

NEWS

Implenia's brand ambassador Ruedi Wild wins Ironman 70.3 Switzerland in Rapperswil for second time – Longstanding, successful partnership

Dietlikon, 15 June 2017 – Ruedi Wild has been Implenia's brand ambassador since 2010. Last weekend, Ruedi Wild reaffirmed his undisputed credentials as a top world-class triathlete: he convincingly won the Ironman 70.3 Switzerland in Rapperswil, completing the course in just under 3 hours 50 minutes, and beating South African James Cunnama into second place. After 2015 it is the second time that Ruedi Wild was taking the winner's podium and it also makes him the 2017 Swiss Champion.



Implenia is proud to have worked so closely with Ruedi Wild for so many years in a relationship that goes far beyond marketing. The company has been enriched by Ruedi's experience and expertise in top-level sport, and has been able to support him with its experience of the business world. Both sides complement each other extremely well, helping each other to achieve sustainable improvements.

As ambassadors, Ruedi Wild and Martina Strähl represent Implenia's long-term commitment to running. Martina Strähl is a successful athlete and a specialist in mountain and long-distance runs. She became Implenia's new brand ambassador this year. Triathlete Simone Brändli, who used to represent the Implenia daisy logo along with Ruedi Wild, retired from top-level sport.

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Having secured the title already in 2015, Implenias brand ambassador Ruedi Wild wins his second Ironman 70.3 Switzerland in Rapperswil. (Source: Skynfit International)

Implenia is Switzerland's leading construction and construction services company. It also has strong positions in the German, Austrian and Scandinavian infrastructure markets. Established in 2006, Implenias can look back on around 150 years of construction tradition. It brings the expertise of its highly skilled sectoral and regional units together under the roof of a company active throughout Europe. With its integrated business model and specialists operating in all areas of construction, the Group can manage a building project through its entire lifecycle and deliver work that is economical, integrated and customer-centric. The focus is on striking a sustainable balance between financial success and social and environmental responsibility.

Implenia, with its headquarters in Dietlikon near Zurich, currently employs more than 8,200 people around Europe and posted revenue of around CHF 3.3 billion in 2016. The company is listed on the SIX Swiss Exchange (IMPN, CH0023868554). More information can be found at www.implenia.com.