

Press release

Gebrüder Weiss marks completion of cycling campaign with six trips around the world

International cycling campaign finishes with 247,000 kilometers covered and 5,000 trees planted in corporate forest

Lauterach, September 30, 2022. The “Cycling around the World” campaign organized by international transport and logistics company Gebrüder Weiss ended as a resounding success. For six months, cyclists around the world hopped on their bikes and used a cycling app to record and add up the distances covered. The original goal was to circle the globe once, i.e., to cover a distance of around 40,075 kilometers. The result: participating cyclists substantially exceeded expectations by completing a total distance of 247,000 kilometers, more than six times the length of the equator.

“We would like to thank each cyclist for supporting our campaign. Our aim was to set an example of sustainable mobility. “Cycling around the World” will see a comeback next spring,” says Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss.

The immense success of the campaign is also beneficial for the reforestation project supported by Gebrüder Weiss in cooperation with sustainability partner natureOffice in West Africa. The logistics company financed planting one tree for every 40 kilometers cycled. Thanks to the cyclists’ efforts, the corporate forest in Sokpokopé, Togo, now comprises 5,000 trees and has reached its maximum capacity. The company also donated 20 bicycles to local school children, enabling them to reach a secondary school in Kpalimé every day which would otherwise have been difficult due to the lack of transportation infrastructure.



Caption: Some 360 cyclists around the world took part in the competition. Jason Lim, Branch Manager of Gebrüder Weiss in Singapore: “People often do not know how they can do their bit for sustainability. This cycling campaign made it really easy for me.”
(Source: Gebrüder Weiss)



Caption: The participants did justice to the campaign title “Cycling around the World.” They circled the globe six times, covering a combined distance of 247,000 kilometers. (Source: Gebrüder Weiss)



Caption: The logistics company financed planting one tree for every 40 kilometers cycled. A total of 5,000 trees were planted in Togo. (Source: Gebrüder Weiss)



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.

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