

Press release

Gebrüder Weiss supports the 1st Kitzbühel Bike Marathon

The relay event at the July 11, 2021 premiere will be sponsored by the international logistics company

Lauterach / Kitzbühel, July 1, 2021. “Echt steil” – Totally rad! This is the motto of the Kitzbühel Bike Marathon, which is taking place for the first time this year on July 11. More than 750 athletes have already registered and will take up the challenge in the individual or relay events. The organizing committee is particularly pleased that the international logistics company Gebrüder Weiss will sponsor the relay.

Relay sponsor with a global flair

The Gebrüder Weiss relay event offers cyclists who do not wish to compete in the individual event until 2022 the opportunity to take part this year. There is a Women’s, Men’s and mixed category for the event with two hand-over zones and numerous logistical challenges. This makes it even more fitting that the logistics expert agreed to sponsor this category and support the KBM in July. “Gebrüder Weiss has been promoting cycling for many years. Now that there are not many bike races being held at the moment – if any – we are delighted to be able to give our support to the first Kitzbühel Bike Marathon. Congratulations to the organizers for planning and holding such an event under these persistently challenging conditions,” says Frank Haas, Head of Corporate Brand Strategy & Communications, highlighting the company’s commitment.

“We are more than happy to be able to continue our long-standing cooperation with Gebrüder Weiss for the Kitzbühel Bike Marathon because we know how important it is to have such a strong and valuable partner at our side,” says the organizing committee led by Franz Steinberger by way of thanks.



Caption: Logistics expert Gebrüder Weiss is the sponsor of the relay event at the first Kitzbühel Bike Marathon. (Source: Expa Pictures)



Caption: Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss (Source: Gebrüder Weiss / Gnaudschun)

About Gebrüder Weiss

With more than 7,400 employees, 170 company-owned locations and an annual turnover of 1.77 billion euros (2020), Gebrüder Weiss ranks among Europe's leading transport and logistics companies. In addition to its core business of land transport, air & sea freight, and logistics, the company operates a number of highly specialized industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria) – including the logistics consultancy firm x|vise, tectraxx (industry specialist for hi-tech businesses), dicall (communications solutions, market research, training), Rail Cargo (railway transports), and the Gebrüder Weiss parcel service GWP, co-shareholder of the Austrian company DPD. This bundling of services allows the corporate group to respond to customer needs quickly and flexibly. Today, having implemented a variety of environmental, economic and social initiatives, the family-run company with a 500-year history is also considered a pioneer in sustainable business practices.

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