

St. Blasien, 7 April 2014

Aebi Schmidt Deutschland GmbH stays in the fast lane and sponsors the youth squad of Skiverband Schwarzwald

As of the end of the 2013/2014 skiing season, the Schmidt Division can announce the beginning of a sponsoring partnership with Skiverband Schwarzwald, the skiing association in Freiburg. Our efforts in this respect are focussed particularly on the promotion of young sports talents coached by the skiing association: On the occasion of the Alpine Black Forest Championship (15 – 16 March 2014), we therefore presented the design of the new team bus as part of a small festive event – to the great delight of the youth squad and the association officials.

Aebi Schmidt has rented advertising space on the bus for three years, thereby also continuing to financially support the youth squad. Both Gudrun Hauck from Skiverband Schwarzwald and Association President Stefan Wirbser expressed their gratitude in an interview with Jochen Schneider (Head of Division Schmidt): “We are extremely pleased that we will be receiving Aebi Schmidt’s reliable support for several years, making it possible to considerably improve our junior training. Of course, the fact that this commitment comes from one of the largest employers in the region, and, on top of that, from a company with a clear connection to snow makes it doubly valuable!”

Jochen Schneider also sees the sponsorship in the light of junior staff development at Aebi Schmidt, since it also enables us to position our company in the community of the skiing association as a particularly attractive employer. By supporting highly motivated young people – who are both emotionally and practically connected to snow – there is a fair chance that one or two may decide to start a career at our company.

In terms of marketing, connecting the two brands “Schmidt”, our globally operating company with unique expertise in winter service equipment, and “Skiverband Schwarzwald”, a professional association that continually yields top-ranking athletes from the Black Forest region, constitutes a clear win-win situation – by supporting the youth squad, we hope to make a small contribution to ensuring that it will stay that way in the future.

Press Release

Aebi Schmidt Website



Aebi Schmidt is the leading system provider of innovative technical products for cleaning and clearing all traffic areas as well as mowing green spaces in particularly challenging terrain. Our extensive range of products comprises our own vehicles as well as innovative attachments and demountable devices for individual vehicle equipment. Aebi Schmidt consists of two product divisions each of them manufacturing high-quality agricultural, municipal and special-purpose vehicles, as well as a central sales division. Our decades of extensive experience make Aebi Schmidt a both reliable and competent partner to customers from all over the world. A service programme perfectly tailored to sophisticated customer needs offers the appropriate solution to nearly any challenge. Our close cooperation with municipal and private customers regularly results in well-regarded innovations which continually set new standards.

Headquartered in Burgdorf, Switzerland, **Aebi** is one of the world leaders in manufacturing vehicles for the safe mechanical cultivation and maintenance of extremely steep slopes and particularly demanding terrain.

With production sites in Germany, Holland and Poland, **Schmidt** offers some of the most extensive product ranges worldwide in several lines of business. The complex portfolio is made up of versatile solutions for winter maintenance, summer maintenance as well as airport, vehicle and rail technology.

For further information, please contact:

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The youth squad is overjoyed at the new team bus



Looks very sporty and goes down well everywhere:
The youth squad's new team bus with a stylish design