

Telefónica adds Enric Mas's La Vuelta-winning jersey to its Sponsorship Museum

- Telefónica celebrated Enric Mas's historic victory alongside the cyclist and more than one hundred employees, marking a new milestone in its 15-year journey with Movistar Team. The achievement will be commemorated by a jersey dedicated by Mas, which will become part of the company's Sponsorship Museum.

Madrid, 16 October 2026.-Telefónica has celebrated Enric Mas's historic victory at La Vuelta 2026. The Movistar Team rider shared this milestone with more than one hundred employees at an event held at the company's headquarters in Madrid, which provided an opportunity to recognise one of the greatest achievements of his sporting career and a particularly significant victory for Spanish cycling and Movistar Team.

During the event, Enric Mas presented Telefónica with a dedicated Movistar Team jersey, which will become part of Telefónica's Sponsorship Museum as a memento of his triumph at La Vuelta and a symbol of a new milestone in the company's 15 years of support for the team.

Enric Mas was crowned winner of the 81st edition of La Vuelta on 13 September in Granada, securing his first Grand Tour victory and ending a 12-year wait for a Spanish rider to top the general classification of the Spanish race.

The victory also marks Movistar Team's return to the top step of a Grand Tour podium after seven years.

The event gave employees the opportunity to celebrate the achievement with Mas and hear first-hand about his experiences during an edition of La Vuelta that has already become part of Movistar Team's history.

Telefónica's support for Movistar Team also reflects the company's broader understanding of its commitment to society, extending beyond its business activities. Alongside its ambition to be the best gateway for citizens to access digital technologies, Telefónica maintains a long-standing commitment to social and sporting initiatives that help strengthen its ties with society.

Telefónica has supported Movistar Team for 15 years, a relationship that reflects the company's commitment to sport and to shared values such as effort, perseverance, teamwork and the ability to take on new challenges.

Enric Mas's victory adds a new chapter to this shared journey and gives Telefónica the opportunity to celebrate one of the team's greatest sporting achievements.

Enric Mas meets Telefónica employees

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During the conversation, Enric Mas reflected on some of the lessons he has learned throughout his career, highlighting in particular the importance of humility and the support of those around him when facing difficult moments: "Above all, cycling has taught me humility. One day you can be at the top and the next you can lose. At those moments, my family, my friends and the team have been fundamental. You have to keep working and keep dreaming, because in the end dreams can come true," said Enric Mas.

The rider also discussed the transformation taking place in cycling and the role technology plays in elite sport, as well as his next sporting challenges: "Technology has brought about a radical change in cycling. Today, we have a huge amount of data that allows us to analyse practically every aspect of performance. I'm an athlete who has had to work very hard for my victories, and perhaps that's why I value them even more. My goal is to keep dreaming and to be up there again, competing for major objectives, especially at La Vuelta, which is my favourite race," he explained.

Looking to the future, Mas also highlighted the drive of the new generations of riders and his interest in remaining involved in cycling beyond his professional racing career: "The new generations are coming through with different ideas and a great deal of self-confidence. I think we also have a lot to learn from them. And looking further ahead, I would be interested in supporting other riders as a manager, working with a small group that would allow me to be really close to them and help them along their journey."

Photo 1: Enric Mas adds his jersey to Telefónica's Sponsorship Museum.

Photo 2: From left to right: Óscar Candiles, B2C director at Telefónica España; Enric Mas, winner of La Vuelta 2026; and Salvador Garcia-Ruiz, Brand and Communications director at Telefónica.

Photo 3: Enric Mas signs the jersey he presented to Telefónica as a memento of his victory at La Vuelta.

Photo 4: Enric Mas during the event with Telefónica employees, hosted by journalist Mónica Marchante.