

Media Release

1. Juli 2025

Axpo Becomes Leading Partner of PluSport

After 18 years of dedicated collaboration, Axpo and PluSport are strengthening their partnership: Starting in 2025, Axpo will become the Leading Partner of PluSport, the Swiss umbrella organization for disability sports. The expanded cooperation is guided by the motto "Swiss Willpower" a commitment to perseverance, resilience, and belief in what is possible. The partnership officially launches with a special event: a para-cycling hour record attempt by elite athlete Roger Bolliger at the Velodrome in Grenchen.

Axpo and PluSport have long shared the belief that inclusion is far more than just a societal buzzword. Together, the partners are working towards a Switzerland in which all individuals can realize their full potential – whether in sports, at work, or in everyday life. The new Leading Partnership gives this commitment a clear direction: it creates platforms for meaningful encounters and brings social responsibility to life.

Roger Bolliger Chases the Hour Record

On 3 July 2025, para athlete Roger Bolliger will take on an extraordinary challenge: within 60 minutes, he aims to complete as many laps as possible at the Velodrome in Grenchen using only one leg. Competing in the Para Cycling C1 category, this attempt will require exceptional physical and mental strength. His goal is to break the Swiss hour record and send a clear message of endurance, mental resilience, and unwavering willpower. With a targeted average speed of over 40 km/h, Bolliger will be performing at a truly world class level. His ride reflects the spirit of Swiss Willpower – the belief in what is possible, even under challenging conditions. Axpo proudly supports the hour record attempt as official partner, underlining its commitment to an inclusive society that recognises and celebrates outstanding achievement, regardless of physical ability.

"We believe in the power of every individual's potential. Para sports show in an impressive way how courage, self motivation and team spirit can make a real difference, both on a small and large scale," says Mark Wilms, Head of Brand and Reputation at Axpo.

Media Invitation

Media representatives are warmly invited to experience this special moment live. The official para-cycling hour record attempt will take place on Thursday, 3 July 2025, from 3:00 p.m. to 6:00 p.m. at the Velodrome in Grenchen.

Interested journalists may register until 12:00 noon on 3 July by contacting medien@axpo.com and Project Lead Mirela Stosic (mirela.stosic@axpo.com).

Press Materials

For your coverage, we will provide professional photo and video material starting on Friday, 4 July 2025, from 2:00 p.m. under the press materials section.

You'll find the media kit and further details about the event at the following link:

[Swiss Willpower: Para-Cycling Stundenrekord – PluSport](#)

About Axpo

Axpo's ambition is to enable a sustainable future with innovative energy solutions. Axpo is Switzerland's largest producer of electricity and an international leader in energy trading and the marketing of solar and wind power. Over 7,000 employees combine experience and expertise with a passion for innovation and a shared drive to continuously find better solutions. Axpo relies on cutting-edge technologies to meet the evolving needs of its customers in over 30 countries across Europe, North America, and Asia.

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