

CRAFT SPONSORING: RADIOSHACK NISSAN TREK

CRAFT RENEWS PARTNERSHIP WITH RADIOSHACK NISSAN TREK

CRAFT is proud to announce that it will continue its partnership with LEOPARD SA, the company behind the RADIOSHACK NISSAN TREK cycling team. The team will race and train in CRAFT's high performance clothing in the upcoming season.

"We had a great year working together with LEOPARD TREK and we are excited that the collaboration will continue in 2012 under the name RADIOSHACK NISSAN TREK," says Magnus Månsson, CEO at CRAFT. "It's a true testament to our hard work of developing ergonomic and performance-driven cycling wear. The 2012 team will be highly competitive, aiming for big victories, both in one-day races and stage races. It's great to work with some of the world's best athletes and to know that they appreciate our products."

CRAFT will be the official apparel supplier to the RADIOSHACK NISSAN TREK team and will meet all the rider's clothing requirements, including baselayers, accessories, compression items, and alternative training garments. In order to optimize performance, the garments will be customized according to each rider's unique demands.

For more information, please contact:

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Image of Magnus Månsson ready for download:

http://www.k-g-k.com/download/CRAFT_MagnusMansson_HR.jpg

Swedish brand CRAFT is the pioneer of functional apparel for serious athletes. Since 1977 CRAFT has devoted itself to developing innovative clothing built to withstand extreme requirements in all conditions. CRAFT works closely with its many sponsored athletes and national teams, and focuses on designing the highest performance gear. The brand's foundation is its authentic understanding and love for the sporting culture, reflected in its strong involvement in cross-country skiing, biking, and running. Constantly working on the optimisation of innovative material and construction technologies, CRAFT sportswear is the ideal training and competition gear for all activities year-round.