

#TdR2016 / From La Chaux-de-Fonds to Geneva over 705.06 km

The icing is on the cake for every day of the 70th TDR!

The scene is set: a 'timely' prologue in La Chaux-de-Fonds, competitors will cross the finish line twice both in Moudon and in Villars-sur-Ollon, a hill finish in Morgins, a time trial through the slopes of Sion, a Queen Stage just the way we like it on Saturday, and then the Ollon-Geneva stage for a royal finale on the quays of Geneva. It's now up to the peloton to write the script for this anniversary edition.

Lausanne, 11 December 2015 / A 70th tour is worth celebrating! A royal edition was promised by Richard Chassot back at the finish line of the 2015 edition in Lausanne. This Friday, once again at the headquarters of La Vaudoise Assurances, presenting sponsor of the WorldTour event, the head of the Tour de Romandie unveiled the anniversary edition that will be offered to the peloton, the Romand audience, and TV viewers all over the world (broadcast on 200 television channels). From 26 April to 1st May, from the 'timely' prologue in La Chaux-de-Fonds until the finish line on the quays of Geneva, each day of the TdR 2016 will be the icing on the cake! The first present is a brand new website!

Following the "chrono" through the chessboard urban development that earned La Chaux-de-Fonds its UNESCO World Heritage status, and which will lead the riders past two Le Corbusier creations, the White House and the Turkish Villa, the 1st stage to Moudon, just like the 3rd between Conthey and Villars-sur-Ollon, will see the competitors cross the finish line twice. As had been suggested by the organiser, the route will include two hill finishes, taking into account the team managers' wishes to have a harder race so as to better prepare for the Giro and the Tour de France. The 2nd stage will thus see the peloton finish the day climbing up to Morgins (a 1st-category-ranked climb). A great warm up for Friday's time trial through the hillsides of Sion and, above all, before the mountain stage between Conthey and Villars-sur-Ollon, which will have five passes, including three in the 1st category, Barboleusaz twice and the final climb.

Although it's still too early to talk about participation, there are many assets that will once more guarantee one of the season's greatest pelotons. The event has a WorldTour ranking role and the pelotons of the previous editions are supplemented with high ranking cyclist Chris Froome, winner in 2013 and 2014, 3rd in 2015 behind Zakarin and Spilak, ahead of Thibaut Pinot in 4th place. And we shouldn't forget the quality of the welcome.

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This dimension is one of the elements that explains the loyalty of the sponsors, in particular for the leader's yellow jersey (Vaudoise Assurances), the best climber's pink jersey (Gruyère AOP), the best sprinter's green jersey (PMU), the best young rider's white jersey (Raiffeisen) and the red number sign for the Prodis 'Combativity Award'. Transport company Von Bergen SA is joining the sponsors, whereas New Work is withdrawing after 9 years of presence.

Media, social networks, new website: follow this great escape without missing a thing

The media coverage of this event so beloved of the Romands is impressive, with live TV images on RTS, of course, and the presence of over 100 media representatives. Today's press conference saw the launch of the brand new website www.tdr.ch (some 50,000 visits/day during the event), a "hub" around which the Tour's other channels are structured, including the Android and IOS applications for smartphones and tablets, and its increasingly popular pages on the social networks. In this respect, the #TdR2016 podium currently has Twitter in the lead, with over 9,000 followers, ahead of Facebook, with 8,603 subscribers, and Instagram, which celebrated its 2,000th subscriber with photos that are well worth looking at.

#TdR2016 Press department

The Tour de Romandie 2016 at a glance

Prologue	Tuesday 26 April	Prologue, La Chaux-de-Fonds	3.95 km
1st stage	Wednesday 27 April	La Chaux-de-Fonds - Moudon	166.9 km
2nd stage	Thursday 28 April	Moudon - Morgins	173.9 km
3rd stage	Friday 29 April	Individual time trial, Sion	15.11 km
4th stage	Saturday 30 April	Conthey - Villars-sur-Ollon	173.2 km
5th stage	Sunday 1st May	Ollon - Geneva	172.0 km

Total: 705.06 km