



ORICA-GREENEDGE 2014 TEAM KIT

– a display of powerful coolness!

The ORICA-GreenEDGE 2014 team kit is here, all set to sparkle and speed things up! Celebrating the highly competitive and cool edge of Australia's top-rated cycling team, the kit is based on the colors white and navy blue spiced up with ORICA-GreenEDGE's signature green. In addition, the design combines a classic cycling look with a modern expression for an aesthetically powerful, speed-focused whole.

The kit includes all garments needed in order to dominate the professional peloton, from the most aerodynamic TT suit to the lightest jersey for Tour de France success as well as the most functional wind-protective top for Tour of Flanders victory. The collection features lightweight high-end fabrics exclusively, providing cutting-edge cooling, moisture transport, aerodynamics and comfort.

"We're really pleased with the new kit and look forward to putting it into action at the Nationals this week and when we kick start our third season in the WorldTour at the Santos Tour Down Under," says ORICA-GreenEDGE General Manager Shayne Bannan. "We're excited to start a new season with a brand new look."

"It's been a great collaboration with Craft to date," Bannan adds. "We've already been able to benefit from their experience in developing state of the art technical clothing. This type of partnership is crucial for a team at this level. We're also pleased to have Craft with as a casual clothing partner. This is great for both the riders and staff who work and ride in all sorts of weather conditions during the season."

CRAFT – OFFICIAL RACE AND CASUAL WEAR PARTNER

ORICA-GreenEDGE 2014 team kit has been designed by official apparel supplier Craft, which provides the team riders with all their clothing requirements including racing and training clothes, baselayers, accessories, recovery clothes and leisure wear. The Craft and ORICA-GreenEDGE partnership started January 1, 2014, and spans over a period of three years.

FOR MORE INFORMATION, PLEASE CONTACT:

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Craft is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for a good result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel. www.craft.se

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FUNCTIONAL SPORTSWEAR