



## **TOUR DE FRANCE WILD CARD TEAM GETS A BOOST WITH DIMENSION DATA SPONSORSHIP**

*Team MTN-Qhubeka aims to raise money to provide 5,000 bicycles to children in Africa*

**Paris, France – 1 July 2015** - [Dimension Data](#), the Official Technology Partner for ASO which owns the Tour de France, today announced that it has become a [MTN-Qhubeka p/b Samsung](#) (MTN-Qhubeka) sponsor. Representing the African continent for the first time ever, the nine-man MTN-Qhubeka team is one of five wild-card teams invited to ride alongside the 17 World Tour cycling teams at this year's Tour de France which starts on Saturday.

MTN-Qhubeka said it is proud to receive a boost in support, and will work closely with Dimension Data during the multi-year contract on future technical developments that will help attract more people to the sport.

In March this year, Dimension Data and ASO announced a five-year partnership that will see Dimension Data become the Official Technology Partner of ASO, and together, revolutionise the viewing experience of billions of cycling fans across the globe. When the Tour de France begins on Saturday, race broadcasters, commentators, and cycling viewing fans around the world will be able to follow all 198 riders in 22 teams real-time on television, as well as track the speed at which each cyclist is riding; where he's positioned in the race in relation to other cyclists - all via a beta live tracking website, and enhanced information on their television screens.

The 21-stage Tour de France covers 3,344 kms, and finishes in Paris on the Champs Elysees on 26 July.

Qhubeka (koo-**beh**-ka) is an Nguni [*uh ng-goo-nee*] word that means 'to carry on'; 'to progress'; 'to move forward'. During the Tour de France, as part of the team's [\\*#BicyclesChangeLives](#) campaign, MTN-Qhubeka aims to raise money to provide 5,000 bicycles to children in Africa.

Dimension Data Executive Chairman, Jeremy Ord said, "For many thousands of people in Africa – particularly rural Africa – a bike is the only mode of transport. Whether it's used to go to school, work, the market – and even by the sick to get to hospitals or clinics – the simple bicycle is a passport to freedom, to moving forward, and carrying on. Dimension Data is proud to support Africa's team, and at the same time, be able to make a difference to people in Africa.

Douglas Ryder, MTN-Qhubeka p/b Samsung Team Principal said, "Partnering with Dimension Data on this multi-year contract is a fantastic opportunity for MTN-Qhubeka p/b Samsung. Apart from putting the **#BicyclesChangeLives** campaign on the global cycling map during Le Tour, the partnership will help our team move forward into the future. Dimension Data is an iconic South African headquartered organisation that has expanded globally, and their tag line 'accelerate your ambition' resonates with Team MTN-Qhubeka. Because the team leverages technology - both on and off the bike - the partnership will help take our team and African cycling to new heights."

Sarah Phaweni, Executive Director of Qhubeka said, "The support from big business is very valuable. We appreciate that Dimension Data has connected with the needs of South Africa, and are excited about the partnership and its potential to mobilise people."

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**For more information:**

Hilary King  
Dimension Data Holdings plc  
mobile +2782 414 9623

Veit Hammer  
Team MTN-Qhubeka  
Mobile: +0039 342 975 4242