**MAPEI: MAIN UCI SPONSOR FOR THE 2018 ROAD WORLD CHAMPIONSHIPS**

*Innsbruck: 23rd to the 30th of September 2018*

Once again, this year **Mapei is renewing its collaboration with the UCI** – Union Cycliste Internationale – as **UCI Main Sponsor** for the **Road World Cycling Championships from the 23rd to the 30th of September** in **Innsbruck** (Austria).

By sponsoring the event, Mapei will be a **highly visible** name during the races with the company’s logo on the banners, panels and arches lining the route and on the backdrops used for the presentation ceremonies, during press conferences and for the interviews conducted in the finish area. The logo will be printed on all the communication materials and packages and there will also be a reserved Mapei **Hospitality area** available to welcome visiting clients, who will then be able to watch the races from an exclusive position while enjoying the catering service provided.

All races will be transmitted throughout the five continents by the **most important channels in world television.** In Europe, images of the races will be distributed by **Network EBU** **– European Broadcasting Union**, while coverage for the rest of the world will be by **IMG**, the largest television distribution network.

In the USA, images of the event will be distributed by **NBC Universal**. During live coverage and recorded transmissions of the event, the Mapei advert and billboard will be viewable at various times.

In Italy, the World Championships will be transmitted by **Rai** and **Eurosport**.

To give more visibility to its collaboration with the UCI and the World Cycling Championships, **Mapei has reconfirmed the communications campaign** initiated in 2017 with **Eurosport** to provide widespread TV coverage, with the transmission of **adverts** and **billboards** during both the live and recorded shows, on the Eurosport app and website with a dedicated **advertising campaign** and on social media used by Eurosport with the publication of various inputs and comments.

**Bike Channel**, a dedicated cycling channel, will also produce **exclusive 45-minute reports** with **highlights of the Championships** and **interviews with the stars of the races** along with Mapei adverts and billboards.

Mapei and cycling have a long track record thanks to their sharing of values that are typical of this particular sport and an intrinsic part of the Company **DNA**: **effort**, **constant team work** and the **determination** to take on new challenges. In 1993 Mapei started sponsoring its own professional cycling team and, under the Mapei banner, collected 654 victories and reached the very pinnacle of all international tables for a number of years.

The roots of Mapei’s collaboration with the UCI have become firmly established over the years. After sponsoring the 1999 World Championships with the time trials in Treviso and the road race in Verona, since 2008 Mapei has sponsored every edition of the Road World Championships, with the most recent events being held in Bergen in 2017, in Doha in 2016, in Richmond in 2015, in Ponferrada in 2014 and in Tuscany in 2013.

Founded in 1937 in Milan, Mapei now has 87 subsidiaries, including the parent company, 81 production facilities in 34 different countries in 5 continents, a forecast turnover for 2018 of €2.5 Billion and 10,000 employees around the world.

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 to reduce transport costs to a minimum; Research and Development which receives the most support from the Company in terms of both investments and human resources.

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