



PRESS RELEASE

Cycling festival at the Lidl Deutschland Tour in Heilbronn

Heilbronn is both the start and finish of the Lidl Deutschland Tour this year. The first stage ends here on August 22, and the second stage starts here one day later. However, professional cycling at the highest level is not the only thing on offer for fans and spectators.

Even before the pros set off on stage 1 in Schweinfurt at 12:35 p.m., the big party starts at the finish in Heilbronn. The **Expo Tour**, where more than 30 exhibitors will present themselves near the finish line on Karlsruher Straße directly on the Neckar, opens at 12 noon. They invite all visitors to join in, enjoy and find out more.

The show highlight awaits spectators in the finish area from 2 pm. This is when former pro **Rick Zabel**, who ended his career in May, and star photographer **Paul Ripke** will duel in a race on the last 500 meters of the official finish straight. Both have also been active on social media for years, reaching thousands of people. For the duration of the Lidl Deutschland Tour, there will be even more. Because while Ripke is hitting the keys for Lidl and taking over the channel, Zabel is doing the same for ARD.

After the celebrities, it's the little ones' turn. From 14:55, the bike parade of the **children's Joy of Moving mini Tour** is on the agenda. Together with cycling legend Jens Voigt, all six to twelve-year-olds can then take a spin through the finish area of the stage after registering free of charge. Just under an hour later, the even younger age groups will be in demand. Kids between the ages of two and five can then take part in the balance bike race on a 100-metre course in front of a large audience on the official finishing straight - also by pre-registration. The bike adventure world at the Expo will also be open the whole time. There is a learning course where, among other things, balance and motor skills are trained by riding a slalom or balancing on a ramp. Behavior in road traffic is tested in the bicycle simulator.

The pros are expected to arrive in Heilbronn at around 16:50 after around four hours of riding on hilly terrain. Whether the **elite finish** will be a bunch sprint or whether a solo winner will be able to collect the applause they deserve will be decided at short notice.

But whatever the outcome of the race will be, all fans in Heilbronn can follow the race live on a big screen at the public viewing. This is made possible by **Lidl**, the new main sponsor and namesake of the Deutschland Tour. The food discounter, which has its headquarters just outside Heilbronn, will also be



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providing a food truck and fresh food bikes on site as the Official Freshness Partner, serving cool smoothies, fruit salads, vegan cheese noodles and other tasty snacks. Guests can also have shoulder bags personalized at the Lidl stand or get active on their bikes at the Lidl Fresh Sprint and win VIP tickets for the Lidl Deutschland Tour 2025 or a signed Deutschland Tour jersey.

The following day on Friday, the riders will start the 2nd stage towards Schwäbisch Gmünd at 12:20 pm. The start will be in Kirchbrunnenstraße. The registration of the riders, which starts at 11:10 am, will be moderated in advance.

Plan your visit to the route now

Fans can already plan their visit to the Lidl Deutschland Tour perfectly. Detailed maps, timetables and GPS files are available for download at www.deutschland-tour.com. Information on visiting the event area or along the route can be found at verkehr.deutschland-tour.com. Fans who cannot make it to the route can follow the stages live on Thursday from 15:05 on ZDF and on Friday from 15:10 on ARD or stream them live on both days in the media libraries of the broadcasters and on Eurosport/Discovery+ from 15:05.