



PRESS RELEASE

Groundbreaking agreement between BDR and A.S.O. Brings the Deutschland Tour back

The Bund Deutscher Radfahrer (German cycling federation) and the Amaury Sport Organisation, organizer and owner of the Tour de France, have signed an agreement for sustained support of German cycling, with a central element being the re-birth of the Deutschland Tour.

The announcement of the Tour de France Grand Depart 2017 in Düsseldorf and the outstanding results of a new generation of German pro cyclists in the world's largest races offer optimal conditions for increasing the current enthusiasm for cycling in Germany. The BDR and the ASO want to intensively promote this development and have therefore signed a long-term contract to establish the Deutschland Tour as a top event in the next ten years. Both partners have agreed that the new start of the Deutschland Tour will be in 2018, so that the event can be developed on the highest level and with all the benefits of a major stage race.

The Deutschland Tour of the new generation will build on the strengths of the top German riders and offer them an optimal stage in front of their homeland public: sprints and courses such as fans know from the major Classics will be the hallmark of the Tour's stages and will deliver an exciting race. In addition, the event will be the ideal springboard for future German stage winners and stage-tour riders, as well as being a not-to-be-missed race for the international cycling stars.

"This agreement is ground-breaking for the BDR. The new Deutschland Tour is a further element to build up cycling enthusiasm in Germany and to promote the popularity of all aspects of cycling. 27 million Germans already ride their bikes regularly and many German cities recognize the value of the bike in their mobility strategies. So, the Deutschland Tour is not just a pure sports event but also a large Cycling Festival," comment Rudolf Scharping, President of the Bund Deutscher Radfahrer.

Yann Le Moënner, General director of the ASO, added, "We share with the BDR the goal of making the Deutschland Tour attractive to the general public and through the Tour to share with them the fun of cycling. In addition to sport on the highest level with the German and international champions, and a Jedermann race for the thousands of enthusiastic hobby cyclists, we also plan a great program for fans and everyone in the stage host towns."