



PRESS RELEASE No. 1

TOUR DE ROMANDIE 2013

Payerne, 14 December 2012

The route for the 67th **Tour de Romandie** scheduled for **23 to 28 April 2013** was announced today at a press conference chaired by Richard Chassot in Marly. Benefiting from the "WorldTour" label, the presence of the world's eighteen finest teams (ProTour) is guaranteed at the Tour of French-speaking Switzerland. The Swiss IAM (Continental Pro) team will join them if it qualifies for the UCI label and WildCard. A 20th team might also be invited. Here is some information about the race, its partners and organisation.

Beginning with the Tour structures: the **TDR Foundation** chaired by Yves Christen is pleased to be responsible for a sports event with expenditure well under control. The permanent survival of the competition is therefore assured. "When it comes to finance, the Tour de Romandie today is in robust health. The financial risks are well under control. All the investments and costs are fully self-financing. The 2013 budget stands at 4.5 million", Yves Christen stated.

Time now for the 2013 edition (23 to 28 April)! Two years after its first leader was named in Martigny (victory of the young Spaniard Castroviejo), Valais Canton is once again hosting the start of the Tour de Romandie. A prologue in the mountains will be held between **Le Châble and Bruson** on **Tuesday, 23 April 2013**.

The first stage will set out from **Saint-Maurice**. The route will take the riders along the roads of Chablais and Vaud until they reach **Renens/Western Lausanne**. Western Lausanne will also be the setting for the departure of the second stage, in **Prilly**. On **Thursday, 25 April 2013**, the riders will continue towards Soleure Canton until they reach **Granges** where the Swiss velodrome will be inaugurated in 2013.

The 3rd stage, on Friday 26 April, will consist of three circuits around **Payerne**. The 4th on Saturday will stretch from **Marly to Les Diablerets**. This will be a big mountain stage with several first category passes on the program.

Finally, **Geneva** will be the exceptional setting for the final stage on **28 April 2013**, with an individual time trial around the big fountain on both shores of the Lake. A superb panorama of the City of Calvin will be enjoyed by everyone with extensive rides along the magnificent lakeshore roads in Geneva.

This time trial will mark the end of a tour with a densely packed and comprehensive route giving all the competitors an opportunity to shine: road racers, climbers and sprinters alike. The route should be selective enough to designate a winner of the same standard as the latest champions: Cadel Evans and Bradley Wiggins.

Loyalty of the sponsors, suppliers and partners

The TDR Foundation is also happy to be able to count on the precious support and enthusiasm of the partners in the French-speaking cantons (JU, FR, NE, VD, VS) and Bern Canton, since their support has been renewed from 2013 until 2015. As things stand at present, the financial and logistic commitment of the cantons is vital to the permanent survival of the Tour de Romandie.

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This year, all of the loyal partners of the Tour (**PMU, Europcar, Skoda, Faucherre Transports, Tissot, BMC, Devillard, New Work, Swissgeo, Le Matin and SSR-SRG** via RTS) have decided to renew their cooperation for the next three years (2013 to 2015). Only Athleticum Sportmarkets chose to withdraw from a cooperation which began over 11 years ago.

Two new companies are joining the partners group as co-sponsor and official supplier. **Prodis Protection à distance** (Rolle) will be the partner of the **Combativity prize** and the **Mavic** company. Mavic, a French manufacturer of wheel-tyre and hub systems for cycling sport, will provide technical support for the Tour de Romandie as it is already doing for 120 days of the year, in particular on the Tour de France.

Year by year, the Tour de Romandie is also stepping up its presence on the social networks Twitter and Facebook, where “friends and followers” have now passed the 4,500 mark. The Internet site will be given a complete facelift on 14 December, but three versions will still be available: French, German and English.

Internally there has been a major change on the TDR organising committee. After the excellent service provided by Jean-Jacques Rosselet, Giovanni Sammali has returned to the post of Press Manager which he held from 1997 to 2002. Jean-Jacques decided to retire from the Tour de Romandie after following the event for many years as a journalist and tour radio announcer before becoming the Press Manager.

Jacques Mooser will be in charge of accompanying activities with the benefit of his great show business experience and his passion for the Tour. Finally, Bernard Baertschi and David Chassot have been appointed race Directors 1 & 2.

On the agenda. The organisers of the TDR broaden the “life” of the Tour through a variety of accompanying events: the first gala dinner of the Tour which brought together the authorities and partners in Payerne last November, the supporters’ meal (15 March 2013), which will host over 600 guests, the Verbier-La Romandie Classic cycling sports event (15 September 2013) and the Gruyère Cycling Tour (31 August & 1 September 2013). His latest creation is the opening prologue for the popular between Le Chable and Bruson dated Tuesday, April 23, 2013. This race will be available to the first 250 registrants and fifty guests. Participants outpace professionals and will follow the same circuit. A general classification will be established for the cyclists taking part in the three events mentioned above. Registration will open in February 2013.

Richard Chassot will have the last word. The boss of the organisation whom the public know well as he is the RTS consultant in particular on the Tour de France, welcomes the promising route chosen for the 2013 edition although, as a former racing professional, he willingly admits that some riders will find the going tough. “Some people felt that the 2012 route was too easy. This time, it would be hard to choose a more selective route. This will be a great show. That is my fondest hope shared by the public”.

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