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HPB takes part in the Bobsleigh World Championships in Winterberg.

- HPB Holding AG is tapping into an unusual sponsorship field for battery companies with the sport of bobsleigh.
- HPB CEO Dr. Sebastian Heinz: “High performance, high tech, high speed – the sport of bobsleigh fits perfectly with the HPB brand and the properties of the HPB Solid-State Battery.”

The sport of bobsleigh shows more than almost any other sport that high performance and low temperatures go together wonderfully. This is why HPB Holding AG has decided to tap into a field of sponsorship that is unusual for battery companies: Winter sports.

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After very successful World Cup races recently, HPB Holding AG is keeping its fingers crossed for several athletes at the start of the Bobsleigh World Championships in Winterberg: Team Hall (GBR), Team Nolte (GER), Team Ammour (GER) and Team Lochner (GER).



Photo: © Team Hall

Team Hall (GBR)

The team led by Brad Hall missed the start of the current 2023/2024 World Cup season due to the bobsleigh pilot's spinal surgery. Despite this serious operation and the resulting training and competition backlog, the team quickly caught up with the world's best. At the World Cup in Lillehammer, Team Hall secured the bronze medal in the 4-man bobsleigh. The 2023 World Championship silver medallist is therefore confident that he and his team will once again be competing for the title at this year's World Championships in Winterberg.

Team Nolte (GER)

At the home World Championships in Winterberg, bobsleigh pilot Laura Nolte is a hot contender for the title in both the monobob and the 2-woman bobsleigh. The dress rehearsal was a success: at the last World Cup race in Altenberg, Laura Nolte stood on the top step of the podium twice. She took gold in the monobob and, with push athlete Deborah Levi, also won gold in the 2-woman bobsleigh. The omens for the upcoming World Championships on her home track in Winterberg could not be better.



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Team Ammour (GER)

The 22-year-old junior world champion Adam Ammour is regarded as a great up-and-coming talent in German bobsleigh sport. In Sigulda, he surprisingly secured the European title in the 2-man bobsleigh with a track record. After his recent successes, the bobsleigh pilot from Oberhof now wants to get involved in the World Championship title race in Winterberg. With record-breaking world champion Francesco Friedrich and bobsleigh pilot Johannes Lochner, his biggest rivals come from his own ranks.

Team Lochner (GER)

Johannes „Hansi“ Lochner is the measure of all things in 2-man bobsleigh this year. Out of six World Cup competitions, Hansi Lochner won four gold medals and one silver. He only just missed out on the podium at the race in Sigulda (4th place). After a serious training crash in the 4-man bobsleigh, he had to sit out the last World Cup race in Altenberg due to injury. However, he wants to be back in contention for the title at the World Championships in Winterberg.

HPB Holding AG wishes all athletes every success.

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About HPB

High Performance Battery Technology GmbH is a young company specialising in the research and development of a new generation of batteries with outstanding properties. The HPB Solid-State Battery is characterised by its non-flammability, extreme durability and significantly improved environmental properties – and is already ready for series production thanks to an innovative production process. HPB cooperates with renowned European plant engineering companies for industrial production.

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