DRIVING THE MOBILITY
OF TOMORROW

Eberspächer

P R E S S R E L E A S E

Eberspaecher FIL Luge World Cup Series

- **Official title sponsor for the 2020/2021 and 2021/2022 World Cup season**
- **Long-term partnership continues**
- **Further internationalization and Asian market development**

Esslingen, 15 September 2020 – **For the coming two seasons, automotive supplier Eberspaecher will hold the title sponsorship of the FIL Luge World Cup Series as well as sponsor of the 50th FIL Luge World Championships 2021. With its continued commitment, the longstanding partner and sponsor of the Luge World Cup is underscoring the value of reliable partnerships while also increasing brand awareness in the Asian region.**

“Winter and ice are what the ambiance of luge is all about. When these factors are present, it’s prime time for the athletes involved to deliver their best performance. These are also the conditions that allow our products to prove their worth,” explains Martin Peters, Managing Partner of the Eberspaecher Group. The expanding internationalization of – and increased media interest in – the sport of luge suit Eberspaecher just fine. The addition of a stop at the newly built Olympic track in Beijing on the World Cup circuit is opening up the growing Asian market. In addition to ARD and ZDF in Germany, the sport of luge generates television time worldwide. Last winter, CCTV also reported for the first time in China. For Martin Peters, it is particularly important as a sponsor to remain loyal to the sport despite the current coronavirus pandemic: “Especially in challenging times it is important to have reliable, long-term planning partners at your side. This is also reflected in the strategy of our family business.”

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FIL President Josef Fendt is pleased: "The group is a long-standing, reliable partner of the FIL. The Eberspaecher products and the sport of luge are a perfect match. Therefore, we as the FIL are very pleased that especially in difficult times, the commitment in the sport of luge has been expanded. The signing of the contract with the automotive supplier Eberspaecher gives us planning security until after the 2022 Olympic Winter Games in Beijing".

Behind the stars on the track stands a motivated and professional team for achieving top performance – and it's not different with Eberspaecher products. It's how, for example, technical developers, quality experts, and service partners ensure that those who use pre-heaters in their vehicles – whether it be a car, RV, or truck – reach their destination safely thanks to having ice-free windows. Both in the sport of luge and at Eberspaecher, innovation and continuous technical development are crucial. The comfort-based solutions have long been intuitive to use and controlled via app, smartwatch, or the Alexa voice control. In addition to its classic pre-heaters, Eberspaecher offers a broad product portfolio for thermal management in vehicles with an electric or hybrid drive. The company also uses technological innovations in automotive controls to ensure safety with autonomous driving, for example. In exhaust technology, Eberspaecher is pursuing the goal of clean mobility by reliably meeting current and future emission and noise standards.

Go here to learn more about the innovations from Eberspaecher.

DATES EBERSPÄCHER LUGE WOLRD CUP 2020/2021

In a FIL Executive Board meeting convened at short notice as a video conference, the changed seasonal calendar for the EBERSPÄCHER Luge World Cup was approved and the 50th FIL Luge World Championships 2021 were rescheduled. Due to the worldwide corona pandemic, the FIL Executive Board had to relocate the 50th FIL Luge World Championships from Whistler in Canada to Berchtesgaden/Königssee in Germany. The new date for the 2021 FIL World Championships is set for January 29 to 31, 2021.

The new dates for the EBERSPÄCHER Luge World Cup 2020/21 and the 50th FIL Luge World Championships are as follows

1st EBERSPÄCHER WORLD CUP INNSBRUCK (AUT)
NOVEMBER 28 TO NOVEMBER 29, 2020

2nd EBERSPÄCHER WORLD CUP ALTENBERG (GER)
DECEMBER 05 TO DECEMBER 06, 2020

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3rd EBERSPÄCHER WORLD CUP OBERHOF (GER)
DECEMBER 12 TO DECEMBER 13, 2020

4th EBERSPÄCHER WORLD CUP WINTERBERG (GER)
DECEMBER 19 TO DECEMBER 20, 2020

5th EBERSPÄCHER WORLD CUP KÖNIGSSEE (GER)
JANUARY 02 TO JANUARY 03, 2021

6th EBERSPÄCHER WORLD CUP SIGULDA (LAT)
52ND FIL-EUROPEAN CHAMPIONSHIPS
JANUARY 9 TO JANUARY 10, 2021

7th EBERSPÄCHER WORLD CUP OBERHOF (GER)
JANUARY 16 TO JANUARY 17, 2021

8th EBERSPÄCHER WORLD CUP INNSBRUCK (AUT)
JANUARY 23 TO JANUARY 24, 2021

50th FIL LUGE WORLD CHAMPIONSHIPS
BERCHTESGADEN-KÖNIGSSEE (GER)
JANUARY 30 TO JANUARY 31, 2021

9th EBERSPÄCHER WORLD CUP YANQING (CHN)
FEBRUARY 20 TO FEBRUARY 21, 2021

The TV times are published one week before each event.

Further information: www.fil-luge.org.

Captions:

- *As the title sponsor of the "EBERSPÄCHER LUGE WORLD CUP SERIES" for the next two seasons, Eberspaecher will be highly visible both on the track and on the athletes' bib numbers.*
- *For comfortable warmth during the winter season: Eberspaecher pre-heaters can be easily controlled with various operating elements.*

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About Eberspaecher:
With approximately 10,000 employees at 80 locations worldwide, the Eberspaecher Group is one of the automotive industry's leading system developers and suppliers. The family business, headquartered in Esslingen am Neckar, stands for innovative solutions in exhaust technology, automotive electronics and thermal management for a broad range of vehicle types. Eberspaecher components and systems provide more comfort, greater safety and a cleaner environment on or off the road. In 2019, the Group generated revenue of more than 4.9 billion euros.

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