

PRESS RELEASE

## **The Arto as World Championships-mobile**

### **Niesmann+Bischoff “Official Partner of the 2017 IIHF Ice Hockey World Championships”**

*Polch, April 2017* – Cologne and Paris: A good 500 kilometres lie between these two metropolises. And yet from 5 to 21 May, they are to be united by a major sporting event which will not just enthral sports fans in Germany and France: the Ice Hockey World Championships 2017 which will play out in Cologne and in Paris. With the collaborative organisation of this event, Germany and France have initiated a true innovation; for the first time, two nations applied for the tournament as a team. Right up until the day of the final in Cologne, Niesmann+Bischoff as “Official Partner of the 2017 IIHF Ice Hockey World Championships” will be supporting the event. The motorhome specialists from Polch already got on board as official partner for the application in 2012 – in great hopes of the World Championships pucks finally being played in Germany.

### **Promotional Team on a roadshow through Germany**

Our commitment has paid off. In the run-up to the World Championships, up until the 21 May, an Arto 83 B will be advertising the games. This vehicle is underway around the clock and forms the key element to the World Championships roadshow. The Promotional Team is not only visiting games by the German Ice Hockey League – DEL and the DEL 2. The World Championships-mobile was and is present at many other winter sports events. “We are delighted to be able to play a role as partner to this event. The Ice Hockey World Championships is going to be a thrilling spectacle. Our Arto is giving a top performance on the road. I am convinced that the players in the German National Team will do the same on the ice.”

Franz Reindl, President of the German Ice Hockey Federation: “We found our first partner for our application in Niesmann+Bischoff as leading motorhome manufacturers. The Promotion Team travelled far and wide, using an Arto converted into a DEB-mobile, to support communication of the application. Now the World Championships will indeed be held in Germany – and our thanks also go to Niesmann+Bischoff and the Team headed by Hubert Brandl.”



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**About Niesmann+Bischoff**

Niesmann+Bischoff GmbH is one of the leading suppliers of exclusive motorhomes. The company headquarters and production site are located in Polch in Rhineland-Palatinate, where over 200 staff are employed to date. Currently, more than 600 luxury liners of the Arto, Flair and Smove series are produced annually. Every luxury liner undergoes individual value enhancement from planning to final inspection. Niesmann+Bischoff has been part of the Erwin Hymer Group since 1996.

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