



FOR IMMEDIATE RELEASE

Edco Announces Partnership with Lupus Racing team

's-Hertogenbosch, The Netherlands, February 8, 2016 - Premium carbon wheel manufacturer, Edco Engineering BV, is pleased to announce that it will be the official wheel supplier to the Lupus Racing Team. The team will use edco Aerosport, Prosport, and Optima wheels for training and racing in 2016 and 2017. "Entering the North American market is a strategic objective for edco and the Lupus Racing Team is the perfect vehicle for us to help create brand awareness and showcase our products," said edco sales manager Clayton Goldsmith.

Entering its second year as a UCI Continental men's team, the Lupus Racing Team held its winter training camp in Pine Mountain, Georgia. Eight riders return from 2015. Among the seven new riders is 2013 Vuelta a España champion Chris Horner (USA).

"We couldn't be more excited to be the first professional team in North America to partner with edco. Our focus in building the Lupus Racing Team has been to use the highest quality equipment so the riders have confidence in what they are riding. The long-term partnership with edco is a great match in this respect. The wheels are a step above what is available in the market today," said Phil Cortes, Sports Director for the Lupus Racing Team.

About edco

Established in 1867 in Couvet, Switzerland edco has been producing high quality bicycle components for well over 100 years. Today the company continues this tradition with a full range of wheels that feature edco's Swiss made hubs and carbon rims produced in edco's own factory. All edco wheels are hand assembled by professionals in the The Netherlands.

About Lupus Racing Team

The Lupus Racing Team is owned and operated by Cycle Culture, Inc., a 501(c)3 Georgia business with offices in Atlanta and New York. This is the fourth year Cycle Culture has operated a cycling team, and the second consecutive year the team will compete internationally as a UCI Continental squad. The Team partners with the Georgia Chapter of the Lupus Foundation of America to raise awareness and improve funding for an illness that affects 55,00 Georgians and 1.5 million Americans. Lupus is a chronic, autoimmune disease that can damage any part of the body, for which there is currently no known cure. Learn more about the Team, beneficiary and sponsors at LupusRacingTeam.com. Follow the team on Twitter (@lupusracingteam), Facebook (LupusRacingTeam), Instagram (LupusRacingTeam) and YouTube (LupusRacingTeam).

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