



Media Release

Lucerne, 5th August 2019

Emil Frey Ltd to be Gold Partner of the Winter Universiade 2021

Emil Frey Ltd will be the official partner for cars and commercial vehicles at the Winter Universiade Lucerne-Central Switzerland 2021. The automobile dealership with a rich tradition and the largest winter multisport event for students have agreed a Gold Partnership, the highest sponsoring category.

The Association Winter Universiade Lucerne-Central Switzerland 2021 is pleased to present Emil Frey Ltd as the official partner for cars and commercial vehicles of the Lucerne 2021 Winter Universiade. The automobile dealership is the first official Gold Partner – the highest sponsoring category – and will provide about 250 cars and commercial vehicles to the largest winter multisport event after the Winter Olympics. Hertz, the car rental company belonging to the Emil Frey Group, will be in charge of the supply among the vast choice of cars from the brands of the Emil Frey Group: Toyota, Subaru, Mitsubishi, Kia, Suzuki and Jaguar Land Rover. More than 125 models are available in Hertz that customers can pick up from one of the 50 sites across Switzerland.

Urs Hunkeler, the Winter Universiade 2021 managing director, explained: “We are very pleased with this partnership agreement. Emil Frey Ltd is an experienced mobility partner closely involved with sport in Switzerland and the active support of athletes.”

The Winter Universiade

The Winter Universiade is the largest winter multisport event after the Olympic Games. In 2021 the 30th occasion of this unique event will take place in Central Switzerland. The organisation is a joint project of the six cantons of Central Switzerland Lucerne, Uri, Schwyz, Obwalden, Nidwalden and Zug, and the City of Lucerne. The programme from the 21st to the 31st January 2021 comprises ten sporting disciplines, to be contested at seven event venues. Students aged between 17 and 25 from more than 540 universities in 50 countries are expected to attend. A total of over 2500 individuals will take part.

More information about the Lucerne 2021 Winter Universiade may be found at

www.winteruniversiade2021.ch



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