

Press release hostettler ag:

**Tom Lüthi on the racetrack with leather suits from iXS**

## ***The full force of Swiss power: Tom Lüthi is the new iXS brand ambassador***

*The top-ranked Swiss racer Tom Lüthi will start in the 2020 Moto2 World Championships with racing gear from the Swiss brand iXS. His major goal: the world championship title. iXS is ready to provide him with uncompromising support for his plan.*

**Sursee, 13 January 2020** – Motorbike star Tom Lüthi is relying completely on iXS leather suits for the upcoming season. However, the new partnership between motorcycle racer Tom Lüthi and motorcycle clothing manufacturer iXS from hostettler ag goes far beyond traditional sponsorship and should enable Tom Lüthi to write the next chapter in this continuing success story.

### **With intensive collaboration on new developments for racing and the road**

Both Tom Lüthi and iXS will benefit from their close collaboration in the development of motorcycle racing apparel. In an ongoing, close exchange of ideas with Tom, iXS has started an intensive research and development project. The result of this collaboration should give the exceptional Swiss talent advantages in his racing activities. Furthermore, the developments will feed into the motorcycle clothing designed for daily use on the roads: Progress will be noticed both with regard to an optimized fit or a higher level of safety.

### **Common values form a solid basis for a long-term partnership**

Tom Lüthi and iXS share many common values. "Swissness" in the form of the constant pursuit of precision, quality and technological progress is the top priority for both of them. "With his single-minded, down-to-earth style, Tom is an extremely authentic brand ambassador for iXS", comments co-owner Peter Hostettler delighted about the new partnership. Already in the past, Tom had a close relationship with hostettler ag, the owner of the iXS brand. Through the joint relationship with SHOEI, which is Tom's helmet supplier, the two parties have known and respected each other for a long time. In Switzerland, SHOEI helmets are distributed by hostettler ag. There is another relationship regarding gloves. Tom's glove brand Five Advanced Gloves is distributed in Switzerland by the hostettler subsidiary Parts World AG. The fact that the successful partnership is now being extended to the motorcycle clothing sector is beneficial for everyone involved.

### **Tom Lüthi is the most successful Swiss motorcycle rider**

At the age of 33, Lüthi can already look back on a very long and successful career. The highlight was the world title in the 125cc class in 2005. Overall, he has achieved 17 wins and 64 podiums so far. In the Moto2 class, Tom is one of the most successful participants, having scored the most World Championship points and podium finishes of all the riders. In 2020, Tom Lüthi will be starting for the Dynavolt Intact GP team (Kalex) – just like last season. The rider from the "Swiss cheese valley" of Emmental completed the 2019 season with a third-place ranking in the World Cup and now wants to crown his successful Moto2 career with the world title.

### **iXS motorcycle clothing from head to toe – since 1979**

The iXS brand was founded in 1979 by hostettler ag. Sold in over 50 countries, iXS is one of the world's leading motorcycle and bicycle fashion brands. For 40 years, iXS has been passionate about racing on the world stage - the expertise of motorcycle racing riders has always been part of the development of the products. Based in Sursee (Switzerland), hostettler ag is part of the hostettler group. The hostettler

group was founded as a family business in 1906. Today, the company has over 750 employees and, with the Yamaha brand, is market leader in the Swiss motorcycle market. The international trading group with its 15 companies is active in the motorcycle, automotive, e-mobility, consumer electronics, bicycle and garden sectors.



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