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Tops:125km/h top speed for Paralympic athletes

- Allianz as International Partner of the Paralympic Movement and local partner in many countries, wishes the athletes „best of luck!“
- Explaining the winter sports: new, rights-free Allianz infographics available
- „We want to contribute to making impairment a more natural part of life – in society and in the business world,“ says Werner Zedelius, Member of the Board of Management of Allianz SE

How does a blind biathlete hit the target? Why do ice sledge hockey players use two sticks? Why is the clock set differently for every alpine skier? These and similar questions are answered by the Allianz infographics, which explain the Paralympic winter sports.



The Paralympic Winter Games in Sochi start on March 7. As International Partner of the Paralympic Movement and national partner in many countries, Allianz wishes the athletes "best of luck!"

The Paralympic infographics were created by Allianz together with Paralympic athletes, coaches, experts and the International Paralympic Committee (IPC). They provide technical information about the sports and allow athletes themselves to explain. The postcard-sized infographics are available for rights-free download [here](#):

<http://sponsoring.allianz.com/en/paralympics/infographics/winter-graphics/index.html>

The Allianz infographics are available for the following sports: Alpine skiing – standing / sitting / visual impairment categories; Biathlon – standing / visual impairment categories; Cross-country skiing – sitting category; Ice Sledge Hockey; Snowboard and Wheelchair Curling.

Allianz and the Paralympic Movement working together

As partner of the International Paralympic Committee (IPC), Allianz has been actively supporting the Paralympic Movement, its athletes, values and ideals since 2006. In 2011, Allianz became first International Partner of the IPC and in 2013 partner of the IPC Athletics Federation. Allianz supports various National Paralympic Committees on a local level, e.g. in Australia, Ireland, Croatia, Germany, Switzerland, Sri Lanka, the Czech Republic, Ukraine and Hungary. Allianz companies in over 30 countries also work with athletes and national associations.

„The cooperation with the Paralympic Movement is an enrichment for Allianz. The athletes show us that in order to be a top performer, you need to cross barriers and focus on your strengths. That's also important in every person's work life,“ says Werner Zedelius, Member of the Board of Management of Allianz SE. „Meeting Paralympic athletes raises questions for us. How do we deal with people who do not fit the picture of a perfect body? We learn that new doors or opportunities open in front of us only when we focus on our strengths. Through our cooperation with the Paralympic Movement, we want to contribute to make impairment a more natural part of life – in society and in the business world.“

Allianz has put a number of programs and initiatives in place to support the IPC, National Paralympic Committees and athletes. For example in Germany, Allianz and Deutsche Telekom support the “Top Team”, giving athletes financial support to be able to focus on training prior to the Games. Allianz also regularly invites Paralympians to the company as motivational speakers for groups of staff or managers.

„Great initiatives of our partners, like the Allianz infographics, increase the understanding of Paralympic sports,“ says Alexis Schäfer, Commercial and Marketing Director of the IPC. „The interest and awareness for Paralympic sport and for the achievements of people with an impairment in general increases, which breaks down barriers and prejudices in people's heads. At the Paralympic Games, fans experience sports at top level, pure emotions and exciting competitions.“

Public interest in Paralympic sport has been increasing. The IPC expects more than 2,000 journalists in Sochi, with ever more TV coverage. While Sydney was only covered for 50 hours on TV worldwide, Sochi will have at least 300 hours of live coverage via paralympic.org alone. More than 50 countries plan to cover the Paralympic Games on TV.

Allianz supports the Paralympic Movement long-term, but does not partner individual Paralympic Games.

Find more information here: <http://sponsoring.allianz.com/en/paralympics/paralympics/>

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About Allianz

Together with its customers and sales partners, Allianz is one of the strongest financial communities. Over 83 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks.

In 2013, around 148,000 employees in over 70 countries achieved total revenues of 110.8 billion euros and an operating profit of 10.1 billion euros. Benefits for our customers reached 93.9 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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