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CUBE AND NSN CYCLING TEAM ANNOUNCE STRATEGIC PARTNERSHIP



NSN Cycling Team and CUBE will embark on a new chapter with the renowned German bicycle manufacturer becoming the team's Official Bike Partner from 2027. The technical partnership is driven by a shared passion for performance, innovation, and pushing the boundaries of professional cycling.

As Official Bike Partner, CUBE will equip NSN Cycling Team's WorldTeam and Development Team with its Litening® C:68X AERO and AIR road bikes, and Aerium C:68X time trial bike, all equipped with Newmen wheels, SRAM group sets and components, and Selle Italia saddles. NEWMEN will equip the team with its STREEM wheel range, offering a broad selection of aerodynamic and weight configurations to meet the diverse demands of professional road

racing. For NSN Cycling Team, the partnership is a significant step in strengthening its sporting project and creating the foundations for long-term success.





Kjell Carlström, NSN Cycling Team General Manager commented:

"We are incredibly excited to welcome CUBE as our Official Bike Partner. From our first conversations, it was clear that we share the same vision and ambition. CUBE's passion for innovation and commitment to performance make them an ideal partner for our team, as we continue to grow. In 2027, we will have more of a General Classification focus and the support from CUBE will be fundamental to our success across the entire racing calendar. Of course, Biniam Girmay won three Tour de France stages and the green jersey with CUBE, so we are looking forward to seeing Bini and his teammates create more memories."

With its strong heritage in bicycle design and engineering, CUBE has established itself as one of the industry's leading manufacturers, developing cutting-edge technology trusted by cyclists around the world.

Marcus Pürner, Founder & Owner of CUBE, added:

“We are excited to begin our partnership with NSN and to return to the WorldTour. From our first conversations through to the work already underway, we have been impressed by the team's professionalism and its clear focus on performance. The team's ambitions, reflected in its

impressive new signings, such as Richard Carapaz and Kasper Asgreen and lastest addition Primož Roglič, align closely with our own plans and long-term strategy.

We share the drive to keep improving and push our performance further. For us, this partnership also offers a valuable opportunity to work closely with the riders and technical staff, using their feedback and experience to support the continued development of our bikes. And there is an extra reason for us to be excited: this partnership brings Biniam back on our bikes. We are absolutely delighted to welcome him back and cannot wait to see him and the entire team in action."







About NSN Cycling Team

NSN Cycling Team is a Spanish-Swiss cycling team racing in the WorldTour, the highest level of professional cycling. Born from a joint collaboration between global sports and event company NSN (Never Say Never), co-founded by Spanish football legend Andrés Iniesta, and Swiss investment firm Stoneweg, the team races under a Swiss flag and operates from Spain.

As a UCI WorldTour team, the team races around 250 days a year in over 20 countries, including the Tour de France, Giro d'Italia, and Vuelta a España. With two teams in the NSN family - NSN Cycling Team and NSN Development Team - the team is home to 50 riders from around the world, including Biniam Girmay, who claimed three stage victories and the green jersey at the 2024 Tour de France aboard CUBE bikes, Olympic gold medallist Richard Carapaz, Tour of Flanders winner Kasper Asgreen and multiple grand tour winner Primož Roglič.

About CUBE

Founded in 1993 by Marcus Pürner in Waldershof, Germany, CUBE remains owner-managed and firmly rooted in its home region. The company employs more than 1,000 people and is represented in over 60 countries. Its portfolio covers a wide range of bicycles and e-bikes, complemented by clothing and accessories. Driven by innovation, technical expertise and a passion for cycling, CUBE develops bikes for everyone from everyday riders to elite athletes, with a strong commitment to supporting the next generation of cyclists.

Press images & media assets

High-resolution images and additional media assets are available for download here:

Team NSN EMBARGO Thursday, 19 November - 4 p.m. CET

dropbox.com

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