

Metzingen, June 26, 2024

## **BOSS ANNOUNCES SPONSORSHIP OF RED BULL-BORA-HANSGROHE CYCLING TEAM**

BOSS is thrilled to announce a new partnership with the German cycling team Red Bull-BORA-hansgrohe that officially kicks off with the start of the Tour de France™ this season. BOSS will also be sponsoring the U19 and U23 teams. This collaboration further expands BOSS's presence in the world of cycling and boosts global awareness of the brand.

With the aim of becoming the brand of choice for a generation of cycling enthusiasts, BOSS—together with Red Bull-BORA-hansgrohe—hopes to inspire individuals to follow their passion for the sport. Get ready for the high-speed ride of a lifetime as the brand offers excitement and self-determined vitality, both on and off the bike.

"With this collaboration, we are further expanding our commitment to cycling. The new partnership with the German cycling team Red Bull-BORA-hansgrohe strengthens the 24/7 lifestyle positioning of BOSS while increasing the brand's visibility and relevance for cycling fans. Athletes have the right mindset: they work hard towards their goals, and perfectly embody the brand motto 'Be Your Own BOSS.' We are extremely excited to be present at the Tour de France™—the world's most famous, most prestigious cycling race—which is attracting an ever-younger audience of cycling fans," says Daniel Grieder, CEO of HUGO BOSS.

Ralph Denk, CEO Red Bull-BORA-hansgrohe: "I met Daniel Grieder a year ago. I was impressed by how sports-minded he is as CEO of a globally renowned fashion brand. He knows about the reach, the stories and the personalities that sport offers and the added value for BOSS. It's cool that Red Bull-BORA-hansgrohe is joining this high-profile circle of brand partners. I am delighted that we will now be wearing BOSS at the world's top cycling events."

As the team's official sponsor and fashion-apparel partner, the brand will supply members with athleisure styles to be worn to and from events. These include hoodies, sweatshirts, jackets, T-shirts, and shorts, as well as shirts, puffer jackets, vests, and more. Moreover, during competitions, the BOSS logo will be prominently featured along both sleeves and across the center of the jerseys team members will be wearing.

**HUGO BOSS AG**

Holy-Allee 3, 72555 Metzingen, Germany  
Phone +49 7123/94-0

## **PRESS RELEASE**

BOSS ANNOUNCES SPONSORSHIP OF RED BULL-BORA-HANSGROHE  
Metzingen, Fehler! Verweisquelle konnte nicht gefunden werden.4  
Page 2

**BOSS**

BOSS's latest endeavor in the cycling world was celebrated with a spectacular event hosted at the Red Bull Hangar-7 in Salzburg on June 26, where the new team name, the list of sponsors, as well as the line-up for the upcoming Tour de France™ was announced. This is the first race where the team will compete under their freshly coined official name, with brand-new bikes and helmets to match.

This partnership aims to rally and resonate with cycling fans across the globe by seamlessly combining the brand's 24/7 lifestyle offerings and elevated ethos, as encapsulated by its empowering, "Be your own BOSS" platform.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/Red-Bull-BORA-hansgrohe.html>

### About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 489 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

### About Red Bull - BORA - hansgrohe:

Red Bull - BORA - hansgrohe is the only German team in the UCI WorldTour - the global top league in cycling. The team is in its 15th season. Starting as an outsider, the team has gradually established itself among the world's top teams and has won almost 300 races. With Red Bull as the new majority owner, CEO Ralph Denk is pursuing the team's ambition to become the most attractive brand and the top address in professional cycling. An overall victory in the Giro d'Italia, stage wins in all the Grand Tours and victories in the major classics have already been achieved, but Red Bull - BORA - hansgrohe continues to strive to win the biggest races. 29 professional riders from 14 nations make up the team, including big names like Primož Roglič. In addition to the elite team, the structure includes one of

**PRESS RELEASE**

BOSS ANNOUNCES SPONSORSHIP OF RED BULL-BORA-HANSGRÖHE

Metzingen, Fehler! Verweisquelle konnte nicht gefunden werden.4

Page 3

the world's best junior teams. Starting in 2025, the junior squad will be joined by a new U23 squad, underscoring the vision of developing iconic riders within its own ranks.

If you have any questions, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

**BOSS.COM**

**INSTAGRAM:** [instagram.com/boss](https://www.instagram.com/boss)

**FACEBOOK:** [facebook.com/hugoboss](https://www.facebook.com/hugoboss)

**YOUTUBE:** [youtube.com/boss](https://www.youtube.com/boss)

**TIKTOK:** [tiktok.com/@boss](https://www.tiktok.com/@boss)