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PRESS RELEASE

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## **ARD, ZDF and Eurosport to report live from the Deutschland Tour**

Bad Soden – March 14th, 2018. The new edition of the Deutschland Tour will be broadcast live on German TV on all four days. From August 23 to 26, ARD, ZDF and Eurosport will report from each stage.

The opening stage (August 23, Koblenz-Bonn) and the queen stage (August 24, Bonn-Trier) will be broadcast by ARD's regional programs of those regions through which the Deutschland Tour passes. The pre-deciding stage on Saturday (August 25, Trier-Merzig) can be watched on the main ZDF program. The final stage, which runs from Lorsch to Stuttgart on August 26, will be broadcast by Das Erste (ARD).

"We are pleased that the German cycling fans will experience the Deutschland Tour on ARD and ZDF. The partnership with the public broadcasters is a high priority for us, because the Deutschland Tour targets not only the pro cycling fan but also a broader German audience, enjoying cycling not just as a sport but as a lifestyle." said Claude Rach, managing director of the Gesellschaft zur Förderung des Radsports – the German subsidiary of A.S.O. which organizes the Deutschland Tour.

In addition to the live broadcasts and race summaries on ARD and ZDF, the Deutschland Tour will also be shown live on Eurosport. The sports channel will report on both Eurosport 1 and Eurosport 2 as well as the Eurosport Player from Germany's only professional stage race.

At the Deutschland Tour, the TV audience will benefit from the high broadcast standard that is known from the Tour de France, among others. The A.S.O. produces the live TV feed from the final 90 minutes of each stage and makes it available to the international rights holders. Already at its first edition, the new Deutschland Tour will be distributed in more than 100 countries.

### **About the Tour of Germany**

The new Tour of Germany 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 Tour of Germany. 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.