



SEW-EURODRIVE TO SPONSOR WARRNAMBOOL CLASSIC

Power transmission company SEW-Eurodrive is the new major sponsor of the Melbourne to Warrnambool Cycling Classic.

SEW-Eurodrive is a prominent supporter of Australian sport, with heavy involvement in harness racing, V8 supercars, Australian rules and rugby league.

The 300km Melbourne to Warrnambool Classic, founded in 1895, is the world's longest one-day bike race and second-oldest cycling classic.

The 2007 classic will be held on October 27 and will start at Sanctuary Lakes in the City of Wyndham.

Lyndsay Hill, president of the Warrnambool Citizens' Road Race Committee, today welcomed SEW-Eurodrive's major sponsorship.

"It is a tremendous boost to have such a well-respected company as SEW-Eurodrive joining forces with the classic," Mr. Hill said.

"Sew-Eurodrive has a proud record of supporting a wide range of sporting events and the committee looks forward to a long and productive association with this company."

SEW-Eurodrive's managing director Robert Merola described the Melbourne to Warrnambool Classic as an Australian sports institution.

"SEW-Eurodrive is delighted to be associated with such a prestigious and long-established event," he said.

"It is a supreme challenge for the competitors just to finish the classic. It is one of my favorite Australian events."

The 2007 classic is expected to be contested by a top-flight field of around 200 cyclists from all Australian states and overseas.



The Victorian 200km championship, conducted in conjunction with the classic, will be sponsored by the City of Wyndham.

The classic will become a two-day festival of cycling, with the Tour of the Great Ocean Road Recreational Ride to be held on Sunday, October 28.

Participants will have a choice of three events:

- ✦ Warrnambool to Port Campbell: 71km
- ✦ Warrnambool to Lavers Hill: 120km
- ✦ Warrnambool to Apollo Bay: 168km

Full details are contained on the ride website:
www.caribou.net.au/greatoceanroadride

FURTHER INFORMATION:

Caribou Publications Pty Ltd
Phone: 03 5224 2466
John Craven
Leanne Freeman
Diana Nardi

Warrnambool Citizens' Road Race Committee
Lyndsay Hill
Mobile: 0408 313 765

