



PRESS RELEASE

The new Deutschland Tour will debut in August 2018 under the brand "Deutschland. Deine Tour." (Germany. Your Tour.)

The planning for the return of the Deutschland Tour is in full swing. Its premier edition is scheduled for August 2018 and it will initially run for at least four days. Amaury Sport Organisation (A.S.O.) committed itself to organize initially ten editions of the new Deutschland Tour, striving for extending it to a week-long event within this time.

Christian Prudhomme, Directeur du Cyclisme of A.S.O.: "Germany is a nation of new champions and it became the country with the most wins at the Tour de France in recent years. We feel that these successes are of great value and that the German cycling interest is increasing steadily. Therefore, we are looking forward to the Grand Depart of the Tour de France 2017 in Dusseldorf and we see the Deutschland Tour as a great continuation. It's just the right time to organize a modern national tour that involves all fans."

Yann Le Moenner, Directeur Général of A.S.O.: "Germany is of great potential. Besides the momentum in the sport of cycling its also Europe's biggest cycling nation, totaling in almost 25 billion kilometers ridden on bicycles per year. Several cities and prospective sponsors approached us already, to become part of the new Deutschland Tour. That proves that Germany is ready for a bike-festival."

Under the brand name "*Deutschland. Deine Tour.*", A.S.O. breaks new grounds in the development of an event. Fans can co-create their Deutschland Tour. For this purpose, an Internet platform is now available at www.DeutschlandDeineTour.de where fans can apply to become a *Tour Maker* - a community that will collaborate on the further development of the Deutschland Tour. Above, and among other features, fans can upload their favorite spots that should become part of the actual race planning of the Deutschland Tour.

Claude Rach, Business Development Manager of A.S.O.: "Fans are experts. They know the insider tips that make their bike ride exciting. With the new Deutschland Tour, we want to give the German fans the opportunity to get involved and become an active part of their home-tour. We received already great feedback from the pro riders and fans. But before we go into more detail with these concepts, we are excited to see the input of the Tour Makers. We are looking forward to the ideas."

Themed "1 professional cycling race - 100 other activities", a diversified program is planned for the Deutschland Tour. The pro race, which will be classified at least in the HC category, takes the event's center stage. In addition to various races for the elite men and women as well as junior and hobby cyclists, the bike is featured in its complete variety, from the lifestyle to urban mobility solutions. To underline the character of a modern bike-festival, side-events beyond the pure sport will feature offers for families and kids as well as music and entertainment highlights.

After the Grand Depart of the Tour de France 2017 in Dusseldorf, the start of the new Deutschland Tour in 2018 will be the next step in the long-term commitment of A.S.O. on the German market. In a cooperation agreement with the German Cycling Federation (BDR), the organizer supports the sustainable promotion of cycling in Germany.