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Eberspaecher title sponsor for two World Cup winters / New FIL Schedule 2020/21 adopted

Berchtesgaden (FIL/EP) For the coming two seasons, automotive supplier Eberspaecher will hold the title sponsorship of the FIL Luge World Cup and will appear as the sponsor of the 50th FIL World Championships 2021.

With this commitment, the long-standing partner and sponsor of the Luge World Cup underlines the value of reliable partnerships and at the same time increases brand awareness in the Asian region. Eberspaecher takes over the title sponsorship of the FIL World Cup series from the long-time title sponsor Viessmann. For the first time in the pre-Olympic season, the athletes will be competing with blue Eberspaecher bib numbers.

“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 luge was covered for the first time in China by CCTV. 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 Eberspaecher 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 our commitment in the sport of luge has been expanded, especially in difficult times. The signing of the contract with the automotive supplier Eberspaecher gives us planning security until after the Olympic Winter Games 2022 in Beijing”. The partnership with the sponsor Eberspaecher was arranged by the FIL partner agency RGS-Sport-Marketing GmbH.

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.

New FIL Schedule 2020/21 adopted

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.

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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

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 LAKE PLACID (USA) or
OBERHOF (GER)**
JANUARY 16 TO JANUARY 17, 2021

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

**50 th FIL LUGE WORLD CHAMPIONSHIPS
BERCHTESGADEN-KÖNIGSSEE(GER)
JANUARY 29 TO JANUARY 31, 2021**

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