



BMC Racing Team announces international partnership with Swisse Wellness

Media Release
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Monday 15th January 2018: Today in Adelaide (Australia), on the eve of Australia's greatest cycling race the 'Santos Tour Down Under', at a press conference held at the Hilton Adelaide, BMC Racing Team announced Swisse Wellness as the team's official wellness partner.

Joining forces to unite a partnership that champions pure passion, movement and wellbeing, Oliver Horn, Managing Director of Swisse Wellness ANZ, joined BMC Racing Team representatives at the press conference with Georges Lüchinger, BMC Director of Business Solutions and BMC Aussie world-class cycling line-up including Richie Porte, Simon Gerrans, Rohan Dennis and Miles Scotson.

Oliver Horn explained how delighted the brand is to be partnering with one of the most successful cycling teams at the WorldTour level and to be able to launch this partnership in Australia, the home of Swisse's global head office is a great celebration for the company.

"This partnership with BMC Racing Team is another ingredient in Swisse's global marketing strategy and we are excited to introduce our brand to the world of WorldTour cycling and engage with the global fan base. Signifying what we champion here at Swisse, health, happiness and wellbeing, we are proud to partner with a team that celebrates universal movement.

"Providing us with significant brand awareness during the global cycling tour, this partnership celebrates the values that make Swisse Wellness so successful; pure passion, a devoted team committed to seeking the best ingredients to ensure maximum performance and drive to achieve our mission of making billions of people around the world healthier and happier," says Swisse Wellness Managing Director Oliver Horn.

Jim Ochowicz, General Manager of BMC Racing Team explained how thrilled the team was to launch the 2018 season in Australia with the unveiling of the team's partnership with Swisse Wellness.

"Swisse Wellness is an iconic Australian wellness company with a global presence and a brand DNA that is perfectly aligned with that of BMC Racing Team and our network of high level partners. They have a long history of celebrating health and happiness through partnerships with elite sporting teams and athletes in Australia, including cycling, and we are honoured to join some of Australia's most decorated sporting teams as Swisse ambassadors. At BMC Racing Team, we have a strong affiliation with Australian cycling with four of Australia's most prominent cyclists in our 2018 roster and of course, as the former team of Australia's only Tour de France winner. We are excited to introduce Swisse to the world of WorldTour cycling and promote their products and philosophy to our global fan base."

In 2018, BMC Racing Team consists of 24 riders from nine nationalities, including four Australian cyclists in the roster which is the most in the team's history. Australian riders include; Richie Porte (Winner of the 2017 Santos Tour Down Under, 2017 Tour de Romandie, and Paris-Nice in 2013 and 2015), Simon Gerrans (Four-time Santos Tour Down Under winner, winner of Milan-San Remo in 2012, and Liège-Bastogne-Liège in 2014), Rohan

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Dennis (Winner of the 2015 Santos Tour Down Under, and a Tour de France stage winner) and Miles Scotson (2017 Australian National Road Race Champion).

Driven by a passion for cycling and desire to be the best cycling team in the world, BMC Racing Team recorded 48 wins during the 2017 season and is home to some of the greatest cyclists in the world, from one-day classic specialists to Grand Tour contenders.

As a major sponsor of the Cadel Evans Great Ocean Road race, Swisse Wellness will be on the road again supporting BMC Racing Team in late January.

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