Larnaca, 30/05/2023

**Lidl becomes main sponsor of UCI WorldTour team Lidl-Trek**

Lidl is expanding its commitment to cycling becoming the main sponsor and strategic partner of UCI WorldTour team Lidl-Trek. The long-term partnership with one of the leading teams in international cycling begins with the women's Giro d'Italia on June 30, 2023, and the men's Tour de France on July 1, 2023.

A partnership that couldn't be a better fit: Two international brands united by their commitment to performance. Together, Lidl and Trek have ambitious plans: To build a team in the global cycling scene that excites and inspires cycling fans, the next generation of women’s and men’s champions as well as all riders, casual and competitive. As partners, Lidl and Trek will not only focus on athletic success but also on all round health including exercise and sports as well as conscious nutrition. It is fundamentally important to both companies to promote a healthy and active lifestyle as part of their social responsibility.

"We want to be a role model for sustainable cycling. That's why we are excited to support a strong, diverse team of top international athletes. We are convinced that healthy nutrition and an active lifestyle - shaped by sports and exercise - strengthen people's well-being. Just as our Lidl products are accessible to everyone, cycling is a sport for everyone and suitable for anyone who wants to be more active in everyday life. We want to share this message with as many people as possible.“ says Jeroen Bal, Member responsible for the Customer at Lidl International.

"Part of our mission is to provide excellent customer service to our customers, and it's clear that Lidl has the same mindset," said Trek President John Burke "We look forward to working closely together to build the best cycling teams in the world while inspiring more people to use their bikes.".

**About Lidl**

Lidl, a company of the Schwarz Group, is one of the leading food retailers in Germany and Europe, with its headquarters in Neckarsulm, Germany. Lidl currently operates more than 12,000 stores and over 200 goods distribution and logistics centers in 31 countries. In Cyprus, Lidl operates since 2010 and currently employing more than 700 people, with a network of 20 stores and 1 state-of-the-art logistics centre.

**About Trek:**

Trek Bicycle is a global leader in the design and manufacturing of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world’s most complex problems and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration.

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