

PRESS RELEASE

GO! to remain main sponsor of Sebastian Brendel until the 2020 Olympics

Bonn, April 20, 2017. The Bonn-based express and logistics services provider GO! and professional canoeist Sebastian Brendel are continuing their collaboration until the next Olympic Games, in Tokyo in 2020. The sponsoring contract supports this outstanding athlete, and at the same time helps to put the spotlight on canoeing as a sport.

At the beginning of the year, the express and logistics services provider GO! extended its contract as the main sponsor with Sebastian Brendel, the figurehead of canoeing in Germany. The contract will run until the 2020 Olympic Games in Tokyo, at which the canoeist will attempt to win his fourth Olympic gold medal. It includes financial support as well as non-cash benefits in order to provide the athlete with the best possible conditions for training and competing.

Brendel has been competing nationally and internationally with his GO! branded racing canoe and logo on the paddle for several years now. In return the athlete is a brand ambassador for the logistics expert. 'As a top athlete, Sebastian Brendel embodies our brand values of reliability, dynamism and speed, which makes him perfect for our company,' explains Ulrich Nolte, CEO of GO! Deutschland GmbH. 'The many competitions are the perfect opportunity for presenting our company to a large audience. Sebastian Brendel is an extremely popular figure with whom we very much enjoy working at internal events as well,' he continues.

Niche sports need sponsors

Having won gold at the 2012 Olympic Games in London, two gold medals at the 2016 Olympic Games in Rio de Janeiro, five world championship and nine European championship titles, Brendel is already one of the most successful water sportsmen of all times. Despite the success story of this 'Potsdamer by choice', and success story of German canoeing overall, it remains a niche sport. Sponsors from the world of industry such as GO! Express & Logistics offer athletes the space to prepare optimally for competing. Further successes, and the associated increase in attention in the media beyond the competition, enable the athletes to secure an income and to anchor this highly traditional sport as a popular sport in the long term. By supporting Germany's best known canoeist, GO! hopes to play a part in achieving this aim.

About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Germany's biggest independent provider of express and courier services. The globally operating partner network was founded in 1984, and there are currently more than 100 GO! stations in Germany and Europe. 1,400 members of staff and 3,000 couriers carry out the more than 5.5 million shipments every year.

In line with the company philosophy of IT'S ALL ABOUT TIME, GO! provides regional courier transportations and global express shipments of goods, documents and highly time-critical shipments 24 hours a day, 365 days a year. Customised supply chain solutions, industry-specific solutions and special answers as the response to complex customer requirements complete the portfolio.

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