

Press release

Gebrüder Weiss launches international bicycle campaign

Great response to the logistic company's bike campaign / Goal to circle the globe reached after just 45 days / Commitment to corporate forest in Togo

Lauterach, June 15, 2022. On April 1, the logistics company Gebrüder Weiss launched a bike campaign entitled "[Cycling around the World](#)," open to cyclists around the world. Cyclists use an app to record and count the kilometers covered through the end of September. The original aim was to cycle a total distance of 40,075 kilometers throughout the campaign – the same as the length of the equator.

The campaign goal was reached just 45 days after it began. The Earth was circled for a second time in mid-June, so Gebrüder Weiss set a new goal: to circle the Earth for a third time covering a total of 120,225 kilometers. A reforestation project in Togo, West Africa, is also benefiting from the sporting ambition of the cyclists: for every 40 kilometers cycled, Gebrüder Weiss, in cooperation with the campaign partner natureOffice, finances the planting of a tree. Two thousand trees will be planted now, and after covering enough kilometers to go around the world three times, the corporate forest will grow by 3,000 trees.

"We are delighted by the great response to the bike campaign. We certainly believed that the participants would manage to circle the globe together. Still, we never thought they would manage it so quickly," says Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss. "As a logistics company, we are very supportive of people who set themselves sporting targets and get things moving of their own volition. The campaign also dovetails well with our sustainability strategy of promoting environmentally-friendly mobility. Gebrüder Weiss has also been very close to cycling for many years, being a logistics partner in numerous cycling events," says Frank Haas, explaining the idea behind the campaign.

Cyclists from inside and outside the company are invited to participate in "Cycling around the World" through the end of September. Participants can choose from six challenges of different lengths, covering distances between 60 and 6,000 kilometers. Gebrüder Weiss is offering prizes for each challenges.

See here for more information about the campaign: www.gw-world.com/cycling-around-the-world



Caption: With its “Cycling around the World” campaign, Gebrüder Weiss wants to motivate people to exercise more and set an example for climate protection. (Source: Gebrüder Weiss)



Caption: The corporate forest project in Togo, West Africa: one tree is planted for every 40 kilometers cycled. (Source: natureOffice)



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

About Gebrüder Weiss

Gebrüder Weiss Holding AG, based in Lauterach, Austria, is a globally operative full-service logistics provider with about 8,000 employees at 180 company-owned locations. In the last fiscal year (2021), it posted annual sales of 2.5 billion euros. Its portfolio encompasses transport and logistics solutions, digital services, and supply chain management. The twin strengths of digital and physical competence enable Gebrüder Weiss to respond swiftly and flexibly to customers’ needs. The family-run organization – with a history going back more than half a millennium – has implemented a wide variety of environmental, economic, and social initiatives. Today, it is also considered a pioneer in sustainable business practices. www.gw-world.com

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