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Media Release

## **Škoda backs UCI Track Cycling World Cup**

Škoda New Zealand will be the driving force behind the upcoming UCI Track Cycling World Cup in New Zealand.

It will be the first time that a UCI Track Cycling World Cup – one of three held annually around the globe – has been staged in this country.

Škoda, which has enjoyed close links to cycling for 120 years, will become the Principal National Sponsor and the Official Vehicle of the cycling event set to take place at the Avantidrome in Cambridge on 4-6 December.

The company, already the car of choice for Cycling New Zealand and its champion men's sprint team, has put its support behind the event, which is a significant qualifying event towards next year's World Championships and the Rio Olympics.

Organisers expect around 600 riders and staff from 40 countries to compete, including a number of World and Olympic champions and a full house of spectators over the weekend of racing.

"It is a major undertaking for Cycling New Zealand to host an event of this stature and the support from Škoda is a strong statement for the event," said Cycling New Zealand CEO, Andrew Matheson.

"They are wonderful supporters of Cycling New Zealand and our riders, as well as global partners in this great sport. We are thrilled to have them backing us."

Škoda's founders began making bikes back in 1895, and motorbikes followed until their first car in 1905. The company continues to make bikes and its strong association with cycling continues. Skoda are the official partner of the Tour de France, the Giro d'Italia, Vuelta a Espana, the Tour of Britain and a number of professional teams.



ŠKODA's General Manager, Greg Leet says "We are really excited to help bring world cycling to New Zealand

ŠKODA New Zealand's commitment to cycling also extends to grassroots level and support of participation events across the country encouraging more Kiwis to get involved in cycling.

The UCI Track World Cup series begins next week with the first round in Cali, Colombia, with Cambridge hosting the second stop on 4-6 December with the final round in Hong Kong in January.

Tickets and more information for the UCI Track Cycling World Cup in Cambridge are available from [www.trackworldcup.nz](http://www.trackworldcup.nz)

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