



Lidl becomes name sponsor of the Deutschland Tour

Germany's most important cycling race gets a new name: Lidl Deutschland Tour. The food retailer is further expanding its involvement in professional cycling and will become the main sponsor and "Official Fresh Food Partner" of the Deutschland Tour. Lidl also presents the red jersey of the overall leader.

The Deutschland Tour is the Germany's most important cycling race. Since its comeback in 2018, the event has been inspiring enthusiasm for cycling. The aim is to bring top international sport very close to the fans and combine it with many side events for participating and cycling actively.

"Cycling, whether as an ambitious sport or as part of everyday life, is an ideal building block for an active lifestyle. Lidl is also focusing on this idea, because in addition to exercise, a healthy and conscious diet promotes well-being. Promoting this and getting even more people excited about cycling is what connects Lidl and the Deutschland Tour. We want to make pro cycling accessible to the masses and inspire people to lead an active and healthy life as part of our social responsibility. To this end, we have planned numerous activities for fans along the course and spectators at home," says **Maciej Magdziarz**, Managing Director Marketing at Lidl Dienstleistung GmbH und Co KG.

"Today is a milestone for the Deutschland Tour. We are delighted to welcome Lidl as a partner who cares as much about promoting cycling as we do. That's why we carry this mission in our corporate name and from now on also Lidl in the name of the Deutschland Tour. Together we want to get even more people excited about cycling," says **Matthias Pietsch**, Managing Director of the Gesellschaft zur Förderung des Radsports.

As the organizer of the Lidl Deutschland Tour, the Gesellschaft zur Förderung des Radsports - a subsidiary of the Tour de France organizer A.S.O. - has entered into a multi-year partnership with Lidl in Germany. In addition to international partnerships, such as with the UCI WorldTeam and UCI Women's WorldTeam Lidl-Trek, Lidl is thus also focusing on cycling in its German home market.

Last summer, 750,000 fans along the route and six million TV viewers experienced the five-day stage race. The Deutschland Tour also attracted over 6,000 active cyclists who took part in the side events surrounding the professional race: from the kids of the "Kinder Joy of Moving mini tour" to the juniors of the "Newcomer Tour" and the amateur athletes of the "Cycling Tour".

This year, the Lidl Deutschland Tour runs from Schweinfurt to Saarbrücken between August 21 and 25. In addition to the Tour de France stars, the best German cycling talents will also be presenting themselves to fans at home.