

# nilox



## OFFICIAL PARTNER

### AC Milan and Nilox together again for the 2018-19 season

*Nilox is confirmed as the Electric Mobility Official Partner of the Club*

MILAN - AC Milan and [Nilox](#) have extended the agreement that sees the Italian brand, number one in the e-board market, become Electric Mobility Official Partner of the football club for the current championship.

The brand - which in the last year has launched five new models of e-bike and two electric scooters, in addition to renewing the design of the DOC2 hoverboard, the best-selling product in the e-board market - will bring its complete line of e-mobility to San Siro. Nilox will be seen in the Pitch-side LED displays and on the Maxi-screens during Milan home matches, along with an online presence on the club's official site.

Other initiatives have been scheduled: for example, the team will be involved in cross-media content that will be shared on both traditional and digital platforms as well as social media. Furthermore, hoverboard, electric scooters, e-bikes and other products will be made available to Milan players, staff and Milanello personnel to get around in a green, fun and flexible way.

*"We are very satisfied to renew our partnership with Milan, after the great results obtained last season. Nilox has chosen to continue its links with the world of football and to the Club 'RossoNero', a team that represents the excellence of Italian sport abroad. This agreement confirms our drive to continually increase our brand recognition not only nationally but internationally,"* said Nilox Brand Director Michele Bertacco.

*"For us, the renewal of the agreement with Nilox is a great cause for satisfaction. Our ongoing excellent collaboration, and the sharing of values like the focus on green energy, has given us the push to face head-on the challenges of this new, enthralling season together. We want to reach important goals in the international appreciation of both the brands",* commented Mauro Tavola, AC Milan Partnerships Director.

#### **About Nilox:**

Nilox ([www.nilox.com](http://www.nilox.com)) is the sport technology brand of the Esprinet Group. Thanks to constant investment in research and product marketing, Nilox is one of the most recognized brands in the Sport and Outdoor Technology market today. Nilox has grown rapidly to become the top Italian Action Cam brand in the world and holds second position in Italy in terms of sales. Nilox is also the most well-known brand in the field of hi-tech mobility on "two wheels". The success of the DOC hoverboard has been swiftly followed by lines dedicated to skates, electric scooters and a range of electric bikes. The offer includes wearable devices, a range of business backpacks and IT professional solutions. Today Nilox is the sponsor of some of the most legendary clubs in Italian and world football as well as the partner of the most famous champions in the field of MotoGP and cycling.

#### **Press contacts:**

Paola Bramati  
Marketing & Communication Specialist  
Nilox - Esprinet S.p.A  
Tel. +39 02 404961; Mobile +39 346 6290054  
[paola.bramati@esprinet.com](mailto:paola.bramati@esprinet.com)