



*Lightweight*

## Press Release

# Lightweight brings in marketing expertise from the capital

**Friedrichshafen (November 22<sup>nd</sup>, 2022)**

Thorben Haushahn joined Lightweight's team as marketing manager on 1 September 2022. Based in Friedrichshafen on Lake Constance, the global supplier of high-end full carbon wheels brought him on board in response to its own ongoing rapid growth.

Haushahn is 35 and a native of Kiel. He comes most recently from the Berlin agency environment and is considered an expert in the field of cycling brand development. As former project manager at the Berliner Fahrradschau trade fair, he brings with him an extensive network from the cycling and creative scenes. Thorben Haushahn has worked in the background for various brands as a strategy



consultant. Now he will help to re-align the Lightweight brand with his knowledge of community marketing and sustainable communication.

His passion for cycling is reflected in his voluntary marketing work for the German Cycling Federation (BDR, Bund Deutscher Radfahrer e. V.), whose gravel division he is also responsible for as a coordinator and contact person. And he successfully competes in the UCI Gravel Series as an active cyclist.

“Thorben’s passion for cycling and his marketing expertise coupled with his authenticity were the key reasons why I wanted to work with him. We got along well right from the start and I was thrilled to see how enthusiastic he was about the Lightweight brand from the very first day,” says Christoph Sawitzki, Vice President of Lightweight.



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## **Contact**

### **Contact partner:**

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### **About Lightweight:**

Lightweight stands for high-quality full carbon wheels for race bikes. The handcrafted wheels are being produced in Friedrichshafen at Lake Constance and are regarded as a reference in the fields of technology, innovation and functionality.

Lightweight is a brand of the international carbovation gmbh, who is operating within the fields of industry, aerospace, as well as sports & lifestyle. Carbovation gmbh is a member of the Murtfeldt group.