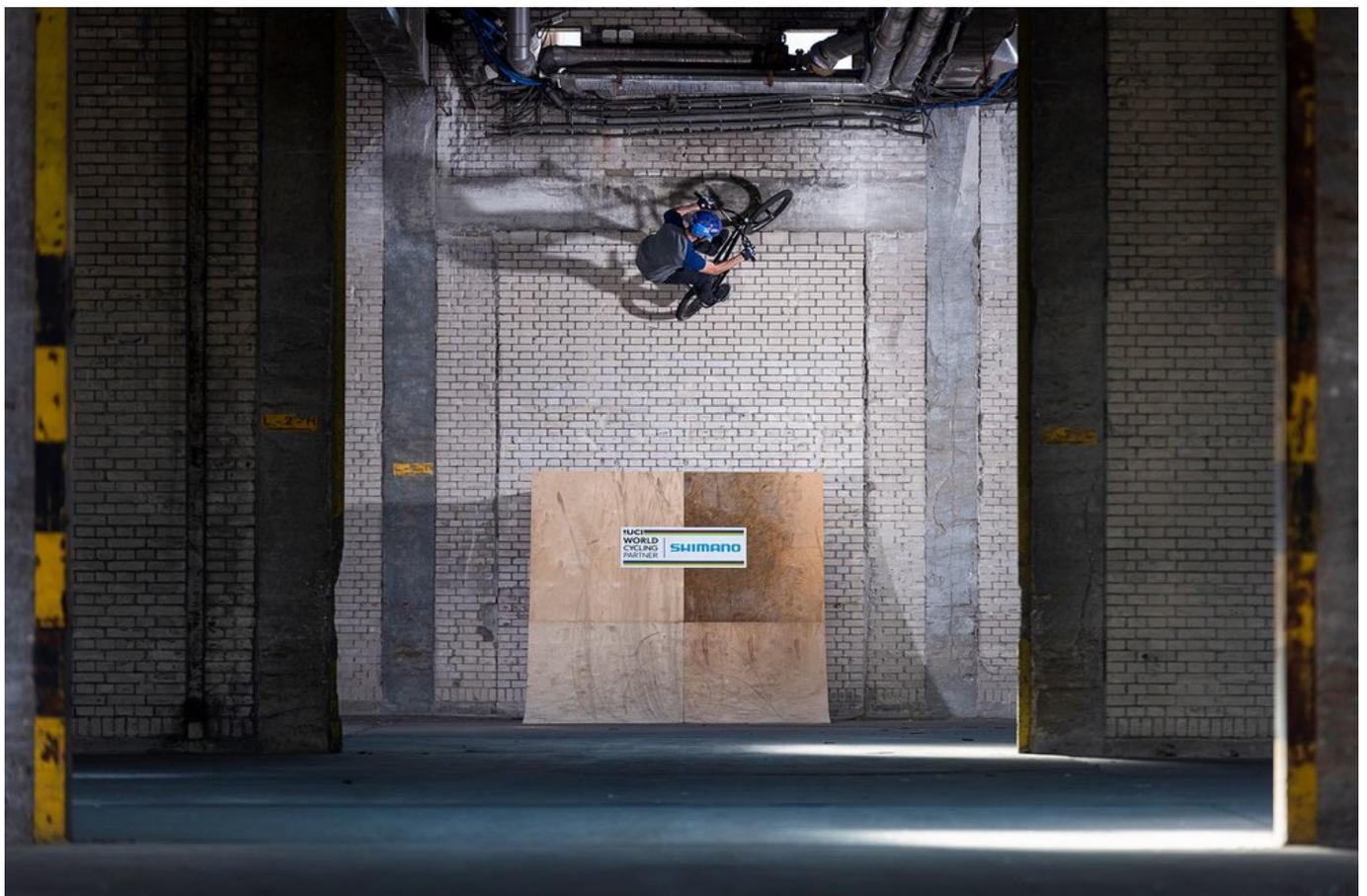
Credit: Jarno Schurgers [@jarnoschurgers](https://www.instagram.com/jarnoschurgers)

The inaugural UCI Urban Cycling World Championships were held in Chengdu, China in 2017 with the event remaining there in the intervening years until a Covid-19-related hiatus in 2020. The return of the UCI World Championships in 2021 sees a move to a new venue, the Sud de France Arena in Montpellier, France, with Shimano on display around the course as proud headline sponsors of the event.

This isn't a new area for Shimano - the company's history with BMX stretches back to the 1980s with pedals, cranksets and, more recently, footwear - and moreover, it is very much in line with the company's goal of using bikes to bring joy and inspiration.

Myron Walraven, Shimano Sports Marketing Manager:

"This is the first year that the UCI BMX Freestyle Park and Flatland World Champions will pull on the rainbow stripes in Europe and we're excited to be present. It shows the growing momentum for BMX in Europe. Through the UCI we are proud to support BMX Freestyle Park and Flatland. This is year one for our global commitment towards BMX and we look forward to working with the UCI to increase our support for BMX riders in the coming years."



Credit: Jarno Schurgers @jarnoschurgers

"The explosive growth in cycling in 2020 and 2021 has shown us that thousands more people are inspired to ride bikes. We want to continue that momentum and inspire all riders to use bikes as a tool for fitness, for fun and for getting around because we believe that the world is a better place by bike."

Shimano looks forward to welcoming riders at the UCI Urban Cycling World Championships presented by FISE in Montpellier, France between 4-8th June 2021. For more information visit <https://www.uci.org/bmx-freestyle>.

NOTES TO EDITORS:

1. **Embargo:** Wednesday 21st April, 16:00h
2. **Product images:** Available here:
<https://www.dropbox.com/sh/qiosgnuuwsrqwjr/AAD1Iv6FYYIzedF95BLBSgada?dl=0>
3. **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.