



PRESS RELEASE



Grand finale of the Deutschland Tour in Stuttgart

Bad Soden – 20. Juni 2017. Deutschland. Deine Tour. – the motto of the new Deutschland Tour will come to life in the Stuttgart region. Cycling fans can expect a sportingly challenging downtown closing course with arrival on the Theodor-Heuss-Straße and a huge cycling festival with a varied and modern program. For ambitious hobby cyclists, there are two Jedermann races of different lengths, with start and finish in Stuttgart. There will also be kids' races and family-friendly rides. Enjoy some stress-free cycling on an auto-free downtown course, connected to the Stuttgart City cycling lanes.

“The grand finale of the Deutschland Tour will be a cycling festival in Stuttgart – a city which has ambitious cycling goals. The overall concept of ‘Deutschland.Deine.Tour’ is based on the public enthusiasm for cycling, from professional sport to daily transportation. It is great that our concept fits the public mood of so many German communities,” said **Yann Le Moënner, director of the A.S.O.**

Stuttgart Mayor Fritz Kuhn: “Stuttgart looks forward to the new Deutschland Tour. Having the finish here brings cycling to life for our guests but also for our citizens in a spectacular way. Whether enthusiastic cycling fans on the final stage, ambitious hobby riders in the Jedermann race or interested participants in the many other programs on offer on this nearly-auto-free day in Stuttgart – all cycling and bike fans will find something!”

Sport mayor Dr. Martin Schairer added, “This will be a top-notch sport event. It will join the great cycling tradition of this city. We can show the qualities of our beautiful city to the world and advertise for cycling in Stuttgart.”

In Stuttgart, the percentage of cyclists in the total traffic should climb to 20% in the future. In order to reach this ambitious goal, commuter cycling is being explicitly supported. Even more people will be encouraged to ride their bikes especially through the continued development of the cycle pathways and more services, such as new bike stands or Bike&Ride offers.



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After the Stuttgart city council decided on June 1, 2017, to support the new Deutschland Tour, the economics committee of the region was to decide on its co-operation. Regional direktor **Dr. Nicola Schelling** said: "I am very happy to hear that the final station of the first running of the new Deutschland Tour is in Stuttgart. This big sports event will shine in the Stuttgart region and not just over the course running in to the center of Stuttgart."

Together with the Grand Depart of the Tour de France 2017, and the cycling classic Eschborn-Frankfurt, which belongs since this year to the A.S.O. Family of races, "Deutschland. Deine.Tour" has become a central point for the A.S.O.'s engagement in Germany. For the premiere of the new Deutschland Tour, various cities have given notice of their interest and opened the way for negotiations with the regional governments. In August 2017, a year before the race is held for the first time, more stage host towns and points of the program will be presented.

In addition to the organizational planning, there is also the public participation concept of "Deutschland.Deine Tour." The fans have sent in over 1,000 course recommendations and ideas to www.DeutschlandDeineTour.de. The first fans who will help to actively shape specific program areas have already been selected. In addition, the official fan jersey has been selected and a team with Ambassadors is taking part in Jedermann race like "L'Etape du Tour" in the "Deutschland.Deine Tour" kit. At the Grand Depart, the Deutschland Tour will present itself with an info stand, fan rides, the Tour Makers and Ambassadors.