

Press release
Contract extended



JURA and Roger Federer renew their partnership until 2020

Niederbuchsiten, 4 December 2015 – It is with great pleasure that JURA and Roger Federer announce the extension of their collaboration until the year 2020. Since 2006 the greatest tennis player of all time has acted as brand ambassador for the worldwide innovation leader of automatic coffee machines. JURA CEO Emanuel Probst is delighted: “From the beginning on we were planning a long-term relationship. Roger Federer is the perfect brand ambassador for JURA. He represents our brand values of trustworthiness and authenticity like no other personality.” Roger Federer adds: “In the last years JURA has shown exponential growth. It is now a truly global brand and I look forward to actively accompanying JURA on its journey into the future.”

A new chapter of the success story will be written. The collaboration is based on shared values like Swiss heritage, hard work, precision, quality, elegance and passion for excellence. “For millions of people all around the world Roger Federer is an inspirational role model both on and off the court. We are privileged to continue working with him in the launch of new products and development of global markets”, says Emanuel Probst. “As a lover of coffee and design I am absolutely convinced by JURA and its products”, comments Roger Federer. And he proves that statement in the new communications campaign that revolves around the core values of automatic coffee machines from JURA: “Coffee specialties – freshly ground, not capsuled.” (see: www.youtube.com/juraworldofcoffee)

JURA and Roger Federer have agreed to keep confidential the terms and conditions of the contract.

About Roger Federer: Considered by many the greatest tennis player of all time, Roger Federer holds the record for most Grand Slam titles (17) and the most weeks at world number one (302). Federer won a gold medal for Switzerland in 2008 and led Switzerland to its first ever Davis Cup victory in 2014. He has won the ATP Tour Fan Favorite Award for the past 13 consecutive years and has won the Stefan Edberg Sportsmanship Award 11 times.

About JURA: JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten (SO), Switzerland, is the innovation leader in automatic specialty coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.

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