

February 18, 2022

hep sports team Reinforced World Champion Gustav Iden Starts for hep

Güglingen, February 18, 2022 – The hep sports team gets a top-class addition. Gustav Iden, two-time Norwegian Ironman 70.3 world champion, will start in hep green this season. Besides Imogen Simmonds and Daniel Bækkegård, Gustav is the third international world-class athlete of the German triathlon team from the sunny southwest.

hep sports team is Thrilled

The Swiss hep sports team manager Schildknecht is pleased: “hep is a German, but internationally strongly growing company in the field of photovoltaics. Gustav is very hard-working and down-to-earth. This is an ideal match. I am very happy to welcome Gustav to our team.”

Gustav Iden, a Talent With Clear Goals

The 25-year-old from Bergen, Norway, is considered one of the biggest talents in triathlon. Despite his young age, he already has two world championship titles and an Olympic appearance to his name. In 2019, he won the Ironman 70.3 world title for the first time in Nice and after the cancellation of the 2020 world championships, he defended the title last year.

Gustav's next goal is to win the title of “Ironman World Champion” and he cannot wait to compete in the hep jersey: “I am incredibly happy to be part of hep. The mentality of the people who work here and the work they do fit perfectly with my beliefs. As a passionate nature lover, I am convinced that renewable energies are indispensable. As a global expert in solar energy, hep helps us all move in the right direction - “because there is no planet b.”

In the hep sports team he has the best prerequisites for this and will follow in the footsteps of his future teammate Sebastian Kienle. Kienle, himself a former Ironman world champion, will end his professional sports career at the end of next year.

2022 – a Season With two Ironman World Championships

In general, the motivation among the hep sports team pros is high: the declared goal this year is to be right at the top of the field at two Ironman world championships. This unique opportunity arises because the 2021 Ironman world championship has been postponed to May 7, 2022, due to the pandemic.

The venue will be St. George in the US state Utah. With Sebastian Kienle, Daniel Bækkegård, Gustav Iden, Imogen Simmonds and Laura Philipp, five hep sports team athletes have qualified. For the second world championship 2022 in Hawaii in October the qualification is not yet completed.



The Norwegian talent Gustav Iden reinforces the hep sports team.

But already today a large part of the hep sports team has the ticket for Hawaii in the bag. One thing is already certain shortly before the start of the season: 2022 will have a lot to offer. More information will follow soon.

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Press Contact:

Christopher Hettich
Römerstraße 3
Tel.: +49 7135 93446-622
www.hep.global

D-74363 Güglingen
E-Mail: presse@hep.global