



PRESEMITTEILUNG

Bremen hosts the grand final of the Deutschland Tour 2023

On August 27, fans can look forward to a particularly exciting conclusion to the five-day Deutschland Tour: Bremen's Überseestadt will be the backdrop for a Sprint Royal of the world's best cyclists. Before the professionals' race for the overall victory of the Deutschland Tour, thousands of amateur athletes* will already be on their racing bikes in and around Bremen.

For the first time, the new Deutschland Tour comes to the Free Hanseatic City of Bremen. This means that Germany's most important cycling race has already visited 11 of the 16 federal states since its relaunch. In Bremen, the Deutschland Tour meets a cycling enthusiast region. The Hanseatic city is the most bicycle-friendly major city in Germany: twice as many bicycles as cars are on the road here every day, and Bremen is considered the German birthplace of the bicycle road. So, on August 27, the Deutschland Tour with its diverse hands-on program will be part of Bremen's cycling campaign: Bike It!

Sprint finale in Überseestadt

The finish area of the Deutschland Tour is planned in Bremen's Überseestadt. Coming from the Mittelweser region, the pros will enter the city area via the Carl-Carstens-Brücke and pass the Weserstadion and Bremen's old town shortly before the finish. One of the Deutschland Tour traditions is that spectators can enjoy the spectacle several times: A finishing lap takes the pros through the Bremen scenery three times. It is the preparation for the crowning finale of the Deutschland Tour 2023, because the long finishing straight of 750 meters is made for a sprint royal.

Deutschland Tour Ride – race for amateur athletes in Bremen

Before the professional race on Sunday afternoon provides excitement, the streets belong entirely to the amateur athletes in the morning. At the Deutschland Tour Ride, all racing bike fans can ride their own race. On two closed routes over 55 kilometers and 110 kilometers, they will experience the Hanseatic city and the region around the Weser.

The flat route profile offers a unique experience to racing debutants and ambitious cyclists*. 3,000 participants are expected to ride through the finish line of the professionals as the highlight of their race. Registration for the coveted starting places is now open at ride.deutschland-tour.com.

"From Saarland to Bremen - the cornerstones of the Deutschland Tour 2023 are clear. In Bremen, the heart beats for cycling and that's why I'm sure we'll see a really grand finale of the Deutschland Tour here. The Hanseatic city is also hosting the premiere of the Deutschland Tour Ride in the north. For the first time, there will be a dedicated race for cycling enthusiasts from Bremen and the region," says **Matthias Pietsch**, Managing Director of the Society for the Promotion of Cycling - the organizer of the Deutschland Tour.

"As a cycling enthusiast from Bremen, I am delighted that our city is hosting this year's Deutschland Tour. Germany's most important cycling race and Bremen as one of the great European cycling cities make a wonderful team. The race - the Tour de France of Germany - is a crowd puller and already a great success for the tourist location. Millions of viewers will watch the finale in Bremen, on TV and via livestream, and



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of course on site. We expect thousands of guests from all over Germany and from the cycling-affine neighboring countries of the Netherlands and Denmark and thus also regional economic effects for the hotel industry, gastronomy as well as the Bremen brand," **Kristina Vogt**, Senator for Economics, Labor and Europe of the Free Hanseatic City of Bremen.

"With the Deutschland Tour, we have managed to convince another sporting event with supra-regional impact of Bremen's locational advantages. In this way, we are putting the city in the minds and hearts of participants from Germany and European source markets that are important for us, such as the Netherlands, Belgium or Denmark, because the final will be broadcast in 190 countries. This is a great opportunity for the city to present itself at its best," says **Oliver Rau**, Managing Director of WFB Wirtschaftsförderung Bremen GmbH.

All-day experience around the bike

In addition to the races for the world's best professionals and amateur cyclists, the second race day of the Newcomer Tour will also be held in Bremen on August 27. This junior race specifically promotes young female cyclists and attracts the best female riders in the U17 category to the Weser.

Watch and participate is the motto of Germany's largest cycling festival. All day long, visitors can look forward to the big Expo Tour in Bremen's Überseestadt with a stage program and offers for relaxed everyday cycling on closed-off roads. In addition, the "kinder Joy of Moving mini tour" in Bremen will ensure lots of fun on two wheels for young and old kids between the ages of two and twelve. They can look forward to a bike experience world, a wheel race on the home stretch and a big bike parade.

About Deutschland Tour

The Deutschland Tour 2023 will take place over five race days from August 23 to 27. It starts in St. Wendel in Saarland and leads via Essen to Bremen. The other stage locations will be announced in the coming weeks. The cycling race attracts more than 500,000 visitors to the route every year and more than 5 million viewers to the screens in Germany alone. In addition, the Deutschland Tour TV pictures are broadcast in 190 countries. 120 of the world's best professional cyclists take part in the elite race, including German stars and Tour de France legends. The supporting program, including the Deutschland Tour Ride and the "kinder Joy of Moving mini tour," moves more than 5,000 active cyclists every year. The Deutschland Tour is organized by the Gesellschaft zur Förderung des Radsports mbH, the German subsidiary of Tour de France organizer Amaury Sport Organisation (A.S.O.).