

Einhell and FC Bayern Munich seal partnership: Two champions, one mission – making things possible.

Munich, August 10, 2021 – The start of the new Bundesliga season sees Einhell, the leading manufacturer of cordless tools for the home and garden, becoming a Gold Partner and therefore the Official Home and Garden Expert of German soccer team FC Bayern Munich.

Einhell Germany AG rises to the top tier: With the start of the Bundesliga season 2021/2022 the listed company from Landau an der Isar in Lower Bavaria has become a “Gold Partner” and the “Official Home and Garden Expert” at Germany’s record champions FC Bayern Munich, who have also won the treble twice. The partnership agreement will initially run for four years, with an option to extend.

“In the world of soccer, FC Bayern Munich is a global brand with a clear strategy and a DNA characterized by a strong will to succeed. This is an aspiration we also share at Einhell,” says Andreas Kroiss, Chairman of the Board of Directors at Einhell Germany AG. “As a supplier of tools and gardening equipment, we were one of the first companies to focus systematically on the freedom offered by cordless, battery-powered tools. In Germany we are already the market leader in numerous areas with our products. The partnership with Germany’s record champions, who have also won the treble twice, underlines this ambition to rise to the role of market leader in future in all markets in which we are active. In addition, because FC Bayern Munich is a global ambassador for top quality from Germany, this also helps to boost international recognition of the brand Einhell.”

The key to success: *“FC Bayern Munich and Einhell are connected by more than just their Bavarian roots. In particular, the two also share a similar mindset and the drive to constantly get a little bit better – every single day. This motto of ‘keep going, always keep going’ is not only the key to success in soccer, but also in business,”* says Oliver Kahn, CEO of FC Bayern Munich. *“We are therefore delighted to have such a competent and ambitious company as Einhell Germany AG working as a partner at our side in the future.”*

Both companies are planning a number of joint activities for the future. Oliver Kahn is completely behind this marketing campaign of Einhell Germany AG. Together, FC Bayern Munich and Einhell share a mission: “making things possible.” This also includes continuing the strategy that has already begun of moving away from petrol power to tools and motors that are driven by rechargeable batteries. In addition, there are also plans to develop a select range of licensed products.

For more information, please visit our website:
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PRESS RELEASE

“I am certain that the partnership with FC Bayern Munich will further help our already strong brand Einhell to generate even more attention for our innovations and cordless tools and gardening equipment,” says Andreas Kroiss.

In particular, the stated aim of Einhell is to banish petrol powered equipment such as lawnmowers, scarifiers, and hedge trimmers from the garden. *“It is high time that we limit the use of fossil fuels to generate power as quickly and as extensively as possible. Another advantage of our battery-powered tools and gardening equipment is that they significantly reduce noise pollution and provide people with the freedom they desire for all work around the home and garden,”* adds Andreas Kroiss. Corded devices are generally not an option as a replacement for petrol powered tools, as their handling is cumbersome and – in the case of cutting tools – cables regularly get cut through.

Andreas Kroiss sees the start of the new partnership with FC Bayern Munich as the *“beginning of a highly promising journey. I am sure that both companies will achieve numerous successes together.”*

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

For more information, please visit our website:
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