

## Bang & Olufsen Extends its Partnership with Deceuninck – Quick-Step

Danish audio brand, Bang & Olufsen, will continue as 'Official Team Partner' for the world's most successful cycling team, Deceuninck – Quick-Step.



Since 2017, Deceuninck – Quick-Step has been using Bang & Olufsen products during races for clear team communication. The renowned audio brand founded in 1925 in northwest Denmark focuses on high performance ear- and headphones as well speakers and screen solutions and the company have recently launched its first sports product, the BeoplayE8 Sport earphone.

Christoffer Østergaard Poulsen, SVP of Product Management & Brand Collaborations at Bang & Olufsen says: “We are very pleased to continue the partnership with Deceuninck – Quick-Step. At Bang & Olufsen, we know that music plays an important role for both training and restitution no matter if you ride on the world's best cycling team or an everyday sport enthusiast.”

Deceuninck – Quick-Step CEO Patrick Lefevere is delighted to continue to work with Bang & Olufsen: “We share Bang & Olufsen's passion for excellence and performance and I am very pleased to continue our partnership. Music is an important element in the life of our riders who use it for motivation before the start and to relax after the end of a competition. We also insist that our riders use Bang & Olufsen ear pieces to communicate during races, as being able to use products of such great quality can only help boost our performance.”



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**ABOUT BANG & OLUFSEN**

Bang & Olufsen is a global luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.

**ABOUT DECEUNINCK – QUICK-STEP**

Deceuninck – Quick-Step is a World Tour cycling team established in 2003 and based in Wevelgem, Belgium, a city that's iconic for Flemish cycling. Currently made up of 28 riders from 14 different countries, Deceuninck – Quick-Step has built an extraordinary reputation over the years, becoming one of the most successful squads in history under the guidance of CEO Patrick Lefevere. At the end of 2010, Czech Businessman Mr. Zdenek Bakala took over the outfit, which is managed by a Board comprising eight members.

The team focuses on its Belgian roots, but also strives to have an international impact. Since its inception, the outfit has scored over 700 UCI victories, including 19 Monuments, 4 World Road Championships, 6 World ITT Championships, 4 World TTT Championships, 2 World Cups and an Olympic Title.

In 2019, Deceuninck - Quick-Step was the most successful team in the world for the eighth year in a row, amassing 75 victories (68 in UCI races). Current top riders for the team are Julian Alaphilippe (reigning Milano-Sanremo and Flèche Wallonne champion, recipient of the Velo d'Or trophy), European ITT Champion Remco Evenepoel, Zdenek Stybar (first Czech in history to win a cobbled Classic), two-time Dwars door Vlaanderen victor Yves Lampaert, multiple Grand Tour stage winner Sam Bennett, Dutch Champion Fabio Jakobsen, and Bob Jungels, the first Luxembourger in more than a century to triumph in a cobbled Classic.