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PRESS RELEASE

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## **Battle for the jerseys at the Deutschland Tour**

Bad Soden – August 1<sup>st</sup>, 2018. The 132 pro riders who will take part in the Deutschland Tour from August 23-26, will fight for four leader jerseys on their way from Koblenz to Stuttgart. In addition to the leader in the overall rankings, sprint and mountain rankings will be carried out on the four stages as well as the best young rider sought.

The leader's jersey of the Deutschland Tour will present a very special surprise. It becomes the *Hall of Fame* for the Tour's fans, as it carries the names of the thousands of fans who have helped to plan and put on the Deutschland Tour. The best rider has the honor of representing the fans and the unique co-operative concept of „Deutschland. Deine Tour.“

Claude Rach, director of the Gesellschaft zur Förderung des Radsports, the German subsidiary of race organizer A.S.O.: *“The Deutschland Tour is a cycling festival for the German fans. Our unique co-operative concept is a complete success. With the leader's jersey we reward the fans for their engagement: the best rider of the Deutschland Tour will present the fans on the leader's jersey – like in a Hall of Fame.”*

The four leader jerseys were developed and produced by Santini Cycling Wear. The jerseys, with the modern, fitted cut and very light breathable material, meet perfectly the high standards of the pros for summer racing wear.

*“All garments are made in our Italian factory in Lallio,”* explains Monica Santini, CEO of Santini Cycling Wear. *“They are made of Bodyfit, a fabric that feels like a second skin and is used for the sleeves and back, and also Rudy, an ultralight fabric that offers the wearer exceptional breathability. These are high performance, aerodynamic garments designed to meet the needs of the champions that will be wearing them.”*

In addition to the pro riders, the Italian firm is also providing free jerseys to the 3500 participants in the Jedermann Tour on August 26 in Stuttgart and the Stuttgart region. Santini has also developed a special collection including jersey, bibshorts and accessories in the Deutschland Tour design, which are now available for purchase at leading cycling stores and on [santinisms.it](http://santinisms.it).

### About the Deutschland Tour

The new Deutschland Tour will take place for the first time on August 23-26, 2018 as a four-day stage race. Like the cycling classic Eschborn-Frankfurt, the Deutschland Tour is also organized by the Amaury Sport Organization (A.S.O.) and its German subsidiary Gesellschaft zur Förderung des Radsports GmbH. The A.S.O. has agreed with the German Cycling Federation (BDR) to organize at least ten events of the Deutschland Tour. In addition to racing for professional, junior and amateur cyclists, the bike will be featured in its full diversity at the Deutschland Tour. For the first time, fans can actively participate in creating a cycling event. More than 1,500 route suggestions and ideas have already been submitted, making the motto "Germany. Your Tour." come alive.



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## The red jersey with the names of the fans (overall leader jersey)



In bright red, one of the colors of the Deutschland Tour, the jersey of the overall leader will stand out in the peloton. For the first time in a professional race, thousands of fan names will be on the leader's jersey. These fans have helped develop the Deutschland Tour with their ideas, suggestions and tips. The corresponding hash tag #DeineTour on the sleeves, the logo of the Deutschland Tour on the shoulders and the Santini logo on the chest complete the "fan" jersey.

## Škoda presents the green jersey (sprint jersey)



Every day at the Deutschland Tour there are two intermediate sprints and at the stage finish more valuable points for the green jersey are awarded. Sprinter or a Classics-oriented stage chaser – the list of possible winners of the green jersey is a long one. As in the big stage races, from the Tour de France to the Vuelta a Espana, the green jersey at the Deutschland Tour will be presented by Škoda. As mobility partner, Škoda also provides the accompanying cars for the race and moves the whole Tour retinue seamlessly between Koblenz and Stuttgart.

## Dauner presents the white jersey (best young rider jersey)



Riders born after January 1, 1993, will fight to be named the best young rider. The best placed rider in the general classification in this age group will be awarded with the white jersey. The ranking for the best young pro is presented by Dauner in an innovative refreshing design. The water producer is at home in Daun and gets its water from the natural mineral springs of the Vulkan Eifel. The highly-mineralized water is ideal for athletes and active persons.

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## **The white–dotted jersey for the best climber (mountain jersey)**



The challenging character of the Deutschland Tour is underscored by the 13 ranked climbs. Climbing specialists and break groups will deliver a duel for the points for the white-dotted jersey by Santini. The ascent in Naurath in the second stage runs up to 464 meters – the highest point of the Deutschland Tour. With an average gradient of 8.8% the climb in Saarhölzbach on the third stage has the highest gradient. The best known however, is the final climb of the race – the Stuttgarter Herdweg, which proved decisive in the 2007 World Championships.

The Deutschland Tour replica leader jerseys will be available for purchase at leading cycling stores and on [santinism.it](http://santinism.it).

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