



Press release

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AMAG supports the IAM Cycling Team with vehicles from ŠKODA

Support from entrepreneur to entrepreneur

The AMAG Automobil und Motoren AG supports, as of next season, the only Swiss professional cycling team IAM Cycling of Michel Thétaz. With new team vehicles of ŠKODA.

IAM Cycling Team

IAM Cycling is a Swiss professional cycling Team based in Nyon, which was founded by Michel Thétaz for the 2013 season. The title sponsor is IAM - Independent Asset Management. The founder and director of the company, Michel Thétaz, is also team manager of IAM Cycling. IAM was founded by Michel Thétaz 1995 in Geneva and manages assets of about 7 Billion Swiss Francs – mainly for pension funds.

For Switzerland

The philosophy of Michel Thétaz, is to manage together with Swiss companies, the only Swiss professional cycling team, that matches with the ideals of AMAG. The AMAG owner-family Haefner is known for committing itself to the Swiss business location and its accomplishments. AMAG looks back on a long tradition and involvement with the economy and sports. SEF, EoY, FBA, Swiss Olympics, etc. and is with ŠKODA a long-term and important Sponsor of cycling.

Ethics Code

IAM Cycling is member of the MPCC. The MPCC aims at enforcing the strict compliance of the Ethics Code of the UCI („Code de Conduite“). It says that riders are to be excluded of races as soon as there is a suspicion of doping. All members of the team have to sign this UCI-declaration.



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ŠKODA and cycling - a tradition

ŠKODA has a historic link to the world of two wheels. Already the two founders of ŠKODA Václav Laurin and Václav Klement produced in the early years after the foundation of the company in 1895 bicycles, before they started to build automobiles in 1905.

National commitment

Switzerland is a cycling nation. Almost every inhabitant of Switzerland owns a bike or has had experiences with it as a child. The bicycle is a practical means of transportation for each and every one. This is why ŠKODA presents, under the name of "ŠKODA Velowelt" a cycling portal under www.skoda.ch/velowelt. On it you'll find clever, family friendly cycling tours in Switzerland. The routes run through lovely landscapes and diversified excursion like fun parks, zoos or swimming pools. In addition to the family tours the user will find all round content with interesting content, helpful tips, healthy recipes' and recommendations for sports and fitness.

Various national events such as Tour de Suisse and Tour de Romandie, but also many regional events rely on the support of the ŠKODA cycling vehicles as well as the presence of ŠKODA on site.

International commitment

On an international level, ŠKODA AUTO (Czech Republic) has been a long term vehicle partner for both the Tour de France and the Vuelta España.

For further information:

Laurent Guyot, PR IAM Cycling
Tel. 079 174 19 65 / e-mail: l.guyot@iamcycling.ch
www.iamcycling.ch

Dino Graf, Head of Corporate Communication AMAG
Tel. 079 402 18 88 / e-mail: dino.graf@amag.ch
www.amag.ch

Emanuel Steinbeck, PR ŠKODA
Tel. 056 463 98 07 / e-mail: skoda.pr@amag.ch
www.skoda.ch / www.skodapress.ch