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Press release  
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# Rejlers and Stockholm Cycling Club start elite teams for men & women

**In the space of less than a year, Stockholm Cycling Club (SCC) has moved from being a newly formed club to bringing together some of the best men's and women's cyclists in the Stockholm region in a focused elite programme for road races. Rejlers is the main sponsor and continues to invest in health and Sweden's fastest growing sport.**

Next year SCC will have competitive teams in both the men's and women's elites, with a clear goal of competing for medals in the Swedish championships in both individual road races and time trials. The teams assemble some of the Stockholm region's best competitive cyclists, combining young promising cyclists and more experienced competitive cyclists.

"After starting cycling together in the 2014 season, the 40 or so members in the original group, with the help of our sponsor technology consultant Rejlers, have continued to develop," comments Thomas Backteman, chairman of the Stockholm Cycling Club. "In 2015, we took the plunge and formed a club, as several members of our team, the Rejlers Cycling Team, wanted to start competing together. Now we are taking the next step of bringing together some of the Stockholm region's best competitive cyclists in both the men's and women's sports. It's great to be able to help create a new competitive cycling team in Stockholm, because it's a way of strengthening cycling as a sport throughout Sweden," says Thomas Backteman.

"At Rejlers we've taken a strategic approach to health for many years now, and we're investing in different initiatives to get our employees to feel healthy; cycling is just one of them. In collaboration with the legendary Swedish-owned cycle brand Bianchi, I have travelled around the Nordic countries handing out bikes at Rejlers' offices. These bikes can be used by staff to get to customer visits or to take part in one of the amateur races arranged all over the Nordic region", says Peter Rejler, President and CEO of Rejlers.

## **About Stockholm Cycling Club / Rejlers Cycling Team**

As Stockholm's only focused club for elite athletes Stockholm Cycling Club provides a link between competition and exercise. The club offers ambitious athletes and elite cyclists constant development. Together we lift the team and the team is greater than any single individual – the team is stronger than the ego!



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The club started in 2015 with the help of Rejlers and has today over 160 active members including teams and active members in both women's and men's class competing at the elite and masters level in Sweden and internationally. The club has become a given element not only in the Swedish racetracks but also in all the major races in Sweden and abroad. SCC will represent Rejlers in all the big races in Sweden and in several international races. SCC / Rejlers Cycling Team started in 2015 a collaboration with the Psychiatry Fund to support the work against mental illness. The collaboration will continue and intensify during 2016.

**For further information:**

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