**Mapei is Main Sponsor of the UCI Road World Championships 2017**

**Bergen, Norway, from September the 16th to 24th**

Also this year Mapei is Main Sponsor of the **UCI Road World Championships** which will take place in Bergen, Norway from September the 16th to 24th.

The sponsorship will grant Mapei a great visibility during all the races. Indeed, Mapei logo will be on all arches and banners through the course, on the backdrops of the award ceremony area, press conferences, interviews and on all the communication materials. A private Hospitality Area will be set up at the finishing line for Mapei clients. They will privilege an exclusive position from which they can follow the races and enjoy a catering service.

The event will be broadcasted worldwide on the **major TV channels in the five continents**. In Europe, through the EBU – European Brodcasting Union network and in the rest of the world thanks to IMG, the world’s largest distributor and producer of sport media.

Mapei’s **commercial and billboards** will be broadcasted in the United States, through **NBC Universal** during each live and re-air.

In Italy the UCI Road World Championships will be broadcasted by **RAI and Eurosport**.

Mapei, during all the races, will have a great visibility by broadcasting its commercial and billboards on the **Eurosport TV channel** and by advertising its banners on the **Eurosport.it mobile website and its app.**

Furthermore Mapei will promote the Road World Championships on its **website** and **social networks**, where it is possible to see also the commercial.

**Mapei’s commitment as Main Sponsor of the UCI Road World Championships** comes from a shared belief in the values of cycling, an intrinsic part of the Mapei Group DNA: effort, constant teamwork and determination when facing new challenges. After sponsoring the World Cycling Championships in 1999, with the time-trial event in Treviso and road races in Verona, **since 2008** Mapei has sponsored the UCI Road World Championships every year. The latest editions took place in Doha (2016), Richmond (2015), Ponferrada (2014), Tuscany (2013), Limburg (2012), Copenhagen (2011), Melbourne (2010), Mendrisio (2009), Varese (2008). Thanks to the extension of the partnership with UCI, signed at the end of 2016, Mapei will be the Main Sponsor of the UCI Road World Championships, **2018** in **Innsbruck**, Austria and **2019** in the **Yorkshire**, Great Britain.

For the first time, this year Mapei, has been Main Sponsor of the UCI Paracycling Road World Championships in Pietermarizburg (South Africa) which took place from August the 31st to September the 3rd.

Furthermore, Mapei also supported the UCI World Cycling Centre when it opened in 2002, through its Mapei Sport Research Centre.

Mapei and cycling share a **long history**; the Company sponsored a professional cycling team taking the same name as the company from 1993 to 2002, which collected 654 wins and brought Mapei to the top of all international rankings for many years.

Mapei’s commitment to sport is not only devoted to sponsor sports events, but also to **supply innovative products and systems** and qualified Technical Assistance for indoor and outdoor sports facilities.

Founded in 1937 in Milan, Mapei has now reached the 80 year milestone with 81 subsidiary companies – of which 7 are service providers – and 73 production facilities in 34 different countries in all five continents.

The foundations for the success of the company are specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; internationalisation to be more in tune with local needs and reduce transport costs to a minimum; Research and Development which receives the most support from the Company and the highest number of new employees.

*September 2017*