

## hansgrohe brings pro cyclists into the shower for new campaign 'Your daily dose of energy'

With the 2018 Tour de France finally afoot, leading bathroom and kitchen brand Hansgrohe has launched its international media campaign, featuring the champions of the BORA-hansgrohe cycling team. To celebrate a summer of cycling, the brand also releases the Peter Sagan hand shower and a predictor game on the official BORA-hansgrohe App.



### BORA-hansgrohe riders are the stars of the 'Your daily dose of energy' campaign

The campaign presents the BORA-hansgrohe champions in an original and unprecedented way. Peter Sagan, sole ambassador of the 2017 campaign, will be joined by three riders from the BORA-hansgrohe cycling team: the young Italian Davide Formolo, the German National Champion Marcus Burghardt, and Rafal Majka, former King

of the Mountains in the Tour de France.

Riders are seen enjoying a fresh shower, as they usually do after an intense athletic competition, in the new campaign. The clips, plus a dedicated social media campaign featuring the World Champion but also Formolo, Burghardt and Majka, will be available to watch on Facebook and Instagram, from June 23rd to July 29th, in the UK. It will also be aired across Germany, Austria, Switzerland, France, Belgium, Italy, Poland, Denmark, Czech Republic, Slovakia, Turkey and in the Netherlands.

### Discover the Peter Sagan limited edition hand shower

hansgrohe has also designed a (very) limited edition of a Peter Sagan hand shower, engraved with the logo and name of the triple World Champion. Only 100 units will be manufactured at the production site in Schiltach, Germany, and will be available on the market.



## A unique app to stay up to date with the BORA-hansgrohe team



Launched in July 2017, the official BORA – hansgrohe app is available for German and English-speaking cycling fans to download from the App Store for iOS or from Google Play for Android. 360-degree images provide exclusive behind-the-scene glimpses and a professional racing centre with a news ticker will keep cycling enthusiasts, no matter where they are, up

to date with push messages on results, news about the team and its cyclists. Real fans can purchase their gear in the integrated fan shop.

The unique and official BORA-hansgrohe cycling game 2018 was launched in June on the app, with a chance to win exclusive prizes by betting on stage winners and answering bonus questions. More than £25,000 in prizes, ranging from merchandise to high-quality sponsor products, to personally autographed jerseys by the riders, are available to win.

Finally, the TV campaign, featuring Peter Sagan, will be broadcasted during the whole month of July on the German channel ARD, but also in France on Eurosport and France Television. The campaign will also be deployed at the hansgrohe points of sale and with several display campaigns.

This 360° media campaign aims to introduce to the two hansgrohe universes, water and cycling.

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For further information: Please contact Susie or Alice at Hillgate by calling 020 7384 2476 or emailing [hansgrohe@hillgatepr.co.uk](mailto:hansgrohe@hillgatepr.co.uk).

As part of the internationally active Hansgrohe Group, Hansgrohe is the premium brand for showers, shower systems, bathroom and kitchen taps, as well as kitchen sinks. With its many award-winning products, Hansgrohe shapes the flow of water in the kitchen and the bathroom. Because this is where people spend the time they treasure the most and experience precious moments in the interaction with water. With these moments in mind, Hansgrohe develops ground-breaking solutions that unite extraordinary design, long-lasting quality and intelligent features for maximum ease of use. Hansgrohe turns water into an expressive experience. **hansgrohe. Meet the beauty of water.**

