

DATEV Challenge Roth: Ten years of a strong partnership

DATEV is once again a reliable partner for the 2023 event

Nuremberg, June 22, 2023: Every year, it is one of the highlights in the calendar of triathlon fans: the DATEV Challenge Roth. On June 25, hundreds of thousands of fans will again flock to Middle Franconia to watch amateur athletes and professionals from the world's elite at close quarters. As a title sponsor, the cooperative DATEV is supporting the world's largest long-distance triathlon event for the tenth time.

3.8 km of swimming, 180 km of cycling, and 42.195 km of running – these distances will leave every triathlon fan's heart racing. The DATEV Challenge Roth has been a running calendar fixture for years. This year, the world's triathlon elite will once again gather at the starting line for this top-class sporting event.

Since 2013, DATEV has been a reliable event partner as a title sponsor. Values such as team spirit, determination, and passion have always been important and central to DATEV – and in line with the cooperative's self-image.

The DATEV Challenge Roth is an excellent example of this: many DATEV employees will once again contribute to the event's success, either as volunteers or as cheering fans. In addition, DATEV members and employees will actively participate in the triathlon as athletes in 30 relay teams and as ten individual starters.

About DATEV eG

DATEV eG is the third-largest provider of business software in Germany (IDC Ranking 2023) and one of the major European IT service providers. Founded in 1966, the cooperative of the tax consulting profession has more than 40,000 members. DATEV generated revenues of 1.3 billion euros in its fiscal year 2022. With its software, cloud solutions, and expertise, the Nuremberg-based company provides the basis for digital cooperation between small and medium-sized businesses and tax consultants who oversee their client's business management. DATEV supports 2.8 million companies, self-employed individuals, municipalities, associations, and institutions through this community. With more than 8,500 employees, the company attends to the needs of about 550,000 customers in digitising their commercial processes. Data protection, data security, and tax compliance are top priorities.

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