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maxon is sponsoring the Thömus junior racing team

maxon is further expanding its involvement in the sport of professional mountain biking. In addition to sponsoring the “Thömus maxon” elite team, the drive specialist is now sponsoring the junior team of Swiss bicycle manufacturer Thömus. With this move, the two companies are underscoring the importance of the next generation in sports as well as in business, and emphasizing their passion for technology, “Swissness”, and the sport of bike racing.

Swiss bicycle manufacturer Thömus and maxon have been working together developing e-bikes for several years. Since 2021, the two companies have also lent their names to the successful “Thömus maxon Swiss Mountain Bike Racing Team.” In the summer of 2022, Thömus launched the world’s first full-suspension cross-country electric mountain bike weighing less than 15 kilograms – the Lightrider E Ultimate. The light e-bike is equipped with the small and efficient maxon BIKEDRIVE AIR. In World Cup training, the new e-bike enables the athletes to train at higher frequencies without exceeding the optimal heart rate and performance range.

New partnership with the junior team

Starting in 2023, maxon will also be sponsoring the “Thömus Akros – Youngstars Team.” “The athletes are our future elites. maxon has always been very heavily involved in vocational and practical training. We offer training models that enable participation in high-performance sport and accompanying vocational training,” says Eugen Elmiger, CEO of the maxon Group.

Marcel Kuratli, manager of the Youngstars team, is excited about the cooperation with maxon: “Our young talents benefit from maxon’s expertise at different levels, whether technological, social, or in terms of their professional development. For us, this is the perfect combination. We attach importance to sustainable cooperation, experience, and Swissness. maxon offers us all of these.”

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maxon Group CEO Eugen Elmiger Lara Liehner (right) and Loris Hättenschwiler (left):

