



OK Mobility, new Title Sponsor of the Mallorca 312

Mallorca, March 23, 2023. OK Mobility is the new Title Sponsor of the Mallorca 312 in this edition taking place on April 29 in Playa de Muro and also during the year 2024. This way, the global mobility company adds this sponsorship to the list of sporting events it supports.

The CEO of the Mallorca 312 OK Mobility, Xisco Lliteras, has expressed his satisfaction with this agreement since; “it is a recognition for us since this local and national company, with the greatest projection in the mobility market, has decided to support us and become our biggest sponsor after collaborating with us for several years. The Mallorca 312 shares with OK Mobility a vision of a sustainable future and innovative character. This alliance consolidates the future of our event, in addition to providing our participants and their companions with the best and most sustainable mobility option during their stay on the island. “

On his behalf, Pedro Pablo Sastre, Chief Marketing & Digital Officer of OK Mobility, ensures that “after several editions as official mobility partners, we are now taking a qualitative leap by consolidating our commitment and support for this renowned race, which now takes on the name of the Mallorca 312 OK Mobility. We will continue to make our fleet available to the organization to cover their mobility in this edition and we reinforce our involvement in cycling, in line with the sporting values we feel are reflected upon us, and with the sporting events of our islands, which in this case is held in Mallorca, where OK Mobility has its headquarters”.

With this agreement, the Mallorca 312 OK Mobility becomes part of one of the most important cycling events in Europe that has now become a benchmark of the international calendar. As with previous editions, 3 routes are offered to participants: 312, 225 and 167km that run through the island of Mallorca. One of the biggest attractions of this cycling event is that the race is closed to traffic, so cyclists can enjoy a great day of cycling with guaranteed safety. In addition, the Organization assures that “our continued commitment is reinforced by providing our participants with high quality standards and have decided to offer the race to 8,000 participants for another year”.

Thousands of people from all over the world will gather in one of the most mythical one-day races currently taking place worldwide. Mallorca, and more specifically, Playa de Muro, is scheduled to be the usual setting for the start and finish of this event.



With all this, it's not surprising that in the last fourteen years of history, great cyclists such as Miguel Indurain, Alberto Contador, Perico Delgado, Sean Kelly, Ivan Basso, Jan Ullrich, Horrillo, Joseba Beloki, Purito Rodríguez, Oscar Freire, and Mavi García, have participated in the Mallorca 312.

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