



BANG & OLUFSEN provides sound for the POLO RIDER CUP

#POLORIDERCUP

GAME POLO is proud to announce that Bang & Olufsen will again be the official sound partner for the 2023 POLO RIDER CUP and Ladies POLO RIDER CUP, which will be held from 14 to 24 June 2023 at the Polo Club Saint-Tropez - Haras de Gassin.

Bang & Olufsen is a global luxury-lifestyle brand founded in 1925 in Struer, Denmark by Peter Bang and Svend Olufsen, whose devotion and vision remain the foundation for the company.

For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic innovation. Today, every Bang & Olufsen product is still characterized by a unique combination of beautiful sound, timeless design, and unrivaled craftsmanship.

Bang & Olufsen will also again be the Partner of the "Rookie of the Year" for the POLO RIDER CUP and Ladies POLO RIDER CUP and present at the event, offering a great sound experience to all polo fans.

Alexis Le Prado, Bang & Olufsen CEO France & Italy, comments: "We are delighted to announce that Bang & Olufsen will be the official sound partner of this 2023 POLO RIDER CUP Edition in Saint-Tropez. Bang & Olufsen shares the same passion for excellence and performance as this unique competition that brings together some of the most talented polo players in the world. This partnership represents a great opportunity for our brand to strengthen its ties with one of the finest sporting communities in France, known for its high-end sensitivity and long-lasting heritage."

Olivier Godallier, President & Founder of GAME POLO, comments: "We are delighted to welcome Bang & Olufsen on board again as the Official Sound Partner of the POLO RIDER CUP and Ladies POLO RIDER CUP. We both have a lot in common, sharing the same passion for excellence and outstanding quality."

About BANG & OLUFSEN (www.bang-olufsen.com)

Bang & Olufsen is a global luxury-lifestyle brand founded in 1925 in Struer, Denmark by Peter Bang and Svend Olufsen whose devotion and vision remains the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation.

Today, every Bang & Olufsen product is still characterised by the unique combination of beautiful sound, timeless design, and unrivaled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online and in multibranded stores.

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP and Ladies POLO RIDER CUP.

PRESS RELEASE

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For more information:

neus@game-polo.com | +33 5 5926 1687 | +34 680 451 282



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