

TREK TO SPONSOR PREMIER AFRICAN PRO CYCLING TEAM /

Team MTN-Qhubeka spreads the importance of World
Bicycle Relief, need for bicycles in rural Africa

(Waterloo, WI/ Johannesburg, South Africa) - Trek Bicycle has announced that it will become the official bike supplier of the African continent's premier professional cycling team, [Team MTN-Qhubeka](#).

Team MTN-Qhubeka is the most successful and largest multi-discipline African continental race team. The team comprises 24 men and women of varying African nationalities competing in road, MTB and BMX racing. "One of our focus areas is the development of a new generation of competitive African athletes," explains MTN-Qhubeka Team Principal, Doug Ryder. "14 of our athletes are under 26 years of age. Our team is a mix of young riders and experienced leaders."

Along with additional support by component suppliers SRAM and Ritchey, MTN-Qhubeka races a full professional UCI-continental road and mountain bike schedule throughout Africa, Europe, Asia, and the South Pacific.

"To have a partner like Trek that has aided athletes in riding to the most prestigious titles in all of cycling as our team's bike is an amazing thing," Ryder adds. "While their bikes speak for themselves, what Trek really offers is a wealth of racing experience that the entire team will benefit greatly from."



Part of Team MTN-Qhubeka's vision is to provide opportunities to develop young African riders to perform at the highest levels of the sport. Qhubeka, a South African nonprofit organization supported by the team provides bikes to rural children throughout Africa in exchange for community and environmental improvement work. The organization is a beneficiary of World Bicycle Relief, supported by SRAM and Trek.

"The team represents so much more than just racing," said Trek Race Department Director Scott Daubert. "We're excited to get to work with this special group of athletes and help them reach new heights on the road and trail while spreading their message to a wider audience."

While the road teams will ride the Grand Tour-proven Trek Madone, the mountain bike teams will race aboard the full suspension 29er Trek Superfly 100 Pro and Superfly hardtail.

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture 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. For more information about Trek, visit www.trekbikes.com.