



more pain more gain

Imatra's partnership with Eurosport continues

During the three weeks of the Vuelta a España, the spot "More pain more gain" will also be broadcast on the international channel.

After a successful launch during the Tour de France, the partnership between Imatra and Eurosport is now even stronger. The "More pain more gain" campaign will also be broadcast during the last Grand Tour of the season, the Vuelta a España. A particularly important event in terms of the brand's expansion strategy.

"We are very pleased with the development of our business with Eurosport," said **Manolo Bianchini**, founder and chairman of Imatra. "We have achieved great results in terms of awareness and downloads. The next step is to continue this adventure during an event that is very important for us. The Vuelta is an important market - the Spanish market - in which Imatra is investing heavily. There are many cities that are becoming great reference points for riders from all over the world. Certainly, the brand philosophy is even easier to share here because it is already part of a certain lifestyle. We believe that Imatra is well positioned on the Spanish cycling scene and we have high expectations for this communication channel.

The cycling sector in Spain is constantly changing. Its roads are among the top ten safest in Europe and it is now a recognised destination for cycling tourism. From Gran Canaria to Girona, it is a cyclist's paradise. Imatra's aim is to expand its community and increase the attractiveness and motivation of cycling.

The brand's mission continues to be focused on instilling healthy habits and changing the world, one pedal stroke at a time, as the spot suggests. Through images, the campaign will once again bring its vision of sustainable energy to the screens of big cycling.

The 30-second spot, translated into Spanish, will be shown every day during Eurosport's live coverage of the Vuelta a España.