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FUTURE OF FREERIDE IN GOOD HANDS WITH RENEWED PARTNERSHIPS

Audi and Fieberbrunn to continue partnership with FWT until 2022.

Lutry, Switzerland–October 23rd, 2019– Two key partners of Freeride World Tour signaled their continuing support of the sport this week, with both **Fieberbrunn Bergbahnen** and **Audi AG** confirming partnerships extending through **2022**.

The 2019 FWT season will mark the **ninth year of partnership** with the **legendary Austrian ski resort Fieberbrunn**, home to the **third stop** of 2019 Tour, **February 22 - 28**.

"Fieberbrunn is the birthplace of FWT in Austria, and will remain its flagship in the future. Its great news knowing we'll feel at home in Fieberbrunn for the next



3 years, at least," said **Nicolas Hale-Woods, CEO of FWT.**

Toni Niederwieser, CEO of Fieberbrunn Bergbahnen exclaimed, "*Fieberbrunn and the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn is proud to be partner of the FWT for the next three years! We always look forward to seeing the world's best freeriders compete on our legendary Wildseeloder venue.*"

Similarly, Audi and FWT will also continue building their legacy, and future, in Freeride.

*"Our renewal with Audi is great news for our sport," **Hale-Woods** commented. "The fit between the two brands is perfect, and Audi's activations are spot on. Our collaboration with Audi allows the Tour to grow every year, bringing action and emotion to an ever-larger audience around the world."*

Audi AG Head of Sport Marketing Thomas Glas responded, "*We are very happy to renew our partnership with the FWT for the next four seasons. FWT is an important pillar in our Wintersports strategy to reach a younger audience, and to emotionally connect our brand towards Wintersport enthusiasts on a global scale.*"



Stay tuned to your FWT news for up-to-date coverage and coverage of the rapidly approaching 2019 Freeride World Tour! Follow FWT social media channels and stay tuned to www.freerideworldtour.com as the competition season approaches!



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