



PRESS RELEASE

A.S.O. remains organizer of the Deutschland Tour until 2050

In March 2016, the German Cycling Federation, which will operate under the "German Cycling" brand in future, and A.S.O. announced the relaunch of Germany's most important cycling race for 2018. Since then, the Lidl Deutschland Tour has established itself as the flagship of German cycling. Now another chapter of the success story is being written: Even before the end of the original ten-year collaboration, both partners are extending their agreement for another 25 years. A.S.O. Germany will remain the organizer of the Deutschland Tour until 2050.

A.S.O. GERMANY



Germany presented on 4,500 kilometers of cycling, visited 30 stage locations in 11 federal states, encouraged over 10,000 cyclists to ride themselves and produced 100 hours of TV that reached 5 billion fans around the world. These are just some of the many highlights from the first seven years of the new Deutschland Tour.

"When we planned the comeback of the Deutschland Tour in 2016, the vision was clear: sport at a top international level and a modern participatory program for everyone to enjoy cycling. With this in mind, we gave the Deutschland Tour brand a contemporary look. The feedback from the pros, fans and stage cities on these first editions has been consistently positive. We want to build on this and have decided on a planning security that leaves no doubt: The Deutschland Tour is alive!", says **Matthias Pietsch**, Managing Director of A.S.O. Germany.

The Lidl Deutschland Tour is the largest cycling event in Germany. As a five-day stage race of the UCI ProSeries, the tour attracts the world's best teams and riders. In addition to the elite race, the Lidl Deutschland Tour also offers a mass sports experience. Road bike fans who like to ride themselves can register for the "Cycling Tour". Young riders can use the "Newcomer Tour" as a springboard. A daily festival all about cycling moves the youngest on the "kinder Joy of Moving mini tour" and everyday cyclists on the "Ride Tour".

"With this very trusting cooperation with A.S.O. Germany, we are building a bridge to the future for cycling in Germany. This includes many new formats that will also create new opportunities for grassroots sport and, above all, for children and young people. The continuation of this partnership is entirely in line with our new German Cycling brand, which stands for innovation, the promotion of young talent and enthusiasm for cycling in all its diversity," commented **Rudolf Scharping**, President of the German Cycling Federation, and **Bernd Dankowski**, Deputy President, on the extension of the partnership.

The Lidl Deutschland Tour 2025 will take place from August 20 to 24. The tour kicks off in Essen with a prologue in front of the historic UNESCO World Heritage site Zeche Zollverein. The Sauerland region with Arnsberg as host will mark the halfway point of the five-day tour. The final stage connects the two largest cities in Saxony-Anhalt and leads from Halle (Saale) to the grand finale in Magdeburg.