



## **DHL extends successful collaboration with Bob- und Schlittenverband Deutschland (BSD - the German bobsleigh, luge and skeleton federation)**

- **Premium Partner: DHL brand featured on bobsleds and sportswear**
- **Logistics Partner: DHL manages global dispatch of sports gear and equipment**
- **Contract covers, among other things, IBSF World Championships 2020 in Altenberg (Germany) and Winter Olympics 2022 in Beijing (China)**

**Bonn/Dresden, November 19, 2019:** DHL and the BSD are extending their successful partnership. Both partners have agreed on further long-term collaboration. The new collaboration period covers, among other things, the World Championships 2020 in bobsled and skeleton in Altenberg and the Winter Olympics 2022 in Beijing. “We are very happy with the partnership and look forward to continuing our successful collaboration with the BSD. The ‘Formula 1 of winter sports’ is characterized particularly by a very high level of attention value and a high degree of emotionalization. This time, we want to leverage that for our ‘DHL’ brand,” says Arjan Sissing, head of Brand Marketing at Deutsche Post DHL Group. As a Premium Partner, the Group will be featured with the DHL logo on the sports equipment and the clothing used by the bobsled and skeleton athletes in the BSD women’s and men’s teams.

As well as this, DHL is assisting the BSD worldwide as exclusive logistics partner, managing the global dispatch of all of the BSD teams’ sports gear and equipment. In addition to its status as “Premium Partner of the BSD”, the logistics provider is thus able to contribute its core competencies directly to the collaboration: “This is particularly important for us because as the exclusive logistics partner, we see to it that the highly sensitive sports equipment is transported smoothly and ensure its time-definite delivery during the World Cup season. Attributes such as ‘speed’, ‘drive’, ‘precision’, ‘teamwork’ and ‘innovation’ are synonymous both with bobsled and skeleton sports and with us as logistics providers. Our employees prove this over and over again on a daily basis. We have also been successfully demonstrating for many years in Formula 1, Formula E, rugby and football that we can call on many years of global expertise in sports and event logistics. The BSD also benefits from this know-how,” says Sissing.

“We are delighted to be able to continue our partnership, which began in 2014 after the debacle of Sochi, until the next Winter Olympics in Beijing in 2022. Our athletes have repaid the faith shown in them by DHL with many World Cup and overall World Cup victories as well as numerous World Championship titles,” explains Alexander Resch, BSD Board Member for Competitive Sports Management. “As a Premium Partner of the BSD, DHL not only handles the dispatch of our highly



sensitive sports equipment, but is also featured worldwide as an international brand thanks to the extensive television and media coverage of the Bobsled and Skeleton World Cup.”

The BSD’s bobsled and skeleton athletes centered on Germany’s Olympic bobsled champions, Mariama Jamanka and Francesco Friedrich, as well as the skeleton world champion, Tina Hermann, and the Olympic runner-up, Jaqueline Lölling, will be starting the new season on December 7, 2019 at the Bobsled and Skeleton World Cup in Lake Placid (USA). The first World Cup in Europe will be held in Winterberg (Germany) at the beginning of January. This year’s European Championships will be held parallel to the World Cup Final in Sigulda (Latvia). The highlight of the season will be the Bobsled and Skeleton World Championships, which will be held in Altenberg (Germany) beginning on February 17, 2020. Record world champion Francesco Friedrich will be targeting his sixth consecutive victory in the two-person bob at the event. The Skeleton World Championships will be decided in the second week of the event, beginning on February 27, 2020, and will also see the Skeleton Mixed Team Event being held for the first time.

The collaboration between DHL and the BSD has existed since the 2014/2015 winter season. While Deutsche Post DHL Group initially focused its advertising activities on its “Deutsche Post” brand, the emphasis is now on the “DHL” brand. “This year, we specifically want to highlight both our expertise in parcel delivery and our expertise in special logistics. That is why, this time, the DHL logo is being featured on the sports equipment, on the athletes’ sportswear and on social media,” explains Sissing.

– End –

You can find the press release for download as well as further information on [dpdhl.com/pressreleases](https://dpdhl.com/pressreleases).

**Media Contact:**

Deutsche Post DHL Group

Media Relations

Stefan Heß

Tel.: +49 69 97 51 - 10 11

E-Mail: [s.hess@dpdhl.com](mailto:s.hess@dpdhl.com)

E-Postbrief: [pressestelle.konzern@dpdhl.epost.de](mailto:pressestelle.konzern@dpdhl.epost.de)

Im Internet: [www.dpdhl.de/presse](http://www.dpdhl.de/presse)

Folgen Sie uns: [twitter.com/DeutschePostDHL](https://twitter.com/DeutschePostDHL)



## **DHL – The logistics company for the world**

**DHL** is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 380,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 61 billion euros in 2018.