**Craft Sportswear and BORA-hansgrohe deepen collaboration for the 2017 season**

Swedish sportswear brand Craft and German cycling team BORA-hansgrohe continue their collaboration – but now at a higher level and on a larger scale. For the 2017 season, the powerful German outfit has moved up to the WorldTour stage and signed several exciting riders, including world champion Peter Sagan.

“We have worked together with the team for two years and it’s been a fantastic experience,” says Daniel Högling, Product & Marketing Director at Craft. “We are now ready to step things up a notch and take our partnership to the highest level of professional cycling. And it’s of course a great experience for us to design and produce the world champion jersey.”

The team was established in 2010 as a UCI ProContinental Team under the name Team NetApp and later BORA-Argon 18. Starting its eighth season, the team has grown into a highly competitive outfit that boasts some of the best riders in the world, including world champion Peter Sagan and mountain specialist Rafal Majka, who won the polka dot jersey at the 2016 Tour de France.

“Almost everything changed for us starting the 2017 season. Still we are happy to continue our collaboration with some of our former partners like Craft. It is important to have some consistency when a lot of things change. We are very proud to enter the UCI WorldTour for the first time in the team’s history and to have one of the biggest stars in cycling - UCI World Champion Peter Sagan - in our roster. I am sure: We are ready for this new adventure.“ - Ralph Denk, Team Manager

Craft will provide the riders on BORA-hansgrohe with all their clothing requirements including racing and training clothes, baselayers, accessories, recovery clothes and leisurewear. The partnership also means that the team will play a major part in Craft’s R&D process for the development of new cutting-edge cycling products.

The Craft and BORA-hansgrohe partnership is an extension of the former contract between Craft and BORA-Argon 18 and spans over 2017.

For more information, please contact:

Daniel Högling, Craft Product & Marketing Director

Phone: +46 33 7223385, E-mail: daniel.hogling@craft.se

*Craft Sportswear is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for optimal result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel.*