

FOR IMMEDIATE RELEASE



## VENTUM AND IRONMAN ANNOUNCE GLOBAL PARTNERSHIP

*Ventum named Official Global Bike partner of IRONMAN*

**TAMPA, Fla./MIAMI BEACH, Fla.** (May 10, 2018) — IRONMAN, a Wanda Sports Holdings company, announced today a new partnership with Ventum, the triathlon racing bike brand, to become the Official Global Bike Partner of IRONMAN® as well as the Official Bike Supplier of the IRONMAN World Championship and IRONMAN 70.3® World Championship. This marks a monumental partnership with Ventum becoming the first ever global bike partner of IRONMAN.

Highlighting the partnership between IRONMAN and Ventum will be the debut of two co-branded special edition Ventum One series bikes. The IRONMAN by Ventum: 2018 Edition Bicycle will feature IRONMAN's signature red, black and white color scheme and will be available for purchase in June.

Additionally, as IRONMAN celebrates its 40<sup>th</sup> Anniversary since the first IRONMAN event in 1978, the IRONMAN by Ventum: Kona Anniversary Edition Bicycle will feature a custom "40 Years of Dreams" design and color scheme inspired by Kailua-Kona, Hawai`i. Both bikes will be sold exclusively through [Ventum's online shop](#) and will be available for purchase through December 2018. Interested athletes have the opportunity to reserve these special-edition bikes now at [ventumracing.com/ironman](http://ventumracing.com/ironman).

Ventum leverages technology from fighter jets and Formula One racing to create bicycles that are more aerodynamic and ergonomic. Built for maximum performance in real-world race conditions, the Ventum One stands out from traditional bicycles thanks to its patented frame design. Featuring a water bottle integrated into the top tube and the elimination of the downtube and seat stays, the Ventum One is actually faster with a water bottle than without. IRONMAN athletes who have registered to race in 2018 will receive a special discount offer on Ventum bikes as well as a free IRONMAN-branded integrated water bottle using the code IRONMANBIKE on [Ventum's online shop](#).

"As Ventum continues to grow and expand into additional markets, it's important for us to remember that we started with an initial goal of building the world's best bike for athletes competing in an IRONMAN race," said Ventum co-founder, Diaa Nour. "We felt that we achieved that with the Ventum One. Now, having Ventum selected as the Official Global Bike Partner of IRONMAN and the Official Bike Supplier of the IRONMAN and IRONMAN 70.3 World Championships is an honor and recognition that we are very proud of."

Ventum has a history with IRONMAN as the Official Bike Sponsor of the IRONMAN World Championship in Kailua-Kona, Hawai`i since 2016.

"The IRONMAN family is looking forward to this global partnership with Ventum," said Matthieu Van Veen, Chief Revenue Officer for IRONMAN. "This partnership with a premiere bike brand demonstrates our commitment to providing excellence to our athletes. The ability to work with Ventum to collaborate and innovate especially through the development of the exclusive, special edition bike is an exciting new element to add to IRONMAN as well as the celebration of our 40th anniversary.

A number of triathletes compete on Ventum bikes throughout the IRONMAN series, including IRONMAN champions Meredith Kessler, and Kevin Collington, IRONMAN World Champion and IRONMAN 70.3 World Champion, Leanda Cave as well as rising stars, Lauren Brandon and Cody Beals.

“I am so excited about Ventum shaking up the bike industry through their innovation and this partnership with IRONMAN,” said professional triathlete Leanda Cave. “Ventum has taken to the wind tunnel and created the fastest bike that carries hydration in an aerodynamic fashion without a negative impact on performance. Not only has hydration been addressed, but their radical design also improves athlete comfort.”

Ventum will have a presence at select 2018 IRONMAN and IRONMAN 70.3 Series events around the world, including the IRONMAN 70.3 World Championship held in Nelson Mandela Bay, South Africa on September 1 and 2, and the IRONMAN World Championship in Kailua-Kona, Hawai`i on October 13 .

Find out more about Ventum at [ventumracing.com](http://ventumracing.com).

For more information on the IRONMAN brand and global event series, visit [www.ironman.com](http://www.ironman.com).

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### **About Ventum**

Ventum was co-founded in 2014 by Diaa Nour and former professional triathlete Jimmy Seear, to build the world’s fastest racing bicycles. The company’s bikes feature radical designs to maximize performance in real-world conditions. The company’s flagship bicycle, the Ventum One, is engineered specifically for non-draft legal triathlons. Based in Miami Beach, Florida, Ventum bicycles are available worldwide through the company’s dealer network and from the Ventum online store at <https://ventumracing.com>

### **About IRONMAN**

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock ‘n’ Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon® Series, mountain bike races including the Absa Cape Epic®, premier marathons including the Standard Chartered Singapore Marathon, and other multisport races. IRONMAN’s events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company’s vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world’s most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 200 events across 50 countries. For more information, visit [www.ironman.com](http://www.ironman.com).

### **About Wanda Sports Holdings**

Wanda Sports Holdings is the world’s leading sports business entity, founded to capture the opportunities in the global sports industry and to contribute to the prosperous international sports landscape – in three key areas: 1) Spectator Sports (media and marketing business), 2) Participation Sports (active lifestyle business), 3) Services (digital, production and service business). Wanda Sports Holding incorporates the international sports marketing company Infront Sports & Media, the iconic endurance brand IRONMAN, and Wanda Sports China. The headquarters are in Guangzhou, China.

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