

## UA 2017 TdR with a tense route welcomes new jersey sponsors and partners

From the prologue in Aigle to the final time trial in Lausanne, going via Champéry and Bulle, with a looped stage in Payerne, then Domdidier-Leysin, and once again with 2 mountain finishes, the Tour de Romandie will be as tense as can be.

Two new jersey sponsors in one go: with the Banque du Léman for the best young rider and Net+ for the best climber, the cycling Tour de Romandie is getting a bit of a makeover! These newcomers who are joining Vaudoise Assurances (general leader), PMU romand (best sprinter) and Prodis (combativity), were announced during the presentation in Payerne of the thrilling route offered by the UCI World Tour event in 2017. From the prologue in Aigle to the final time trial in Lausanne, via the first mountain finish in Champéry, Bulle, then the looped stage in Payerne and the second mountain stage between Domdidier and Leysin, the next Tour de Romandie (25-30 April 2017) promises to keep its fans in suspense. Just like the fantastic 2016 event won by Nairo Quintana!

And what an edition it was: the Colombian was triumphant, taking a stage win as a bonus, and Chris Froome saved face making his mark as a solitary hero in Villars-sur-Ollon. With other winners including Ion Izaguirre for the prologue in La Chaux-de-Fonds, Marcel Kittel, Thibaut Pinot (2nd in the general classification) and Michael Albasini, the Tour de Romandie took place on a huge stage. TV viewers didn't miss out: the audience figures in Switzerland and abroad were more than worthy of both the sporting show and its scenic backdrop!

### 458 hours of TV broadcasting and 8.1 million TV viewers

With more than 458 hours of combined broadcasting around the world (54% live, 45% repeats, 0.7% highlights and 0.3% digital), the global audience reached 8.1 million TV viewers—in Europe (13 channels), Australia and Asia (7), the Americas (6), Africa and the Middle East (2), and six news channels, including SNTV, Reuters, InCycle, Sport24, etc.

At the same time, the TdR is continuing its conquest of the social networks: with more than 100,000 videos streamed on Facebook and YouTube, 3.3 million views on Twitter (+150%) and 819,000 profile visits, over 1,000 photos with hashtag on Instagram, and a great breakthrough for the trial run on Snapchat (440 views for the best story).

### New RTS clip and new application

To further improve its attractiveness, the TdR is launching a new application created by E-novinfo on 9th December. And for your viewing pleasure, a new clip produced by RTS has been unveiled. Finally, the poster for the next edition has also been made public, as well as new partners-suppliers, with the company Masset and the Elitia agency for the graphic design of the official programme.

There has been another change at a structural level: as of 1st July 2016, the Romand Cycling Foundation and the TDR Foundation merged into a single body, the Tour de Romandie Foundation.

### 2017 route - 25 to 30 April - 703.5 kilometres:

|                     |                               |          |
|---------------------|-------------------------------|----------|
| Tuesday 25 April:   | Prologue in Aigle             | 4.8 km   |
| Wednesday 26 April: | Aigle – Champéry              | 168.6 km |
| Thursday 27 April:  | Champéry – Bulle              | 161.3 km |
| Friday 28 April:    | Payerne – Payerne (en boucle) | 187 km   |
| Saturday 29 April:  | Domdidier – Leysin            | 163.5 km |
| Sunday 30 April:    | CLM à Lausanne                | 18.3 km  |