MEDIA RELEASE

▶ *RHEINMETALL*

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Rheinmetall will be the new premium and technology partner of the German Bobsleigh, Luge and Skeleton Federation

The German Bobsleigh, Luge and Skeleton Federation (abbr. BSD in German) and Düsseldorf-based Rheinmetall AG will be walking on common paths in the future. Starting on 1 October 2026, the Düsseldorf-based security and defence industry group will be a partner of the BSD in the areas of bobsleigh, luge, and skeleton. The partnership is initially set to run through the end of the 2030 Winter Olympics in France. The partnership will focus on international World Cup competitions, where Rheinmetall's presence will be consistently visible throughout the season. Rheinmetall will be visible on the helmets of German bobsleigh athletes at all international competitions, including the World Cup, European Championships and World Championships, as well as through logo placement on the sleighs of luge and skeleton athletes.

"World-class winter sports are based on innovative strength, an unwavering drive to excel, and technological excellence. As a leading technology company, Rheinmetall shares this commitment to excellence and supports the association with the deepest conviction. We are particularly grateful for the close connection to the athletes, who, in their daily lives are members of the Bundeswehr and security agencies, stand up for our country. It is a pleasure for us to accompany them through the ice track, visibly displayed on their helmets", explains Armin Papperger, CEO of Rheinmetall AG.

Thomas Schwab, Executive Director of the German Bobsleigh, Luge and Skeleton Federation: "With Rheinmetall, we are gaining an internationally renowned partner that embodies innovation, precision, and high performance - values that also define our sport. The helmet is one of the most emotionally charged and visible advertising platforms on the ice track, especially during the decisive moments of a finish. The fact that Rheinmetall will be accompanying us on our journey to the 2030 Winter Olympics in France is a strong commitment to German bobsleighing and gives us planning certainty for the coming seasons".

At the same time, this partnership underscores the close ties between German bobsleighing and government institutions: The majority of German athletes are employed by the German Armed Forces, the Federal Police, or by state police forces. The sports promotion programs at these institutions enable athletes to combine elite sports with career opportunities - a cornerstone of German winter sports.

One of the Federation's best-known athletes is Francesco Friedrich, the most successful bobsleigh pilot in history. With his unparalleled record of World Championship and Olympic titles, he embodies, like no other, the tradition of success that defines German bobsleighing worldwide.

▶ Key facts

- The technology partnership serves as a cornerstone of collaboration in the disciplines of bobsleigh, skeleton and luge.
- Rheinmetall is the exclusive helmet sponsor of the German bobsleigh teams and its logo appears on all luge and skeleton sleighs.
- Commitment also includes sponsoring the Bobsleigh and Skeleton World Cup in Berchtesgaden at Lake Königssee.
- Partnership will initially continue through the 2030 Winter Olympics.

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Looking ahead, the partners intend to develop joint activities beyond helmet branding, ranging from athlete appearances via employee and fan initiatives to joint communication formats centred on World Cup and World Championship highlights, as well as the Olympic cycle through 2030.

About the German Bobsleigh, Luge and Skeleton Federation (BSD)

The German Bobsleigh, Luge and Skeleton Federation is the governing body for bobsleigh, skeleton, and luge in Germany and one of the most successful winter sports federations in the world. The BSD is a member of the German Olympic Sports Confederation (DOSB), as well as the International Bobsleigh & Skeleton Federation (IBSF) and the Fédération Internationale de Luge de Course (FIL). German athletes have been dominating international ice tracks for decades and are consistently among the most successful nations at World Championships and the Olympics.

About Rheinmetall

Rheinmetall is a cross-domain systems provider in the security and defence industry. In the fiscal year of 2025, the Düsseldorf-based technology group, with approximately 38,000 employees worldwide, generated a revenue of approximately 9.9 billion EUR. Rheinmetall has been involved in elite sports for many years, including as a partner of the “Sports City” of Düsseldorf and with clubs such as the German Bundesliga football team Borussia Dortmund, and the founding member of the German Ice Hockey League, Düsseldorfer EG.