



PRESS RELEASE

Marcel Kittel becomes ambassador for the Deutschland Tour Riding with fans through Thuringia

Marcel Kittel is the new ambassador for the Deutschland Tour. The 32-year-old experienced the tour from many angles. At the start of the new edition in 2018, thousands of visitors enthusiastically welcomed the sprinter in Koblenz. Last year, as a TV expert, he gave cycling fans special insights into the stage race. Now there is a unique experience for hobby cyclists: riding with Marcel Kittel on the original course of the Deutschland Tour through his home in Thuringia.

Marcel Kittel: *"My passion for bike riding is still great. Now I enjoy sitting on the bike just for fun and that's why I find the concept of the Deutschland Tour so convincing. The Deutschland Tour wants to advertise not only for professional sports, but for daily cycling. The fans and visitors are involved and can participate on their bikes. From laughing two-year-olds on their bogie wheels to cheering seniors on the tandem, I experienced pure cycling enthusiasm on the Deutschland Tour."*

Stars on the bike: Fan ride with Marcel Kittel

In two weeks, the fan ride "Dein Ride." following the four stages of the Deutschland Tour will start. The ride takes place on normal roads without timekeeping or classifications, the focus is on having fun with cycling. The fans are accompanied in small groups by former professionals such as Jens Voigt, Fabian Wegmann and Johannes Fröhlinger.

As the new ambassador for the Deutschland Tour, Marcel Kittel will join the ride on the second day (Friday, August 21), because "Dein Ride." stops in his homeland Thuringia.

Marcel Kittel: *"Dein Ride." stands for the kind of cycling that I have come to appreciate after my career: experience a wonderful route in a small group without the hectic of racing. And if that takes place in my home in Thuringia, it is twice as fun. Like this the Deutschland Tour becomes a pleasure ride."*

Detailed information on the four stages of "Dein Ride." and registration are available at DeinRide.deutschland-tour.com. A maximum of 100 hobby athletes are allowed to take the route each day.

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 host cities 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.