



PRESS RELEASE

Thuringia presents the Deutschland Tour mountain jersey

The Free State of Thuringia is the new partner for the mountain jersey of the Deutschland Tour 2021. With the campaign "This is Thuringia", the state marketing counts on Germany's largest cycling festival to advertise the state in a modern, active and cosmopolitan environment.

The mountain classification is the perfect stage for the Free State: on the Deutschland Tour next year, the highest point of the tour will again be in the Thuringian Forest. And Thuringia will present itself from its most beautiful side with the cultural city of Weimar as a transit point and the university town of Ilmenau as a host city.

Only in Germany, more than 5 million viewers follow the live broadcast on ARD and ZDF. In addition to its nationwide presence, Thuringia also counts on a global platform. The Deutschland Tour is broadcasted on TV in 190 countries and thus offers opportunities for international location marketing.

"A year ago, we convinced ourselves: the Deutschland Tour is a great platform for our national marketing. The event brings great sport to the Thuringians right on their doorstep. The reach throughout Germany and the countless international contacts also give us the opportunity to ideally advertise our state. Thuringia presents itself in a modern environment for guests, specialists and investors," says **Wolfgang Tiefensee**, Minister for Economy, Science and Digital Society of the Free State of Thuringia.

"From host to partner - Thuringia is taking the next step. Last August, regional marketing experienced the effects of the Deutschland Tour live. The enthusiasm, nature and landmarks were a perfect backdrop for the TV pictures that we sent from Thuringia to the world. Our concept of a modern sports and active hands-on event offers ideal opportunities for the marketing of destinations," says **Claude Rach**, Managing Director of the Gesellschaft zur Förderung des Radsports.

From Mecklenburg-Western Pomerania via Thuringia to Bavaria - the Deutschland Tour 2021 connects the north with the south from the Hanseatic city of Stralsund to Nuremberg. Also next year the tour will take place in the second half of August over four stages from Thursday to Sunday. The exact date is expected to be announced by the World Cycling Federation in autumn.

About the Deutschland Tour

The Deutschland Tour is Germany's largest cycling festival. The four-day professional race and the hands-on offers in all stage locations attract more than 500,000 visitors. In Germany alone, more than 5 million viewers watch the live broadcast on ARD and ZDF - worldwide, the images go to 190 countries. On the Deutschland Tour, fans experience the German top stars and the international Tour de France elite up close. The event is a true festival around the bicycle and puts a special focus on the audience. In addition to thousands of tips on route planning before the race, 5,000 participants use the Jedermann Tour, the Ride Tour and the "kinder + Sport mini tour" to participate. The Deutschland Tour is organized by the Gesellschaft zur Förderung des Radsports mbH (GFR). The GFR is a joint venture between the Tour de France organizer Amaury Sport Organization (A.S.O.) and the Anschutz Entertainment Group (AEG). In addition to the Deutschland Tour, the company is also organizing the cycling classic Eschborn-Frankfurt on May 1st. The Deutschland Tour 2020 had to be postponed due to the corona pandemic and will now take place on the same route in August 2021.