



Schwäbisch Hall makes its debut as a stage host of the 2026 Lidl Deutschland Tour

A first for Schwäbisch Hall: the city will host a stage of the Lidl Deutschland Tour for the very first time. With the finish of stage 1 and the start of stage 2, the historic old town will provide a spectacular setting for Germany's biggest cycling event on two consecutive days.

While Schwäbisch Hall celebrates its debut, the Lidl Deutschland Tour already knows the northeast of Baden-Württemberg well. In 2024, the race passed through the region, where the hilly Heilbronn-Franken landscape set the scene for a thrilling, classic-style battle. Steep climbs will once again shape the racing in 2026, promising an exciting opening. The start of stage 2 will be an extra highlight for fans, who can enjoy seeing the pros up close and with plenty of time.

"The Lidl Deutschland Tour stands for top-level sport and truly special experiences. We are delighted that Schwäbisch Hall will be our host for two days right at its debut. This year we already witnessed an overwhelming atmosphere with many enthusiastic fans. We want to build on that and celebrate an unforgettable cycling festival together with the city in 2026," says **Maren Hopf**, Head of Lidl Deutschland Tour.

On both days, the start and finish area in Schwäbisch Hall will turn into a lively cycling festival – featuring exciting activities and a varied entertainment program to inspire visitors and fans alike.

Mayor **Daniel Bullinger** adds: *"Schwäbisch Hall is proud to host the Lidl Deutschland Tour. This international cycling festival brings energy, excitement, and a strong sense of community to our city. We warmly invite all residents and guests to experience the stages live and discover Schwäbisch Hall at its sportiest."*

District Administrator **Gerhard Bauer** is equally enthusiastic: *"The Lidl Deutschland Tour is a fantastic opportunity for the city, our district, and the entire Hohenlohe region. It brings movement, attention, and excitement – far beyond our borders. We are proud to support this event. As a passionate cyclist, I am especially pleased that our beautiful district will gain national recognition as a cycling and travel destination."*



With Schwäbisch Hall confirmed, the first stage location of the 2026 Lidl Deutschland Tour is set. In the coming weeks, further host cities will be announced, together shaping the five-day race. The exact date of the 2026 edition will be confirmed by the UCI in the fall.