



## BREITLING'S STYLE AND PASSION SET THE PACE AT THE 2021 HERO

*Breitling is the 2021 BMW HERO Südtirol Dolomites official timekeeper as, after all, the premium watch brand shares the event's same values: passion, dedication, and innovation. The HERO's eleventh edition will take place on Saturday 12 June in Selva di Val Gardena. The winners of the men and women Elite category will be rewarded with the premium Endurance Pro watch: the Breitling Professional line's ultimate athleisure watch.*

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Founded in 1884, it became the go-to brand right from the start for its high-precision watches and its style. Breitling ascends the ranks in sports also for its innovative vision and its enticing design. These were traits which sparked our interest: the **BMW HERO Südtirol Dolomites** is therefore proud to announce its partnership with **Breitling as the Official Timekeeper for the next edition on 12 June 2021.**

**Patrizia Aste, CEO Breitling Italy:** *"The BMW HERO Südtirol Dolomites perfectly complements Breitling's athleisure spirit. We are proud to be its Official Timekeeper. Our models are the perfect pairing for the mountain bikers' sporty lifestyle and demands."*

Breitling will not only keep the time and track the athletes' performance as they compete in the toughest mountain bike marathon in the world: the Swiss brand will also debut on the podium. The men and women winners of the 2021 BMW HERO Südtirol Dolomites Elite category will receive the prestigious **Endurance Pro** watch and its unmistakable red hue: a colour which has been the event's calling card since its first edition.

**Gerhard Vanzi, CEO BMW HERO Südtirol Dolomites,** says: *"We are truly delighted about our Breitling partnership: the Swiss brand will enhance our event's prestige and visibility and, yet again, highlight the HERO's positioning in the international sport endurance event landscape."*

When it comes to sports, Breitling's dynamic nature – represented by action, determination, and pioneering spirit – is shared with a group of international athletes the likes of **Tadej Pogačar** (Slovenia) who chose the yellow Endurance, mirroring his jersey, when he ascended the 2020 Tour de France podium. Cyclists seem to favour the brand, as **Vincenzo Nibali** (part of Breitling's Italian "Champions Squad" together with Federica Brignone and Tony Cairoli), **Giulio Ciccone** – a rising star and part of the Trek Segafredo with Vincenzo Nibali – and **Nino Schurter** (Switzerland), cross-country mountain biking champion can be seen sporting the model. The Swiss brand is committed to sport endurance, and it shows: it set up the **Breitling Triathlon Squad** boasting super athletes **Jan Frodeno, Chris "Macca" McCormack, and Daniela Ryf**.

### **BREITLING ENDURANCE PRO**

The Endurance Pro is worn by champions and will be awarded to the winners of the **BMW HERO Südtirol Dolomites**: measuring 44 mm in diameter and featuring a Thermocompensated SuperQuartz™ movement, it also boasts an integrated pulsometer. The **Endurance Pro** features an ultra-light Breitlight® case, a robust material 3.3 times lighter than titanium and 5.8 times lighter than stainless steel. Non-magnetic, thermally stable, and hypoallergenic, Breitlight® is highly resistant to scratches, traction, and corrosion. The black Super-Luminova® face stands out for its embossed red bezel and its fluorescent hands. The model has a red, rubber Diver Pro strap and a double tang-type Breitlight® buckle. Waterproof up to 100 metres.

For further information visit <https://www.breitling.com/gb-en/watches/professional/endurance-pro/X82310D91B1/>



### **BREITLING**

Since 1884, Breitling has established itself as an international pioneering brand. It developed high-precision watches, wrist chronographs, and is committed to its design and values. Thanks to its historical collaboration with the aviation industry, Breitling has shared the milestones of humanity's journey into the skies. Known for its innovative spirit, it has gained a place of honour in the world of science, sports, and technology. Breitling produces its movements in its labs and each watch's quality is certified by the COSC, the Official Swiss Chronometer Testing Institute. Made in Switzerland.

For further information visit [www.herodolomites.com](http://www.herodolomites.com)

#### **Organising Committee**

#### **BMW HERO SÜDTIROL DOLOMITES**

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