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Press release - Chamonix (France), Tuesday 14 January 2025

UTMB World Series announces international partnership with Aonijie

UTMB® World Series is pleased to announce an exclusive **three-year** partnership with **Aonijie**, a globally renowned brand specialising in trail running equipment. Aonijie will become the **official hydration pack supplier for all UTMB World Series events**, enhancing the experience for runners everywhere by offering high-quality gear in UTMB World Series colours.



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Aonijie: from local innovation to global recognition

Founded in 2011, Aonijie is a Chinese brand which has achieved global recognition for its trail running equipment. Known for **its innovation in performance and comfort**, the brand has focused on product development and refinement while establishing itself in the Asian market. Aonijie has earned a solid reputation for delivering quality products at an affordable price, equipping both beginners and experienced runners while making the sport more accessible. Today, Aonijie embarks on a new chapter with its **first international partnership**.

A partnership built on shared values

UTMB World Series and Aonijie join forces to deliver an exceptional experience for athletes and trail running enthusiasts across the globe. This partnership is founded on **a shared commitment to supporting runners of all levels in their pursuit of personal achievement**, while **placing innovation and performance at the heart of the adventure**. This collaboration reflects UTMB World Series and Aonijie's **shared values of excellence, accessibility** and a mutual passion for trail running.

Exclusive UTMB World Series hydration packs

In celebration of this collaboration, Aonijie will launch a dedicated line of UTMB World Series hydration packs. Designed to withstand extreme natural conditions, this new range will deliver **durability, light weight and comfort**, meeting the demands of both elite athletes and trail enthusiasts. These products are representative of Aonijie's ongoing commitment to trail athletes and showcases the **unique identity of the UTMB World Series circuit**.

*"This partnership is a perfect fit for us," said **Céline Prévost, Commercial Director of UTMB Group**. "Aonijie is a brand on the rise with a deep-rooted passion for trail running. Their technical expertise, commitment to pushing the boundaries of innovation, and dedication to making their products accessible align perfectly with the vision of UTMB Group. We can't wait to see Aonijie hydration products become part of our events and witness the positive impact of this collaboration."*

*"Partnership with UTMB Group and its UTMB World Series is very significant for our brand", said **Xu Zhihui, founder of AONIJIE**. "UTMB Group has a profound influence in the world of trail running. The culture of its events and the group's dedication to the runner experience are truly inspiring. AONIJIE is committed to research and innovation in trail running gear, striving to deliver high-quality products to runners. Through this collaboration, we aim to enhance the global reach of our products, contribute to the growth of trail running, and offer new experiences to runners worldwide."*

Note to editors

About UTMB® World Series

UTMB® World Series is the world's ultimate trail-running circuit that unites the sport's biggest stars and passionate runners through the best, leading international events in the most stunning locations. Built on a passion for the mountains with sustainability at its heart, UTMB® World Series gives all trail runners the chance to experience the UTMB® adventure across the world, with events taking place across Asia, Oceania, Europe, Africa, and the Americas. It is the only place where runners can begin their quest to HOKA UTMB® Mont-Blanc, where the prestigious UTMB® World Series Finals will be held. Launched in May 2021 through the collaboration between the UTMB Group and The IRONMAN Group, the UTMB World Series circuit brings together many of the best international trail-running events on the planet. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

About Aonijie

Founded in 2011, Aonijie is a globally recognised Chinese brand specialising in trail running equipment. Renowned for its innovation, the brand offers products combining technical excellence, lightweight design, comfort and performance. Aonijie has built a strong reputation by delivering high-quality gear at accessible prices, appealing to both novice and experienced runners. Initially focused on trail running, the brand has recently expanded its product range to include road running and hiking equipment, catering to sports enthusiasts worldwide. With a strong presence in the Asian market, Aonijie now aims to extend its reach on a global scale.

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