

6.6.2018

# Robe Double Challenge at Mountain Bike World Cup

## Products Involved

### LEDWash 600™

The third cross-country round of the 2018 Mercedes-Benz UCI MTB XCO World Cup took place on the demanding course at Nove Mesto na Morave in the Czech Republic, with Robe as the main local sponsor, complete with their own specially created section of the track – the Robe Double Challenge – which tested the technical skills, agility and mettle of the riders.

The third of six UCI MTB XCO World Cup races, this three day Nove Mesto event has been hailed as the most successful World Cup racing staged in Nove Mesto over the last five years, drawing record daily crowds of over 20,000 which created a fantastic atmosphere electric with excitement and adrenaline ... a perfect backdrop to some truly memorable cycling.

Hundreds of top international riders rocked up in the beautiful Moravian town to compete in a series of track and cross country races spanning five World Cup categories.

Robe had previously been involved with the UCI MTB World Championship in 2016, providing lighting equipment and technical support for the stage and concerts that ran concurrently with the event. However this time, the company stepped up another level and become a main race partner. Robe's 'Double Challenge' was the newest and most spectacular of the seven technical sections of the exacting cross country course.

Spanning around 150 metres, riders had the choice of taking one of two parallel paths – one route entailed them making air to negotiate treacherous large potholes, while for the other, they had to navigate a difficult soil table – all at lightening speeds. Both routes required quick thinking and intense cycling skills, and provided spectacular riding and photo opportunities!

Robe's CEO Josef Valchar and the company's marketing team were involved in creating and naming this section of the course. "We took the analogies between challenges – be it in business, lighting or cycling – as a starting point for the name," explained Robe's Global Marketing Manager, Pavel Nemec, adding, "We received incredible international exposure through supporting the event and via some strategically positioned Robe banners through the Double Challenge section. Our social channels were absolutely buzzing throughout the weekend".

Pavel also received lots of interaction with the sports fans across Robe's worldwide distribution network. "In addition to all of that, we were extremely proud to be supporting leading action sports like this in our country".

The event was broadcast live on Czech national television and streamed worldwide on Red Bull TV offering a thrilling front row seat for cycling and sports enthusiasts everywhere and anywhere who were unable to be in Nove Mesto in person!

Among those lucky enough to enjoy the superlative racing first hand was Robe's CEO Josef Valchar and a contingent of staff and cycling enthusiasts from Robe's factories in Valašské Meziříčí and Karvina. Czech rider Jaroslav Kulhavy - twice winner of the gruelling ABSA Cape Epic stage race in South Africa, Rio Olympics silver medallist and a world title holder - was one of the stars of the weekend. Another five Czechs competed in the Men's categories and four in the Women's.

Robe also contributed to some of the periphery events organised around the main cycling, including a fun night race on the Friday evening which was also open to non-professionals. For this, eight Robe LEDWash 600 moving lights were installed at the start line to create ambience and colour.











