

# Tour de Romandie



FROM 30 APRIL TO 5 MAY  
[WWW.TOURDEROMANDIE.CH](http://WWW.TOURDEROMANDIE.CH)

# 2019

PRESS FOLDER







**Press release**  
- for immediate release -

*From 30 April to 5 May, the #TDR2019 rich line-up will guarantee suspense*

## **An array of favourites promises a great battle that will be spiced up by the presence of the Swiss team!**

**Morat (FR), 17 April 2019** / Having already announced the start sites for each stage and its main sponsor, Le Maréchal cheese, the 2019 Tour de Romandie still had to unveil the stars of its 2019 peloton. It did so this Wednesday, 13 days before the prologue in Neuchâtel, also revealing the details of the route that awaits one of the most promising pelotons the race has seen. Rarely has the array of favourites been so wide. Firstly with Geraint Thomas, 1<sup>st</sup> of the last Tour de France, then with Primož Roglič, TdR title winner, Luis León Sánchez (Vuelta Ciclista a la Región de Murcia Costa Cálida), Kudus Merhawi (Tour du Rwanda), Colombians, Winner Anaconda (Vuelta a San Juan Internacional), Daniel Martinez or Rodrigo Contreras.

Adding Rui Costa, Tony Martin, which duel with Stephan Küng in the final time-trial in Geneva we are excited about, or David Gaudu, Michael Woods, Simon Spilak, Ilnur Zakharin and Remco Evenepoel, allows to expect a battle of great intensity on a very strong course, in the Romandie fine setting. And this without mentioning Andrey Amador, Sonny Colbrelli, Domenico Pozzovivo, Eros Capecchi, or sprinters such as Viviani or Sam Bennett, for the arrival in Morges, instead of Romont (three times the "Brit" wall!) or in La Chaux-de-Fonds (2989 m denivelation).

Team Sky, lead by Geraint Thomas, one day in yellow in 2012 after his victory in the prologue, might win the doublé TdR-Tour de France, will it race for the win? The title winner, Primož Roglič, who went on to have a fantastic Tour de France (4<sup>th</sup>) and has already won this year's Tirreno-Adriatico, could well do it again. In terms of revelation, we will see if the young Belgian Remco Evenepoel confirms his nickname as the "new Merckx". This TdR will be the first major test on a stage race for the 2018 double junior world champion.

Thomas de Gendt, who won the stage ending in Yverdon alone and ahead of the pack last year and was classed best climber, will be among the leaders: he just won a stage and the jersey for the general climbers classification in the Volta Ciclista a Catalunya.

### **Record number of Swiss riders and baptism of fire for Danilo Hondo and his guys**

On the Swiss side, a record of 17 riders is confirmed: Mathias Frank and Silvan Dillier, Tom Bohli, Danilo Wyss and Gino Mader, the Swiss armada of la Française des Jeux with Stefan Küng and the Valaisans Steve Morabito, Sébastien Reichenbach and Kilian Frankiny, without forgetting the adventurer Michael Albasini, who dreams of winning a last flower bunch on his last tour. In addition, the seven Swiss riders from the national team.

In the absence of a Swiss professional continental team, the UCI has authorised a Swiss national team to compete in the Tour de Romandie. Our best talents will be lining up under the orders of Danilo Hondo: "We are coming to take on the global elite. Dylan Page should be there. And if, in a stage that is not too hard, he manages to stay in the leading group all the way, then he may create a surprise in the sprint.

We will also have the resources to aim for a good spot in the general classification. Simon Pellaud, Patrick Schelling and Roland Thalmann are also favourites."



For Richard Chassot, the presence of this Swiss formation adds spice and attractiveness for the Romand public. "If they achieve something, it would be the pinnacle." Perhaps by slipping into a sustained breakaway or by winning a leader jersey.

### **Le Maréchal: a world champion at the head of the sponsor peloton**

In terms of sponsors, there are also champions on the starting list: Le Maréchal won the gold medal at the World Championships Cheese Contest 2018 USA, in the Semi-hard Cheese category. Seeing this family business displayed on the race leader's jersey near its own terroir is symbolic for the Tour de Romandie: the smallest of the great sponsors for the greatest of the small tours!

The head of the organisation, Richard Chassot, and the Fondation Tour de Romandie are thrilled about the quality of the peloton of partners, with the faithful jersey sponsors BliBlaBlo (net+), Banque du Léman, JouezSport!, accompanied by Aquatis, Caffè Chicco d'Oro, as well as Prodis for the combativity prize, Von Bergen Transports, Tissot and Europcar. Newcomers to welcome to the cavalcade: Air Production, who will capture the TdR best moments or the playful Genevan Velosophe Cyclist Beer.

### **VIP hosting: the TdR is bending over backwards**

Large numbers of spectators are expected at the start sites, along the roads and in the finish villages. To take good care of its partners and VIP guests at each stage, the Tour de Romandie has organised [several additional programmes](#), including in particular reception areas in adaptable coaches. From the VIP area at the start site with its buffet for CHF 100, to the "discovery day" in a helicopter, the cycling kingdom is opening itself up to the sport's enthusiasts and to those wishing to explore this universe from the inside (<https://bit.ly/2G1fpfN>).

The media coverage enjoyed by the event, with the magnificent images produced by RTS broadcast in 190 countries, and live in 80 of these, ensures a global reach for Romandie. With a great social media presence, moreover, the TdR is going to offer among its new features a daily live rendezvous on Facebook, "Autour de Romandie" (Around Romandie), in the minutes before the start. Spread the word!

#### **TdR Press service:**

*Press officer: G. Sammali, 079 842 16 70*



# Tour de Romandie



UCI  
WORLDTOUR  
EVENT

SPONSOR PRINCIPAL



**30 AVRIL AU 05 MAI**  
**WWW.TOURDEROMANDIE.CH**

# 2019

AQUATIS

banque  
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CHICCO  
D'ORO

JOUEZ  
SPORT!  
— VOS PARTIS SPORTIFS —

RTS Radio Télévision  
Suisse

RTS SPORT

AVEC LE SOUTIEN DES CANTONS ROMANDS



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## Organisational chart

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**FONDATION TOUR DE ROMANDIE**  
President  
Yves Christen  
(11 members)

**CHASSOT CONCEPT SA**  
Managing Director  
Richard Chassot

### RACE

**Technical Director**  
Bernard Bärtschi

**Safety**  
Philippe Rauch

**Head of convoy**  
Jean-Daniel Faucherre

**Sports Manager 1**  
David Chassot

**Sports Manager 2**  
Sylvain Golay

**Commissaires**  
Pierre-Albert Cantin

**Escort Motorbikes**  
Jean-Paul Savary

**Radio Tour**  
Jocelyn Jolidon

**Information**  
Gaby Micheloud

**Medical Service**  
Vincent Chollet

### ADMINISTRATION

**General Secretary**  
Emilie Lambelet

**Coordinator**  
Maude Dubrit

**Commercial Delegate**  
Philippe Rouvenaz

**Administration**  
Vanessa Godel-Collaud  
Florence Gschwind  
Angélique Bise

**Accommodation**  
Marie Monney

**Accounting**  
Maryline Martinet

**Graphic Design**  
Cynthia Bussard  
Kim Sartori

### COMMUNICATION

**Press Officer**  
Giovanni Sammali

**Speakers**  
Gilles Pinard  
Patrick Torti

**Entertainment**  
Jacques Mooser

**Publicity Cavalcade**  
Thierry Vionnet

### LOGISTICAL ORGANISATION

**Start / Finish Sites**  
Antoine Darbellay

**Course and Material Publicity**  
Dominique Morard

**Finish line and parking**  
Gérard Meier

**Marking**  
Claude Jaccard

**Race HQ**  
Gilles Horner

**VIP Hospitality**  
Jean-Paul Genoud

**VIP Race**  
Arnaud Grand

**Team Welcome**  
Pierre-André Zeiter

**Village Management**  
Félix Pernet

**Lunch Bags**  
Serge Savary

**Luggage transport**  
Laurent Guillod

## Course presentation

### TDR 2019 at a glance

Stages	Distance	Positive altitude difference	Start	Refreshment	King of the Mountain Net+	Cat.	Sprint - JS	Finish
<b>Prologue</b> Neuchâtel Tuesday 30 April	3.87 km	51	14:59	-	-	-	-	from 15:11
<b>Stage 1</b> Neuchâtel - La Chaux-de-Fonds Wednesday 1st May	168.4 km	2'989	12:55	93.6	Fontanezier - km 29.2 Mauborget - km 36.8 Le Haut-de-la-Côte - km 89.8 Col Vue des Alpes - km 122.6 Col de la Tourne - km 143.4	2 2 2 2 2	Sainte-Croix km 47.6  Les Ponts-de-Martels km 148.4	from 17:10
<b>Stage 2</b> Le Locle - Morges Thursday 2 May	174.4 km	2'166	13:15	81.6	Col du Mollendruz - km 99.4 Reverolle - km 143.2	2 3	Cossonay km 118.7  Cossonay km 158.7	from 17:18
<b>Stage 3</b> Romont - Romont Friday 3 May	160 km	2'763	13:25	93.0	Sorens - km 11.2 Vuisternens-en-Ogoz - km 40.1 Vauderens - km 96.8 Villars-Bramard - 147.5	2 3 3 2	Rue km 92.3  Sédeilles km 153.4	from 17:16
<b>Stage 4</b> Lucens - Torgon Saturday 4 May	176 km	3'643	12:30	94.6	Sorens - km 43.4 Jaunpass - km 83 Saanenmöser - km 107.1 Col des Mosses - km 138.2 Torgon - km 173.7	2 1 2 1 1	Charmey km 66  Aigle km 159.9	from 17:11
<b>Stage 5</b> Genève Individual Time Trial Sunday 5 May	16.85 km	160	11:58	-	-	-	-	from 12:27



## Watchmaking Town Planning Prize

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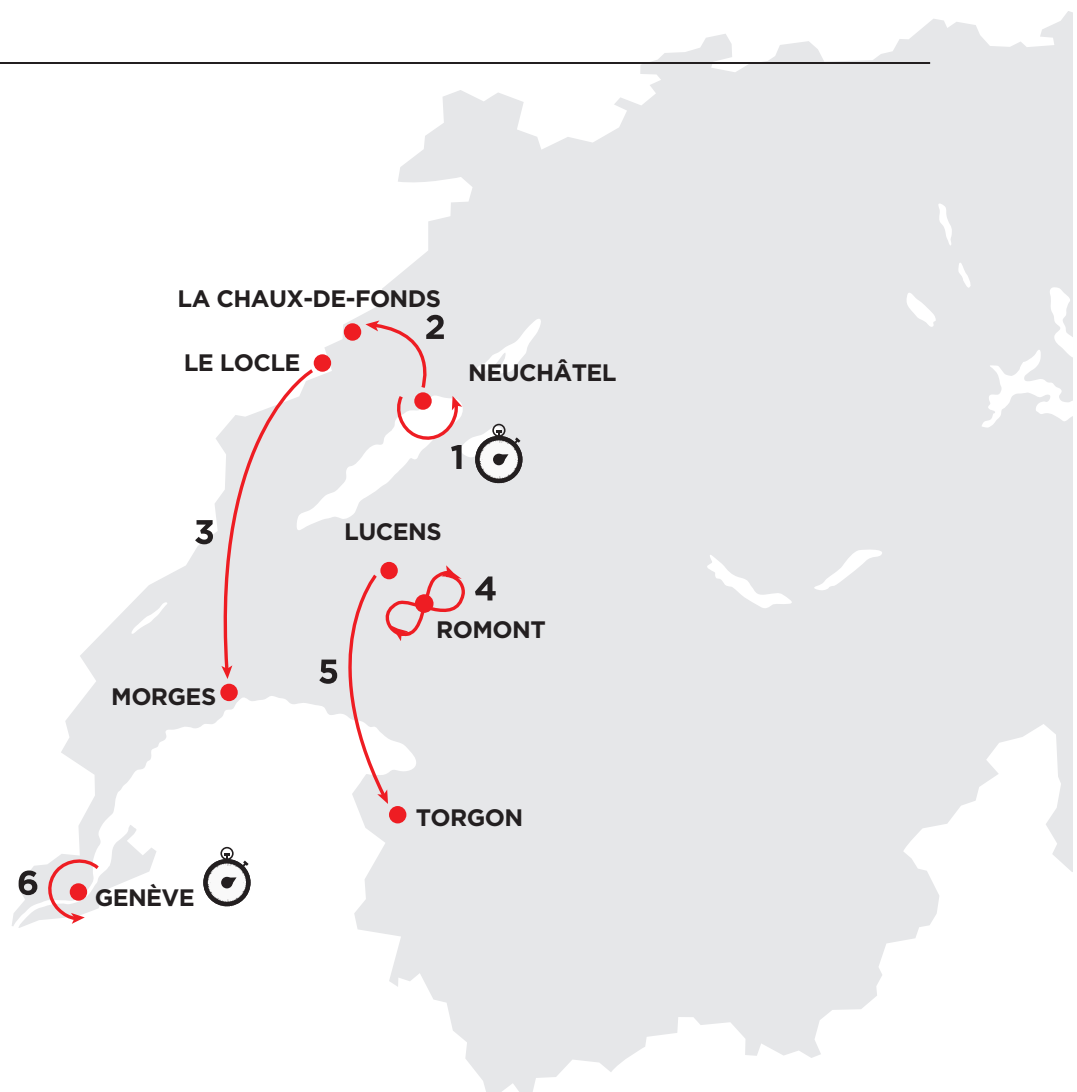
In 2019, the factory towns of La Chaux-de-Fonds and Le Locle are celebrating 10 years of their recognition as UNESCO World Heritage Sites for their Watchmaking Town Planning.

To mark this anniversary they are offering the Tour de Romandie peloton a Special Watchmaking Town Planning Prize.

It will be judged on a line drawn halfway between the two towns. The rider who crosses the line first (on the 2nd passage over it, at 3.7 km from the finish) will win a dream weekend for two people in the mountains of Neuchâtel, with a flight over the watchmaking town planning, a night at the Grand Hôtel and SPA Les Endroits, a gourmet meal, a Tissot watch and an exclusive watchmaking visit.

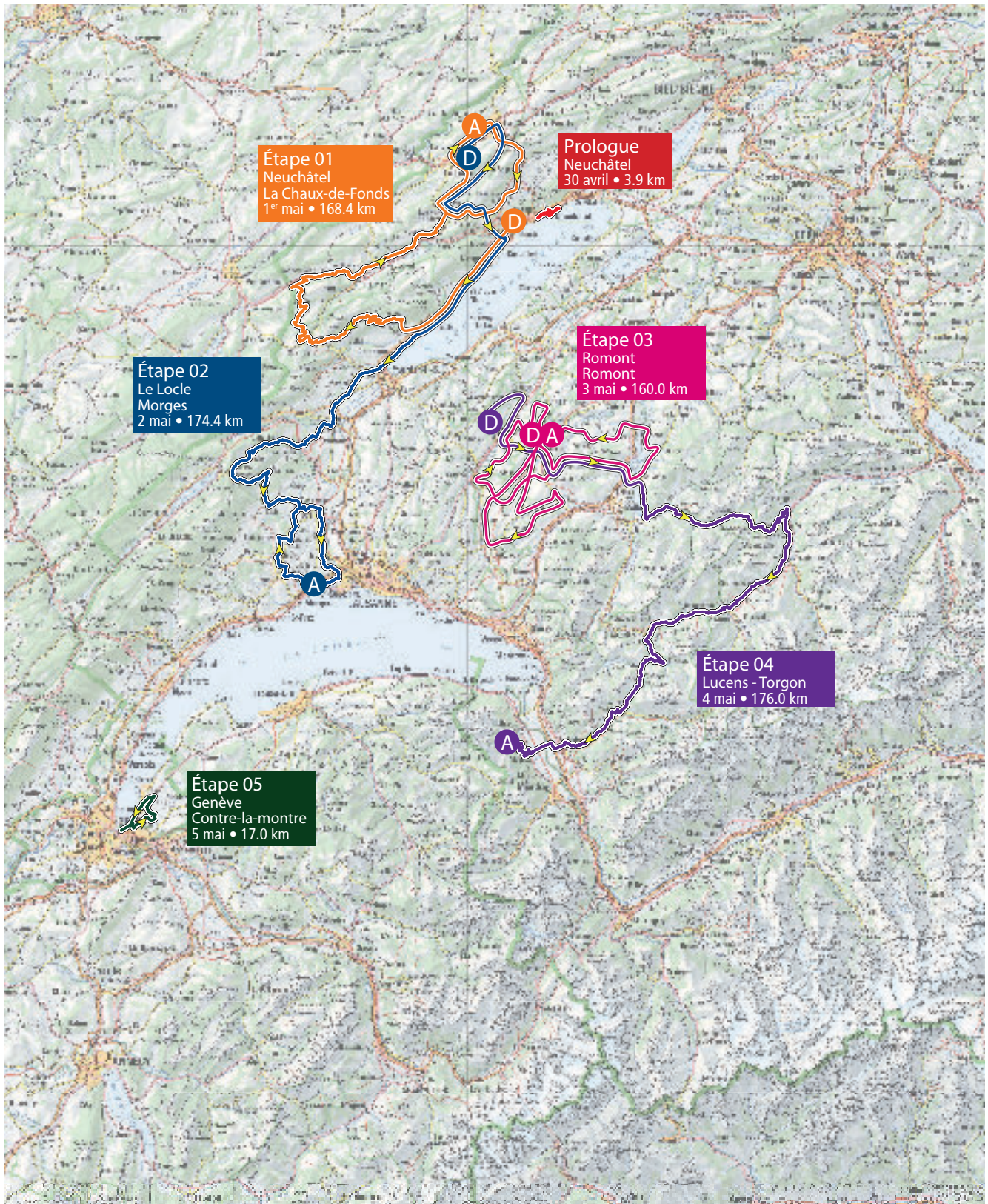
## Plan of stages

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## Full course

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## Provisional list of TDR 2019 teams and riders

### AG2R LA MONDIALE // ALM



Bagdonas Gediminas	LTU
Denz Nico	GER
Dillier Silvan	SUI
Dumoulin Samuel	FRA
Frank Mathias	SUI
Gougéard Alexis	FRA
Peters Nans	FRA

### ASTANA PRO TEAM // AST



Bohórquez Hernando	COL
Contreras Rodrigo	COL
Hirt Jan	CZE
Kudus Merhawi	ERI
Sanchez Gil Luis Leon	ESP
Villella Davide	ITA
Wilsly Jonas	DEN

### BAHRAIN-MERIDA // TBM



Colbrelli Sonny	ITA
Garosio Andrea	ITA
Novak Domen	SLO
Padun Mark	UKR
Pozzovivo Domenico	ITA
Tratnik Jan	SLO
Williams Stephen Rhys	GBR

### BORA-HANSGROHE TEAM // BOH



Archbold Shane	NZL
Baska Erik	SVK
Bennett Sam	IRL
Bodnar Maciej	POL
Buchmann Emanuel	GER
Großschartner Felix	AUT
Pfingsten Christoph	GER

### CCC TEAM // CPT



Barta Wiliam	USA
Bevin Patrick	NZL
Mareczko Jakub	ITA
Owsian Lukasz	POL
Roskopf Joseph	USA
Ventoso Alberto	ESP
Zoidl Riccardo	AUT

### DECEUNINCK - QUICK- STEP // DQT



Capecchi Eros	ITA
Evenepoel Remco	BEL
Honore Mikkel	DEN
Knox James	GBR
Martinelli Davide	ITA
Sabatini Fabio	ITA
Viviani Elia	ITA

### EF EDUCATION FIRST // EF1



Brown Nathan Davis	USA
Caicedo Cepeda	
Jonathan Klever	ECU
Carthy Hugh	GBR
Dombrowski Joseph	USA
Kangert Tanel	EST
Martinez Poveda	
Daniel Felipe	COL
Woods Michael	CAN

### GROUPAMA - FDJ // GFC



Frankiny Kilian	SUI
Gaudu David	FRA
Kung Stefan	SUI
Morabito Steven	SUI
Reichenbach Sebastien	SUI
Thomas Benjamin	FRA
Vincent Leo	FRA

### LOTTO SOUDAL // LTS



Armee Sander	BEL
Blythe Adam	GBR
Campenaerts Victor	BEL
De Gendt Thomas	BEL
Hagen Carl Fredrik	NOR
Vanhoucke Harm	BEL
Wallays Jelle	BEL



**MITCHELTON - SCOTT**  
**// MTS**


Albasini Michael	SUI
Bewley Samuel	NZL
Grmay Tsgabu	ETH
Howson Damien	AUS
Meyer Cameron	AUS
Scotson Callum	AUS
Smith Dion	NZL

**MOVISTAR TEAM**  
**// MOV**


Amador Andrey	CRC
Anacona Winner Andrew	COL
Betancur Carlos Alberto	COL
Castrillo Jaime	ESP
Fernandez Ruben	ESP
Prades Eduard	ESP
Sepulveda Eduardo	ARG

**TEAM DIMENSION DATA**  
**// TDD**


De Brod Stefan	RSA
Mader Gino	SUI
Meintjes Louis	RSA
Nizzolo Giacomo	ITA
Thomson Jay	RSA
Venter Jacobus	RSA
Wyss Danilo	SUI

**TEAM JUMBO - VISMA**  
**// TJV**


Hofstede Lennard	NED
Kruijswijk Steven	NED
Martin Tony	GER
Powless Neilson	USA
Rasmussen Jonas Vingegaard	DEN
Roglic Primož	SLO
Van Emden Jos	NED

**TEAM KATUSHA ALPECIN**  
**// TKA**


Boswell Ian	USA
Dowsett Alex Edward	GBR
Fabbro Matteo	ITA
Kochetkov Pavel	RUS
Strakhov Dmitrii	RUS
Spilak Simon	SLO
Zakarin Ilnur	RUS

**TEAM SKY**  
**// SKY**


Castroviejo Nicolas Jonatan	ESP
Elissonde Kenny	FRA
Ganna Filippo	ITA
Rosa Diego	ITA
Swift Ben	GBR
Thomas Geraint	GBR
Van Baarle Dylan	NED

**TEAM SUNWEB**  
**// SUN**


Fröhlinger Johannes	GER
Haga Chad	USA
Kämna Lennard	GER
Roche Nicolas	IRL
Storer Michael	AUS
Stork Florian	GER
Kragh Anderson Asbjørn	DEN

**TREK-SEGAFREDO**  
**// TFS**


Beppu Fumiyuki	JPN
Bernard Julien	FRA
Ciccone Giulio	ITA
Clarke Will	AUS
Irizar Aramburu Markel	ESP
Mullen Ryan	IRL
Stetina Peter	USA

**UAE TEAM EMIRATES**  
**// UAD**


Bohli Tom	SUI
Consonni Simone	ITA
Costa Rui	POR
Mori Manuele	ITA
Edward Ravasi	ITA
Petilli Simone	ITA
Pogacar Tadej	SLO

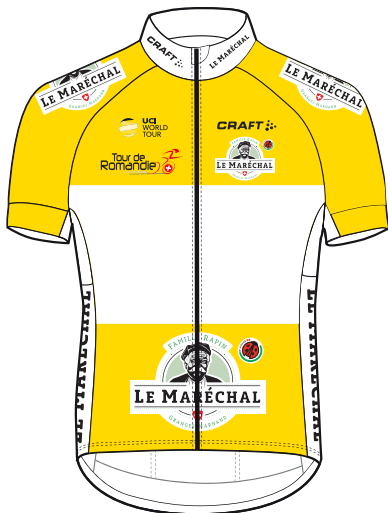
**SWISS CYCLING NATIONAL**  
**TEAM // SUI**


Badilatti Matteo	SUI
Flückiger Mathias	SUI
Müller Patrick	SUI
Page Dylan	SUI
Pellaud Simon	SUI
Schelling Patrick	SUI
Thalmann Roland	SUI

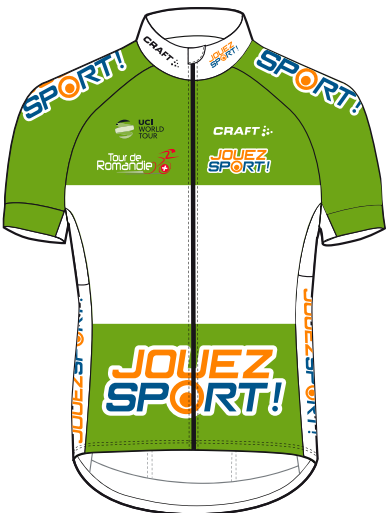
**WANTY-GOBERT CYCLING**  
**TEAM // WGG**


De Clercq Bartlomiej	BEL
Degend Thomas	BEL
Eiking Odd Christian	NOR
Martin Guillaume	FRA
Meurisse Xandro	BEL
Minnaard Marinus	NED
Pasqualon Andrea	ITA

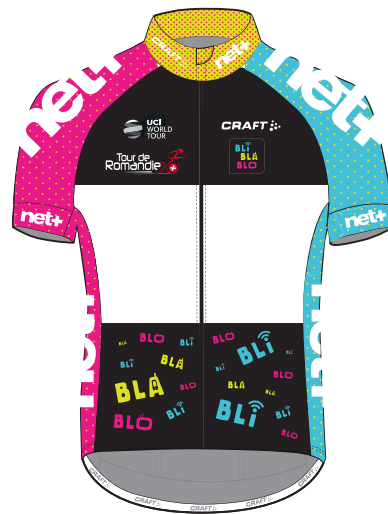
# Leader's Jerseys



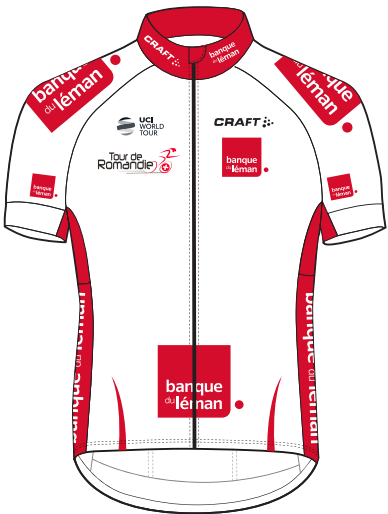
YELLOW JERSEY - LE MARÉCHAL  
GENERAL CLASSIFICATION BY TIME



GREEN JERSEY - JOUEZSPORT!  
GENERAL CLASSIFICATION BY POINTS



JERSEY - BLI BLA BLO  
GENERAL CLIMBERS' CLASSIFICATION



WHITE JERSEY - BANQUE DU LÉMAN  
GENERAL CLASSIFICATION OF THE BEST  
YOUNG RIDE

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## 2018 media figures

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**190** countries  
**820** hours of broadcasting, including **140** hours live  
**16** million viewers



**489'000** listeners per day



**40'450** fans and followers



**52'000** videos viewed



over a month  
**222'644** users  
**332'343** visitors



**6'730** listings in search results



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## Individual UCI WorldTour classification as of 15 April 2019

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Rang	Nom	Equipe	Points
1	ALAPHILIPPE Julian	DQT	3565.95
2	VALVERDE Alejandro	MOV	3257
3	DUMOULIN Tom	SUN	3145.43
4	PINOT Thibaut	GFC	2712
5	ROGLIČ Primož	TJV	2665.28
6	MATTHEWS Michael	SUN	2591.86
7	VAN AVERMAET Greg	CPT	2590.9
8	VIVIANI Elia	DQT	2574
9	YATES Simon Philip	MTS	2537
10	LOPEZ MORENO Miguel Angel	AST	2522
11	NAESEN Oliver	ALM	2454
12	THOMAS Geraint	SKY	2293.82
13	FUGLSANG Jakob	AST	2290
14	BARDET Romain	ALM	2288
15	KRISTOFF Alexander	UAD	2249
16	FROOME Chris	SKY	2065.75
17	YATES Adam	MTS	2014.45
18	WELLENS Tim	LTS	1956
19	KWIATKOWSKI Michal	SKY	1935.65
20	SAGAN Peter	BOH	1928
21	BERNAL GOMEZ Egan Arley	SKY	1919.75
22	JUNGELS Bob	DQT	1823.28
23	ACKERMANN Pascal	BOH	1798
24	VAN DER POEL Mathieu	COC	1728
25	QUINTANA Nairo	MOV	1697
26	WOODS Michael	EF1	1687
27	KRUIJSWIJK Steven	TJV	1684
28	IZAGUIRRE INSAUSTI Ion	AST	1631
29	MARTIN Daniel	UAD	1622
30	POZZOVIVO Domenico	TBM	1607
31	ŠTYBAR Zdeněk	DQT	1565
32	LUTSENKO Alexey	AST	1496
33	PORTE Richie	TFS	1452.57
34	MOHORIC Matej	TBM	1418
35	SCHACHMANN Maximilian	BOH	1367.47
36	MAS NICOLAU Enric	DQT	1366.89
37	DEGENKOLB John	TFS	1320.43
38	DENNIS Rohan	TBM	1318.86
39	GROENEWEGEN Dylan	TJV	1296.71
40	BUCHMANN Emanuel	BOH	1289




**TOUR DE ROMANDIE**  
FROM 30 APRIL TO 5 MAY 2019




**WEDNESDAY 1ST MAY**  
Teams presentation at the start of  
the first stage in Neuchâtel - 11:35 to  
12:35 - Place du Port

# 2019 Sponsors



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## Sponsors' releases

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Le Maréchal  
Aquatis  
Net+  
JouezSport!  
Europcar

Avesco Rent  
RTS  
E-novinfo  
Pays Romand Pays Gourmand  
Velosophe Cyclist Beer







Press Release



## ***Le Maréchal has his Tour de Romandie***

As you may already know, the Le Maréchal cheese producers are moving things up a gear by becoming the main sponsor of the Tour de Romandie 2019 cycling race. Who would ever have imagined that one day this family business would get involved in an adventure of this kind?

25 years ago Jean-Michel Rapin created the Le Maréchal cheese. The name of the cheese honours his grandfather, who was a farmer in Concelles-près-Payerne. Things were difficult and hard work to begin with, but with perseverance, solid relations with the milk producers and lots of work, the company began to flourish. Today Le Maréchal consists of Jean-Michel Rapin, his wife Sylviane, their three sons (who will soon carry on the family company) as well as five full-time employees.

Emotions have been running high in Granges-Maraud over the last few months. In spring 2018, the Le Maréchal cheese won the gold medal for semi-hard cheeses at the world championship cheese contest in Wisconsin, USA, and will display the award with pride until 2020.

Le Maréchal has a prevailing wind behind them and is keeping up the momentum by launching a new unpasteurised raclette cheese. Just like a cyclist who trains with rigour and perseverance, the raclette cheese is crafted over four months and requires daily attention.

Everybody will be able to get a taste of the cheese before its official launch at the stand in the stop-over towns along the race route from the 30<sup>th</sup> April to 5<sup>th</sup> May 2019. It will be available for sale from the main retailers in Romandy, Switzerland from next autumn.

If you linger around the race finishing line, you almost certainly run into great names from the world of cycling as well as the Rapin family and their milk producers. There are now 13 farmers delivering milk twice a day to the cheese production site in Granges-Maraud. This represents more than 1,600,000 kg of milk per year, making it possible to produce up to a tonne of Le Maréchal per day. Producers are paid more than 90ct a kilo for their milk, which's one of the best prices on the Swiss market.

The Le Maréchal dairy herds are fed a specific feed, which includes additional flax seeds. This provides them with essential fatty acids (omega 3), which promote good health and has an ecological impact as it improves their digestion and they emit less methane as a result. Additionally, these essential fatty acids improve the creaminess of Le Maréchal and give it its popular and distinctive aroma. On 25<sup>th</sup> August 2014, V. Schneider-Aimman, former President of the Swiss Confederation, activated a meter near the cheese production site. This eco-methane initiative combines agriculture and environment and is organised by the French association Bleu-Blanc-Coeur (the equivalent of Tradition in Switzerland). The aim of the initiative is to count the methane emissions that have been avoided by providing dairy herds with a more balanced diet, which includes crops such as grass, alfalfa and flax.

Incredibly, this meter indicates today that we have saved the equivalent of the pollution that would have been caused by a car driving round the world 120 times.

The Le Maréchal milk is carefully crafted into cheese using traditional techniques. Every day, morning and evening, the cheese is pressed in round moulds and wrapped in cloth. In the cellar, the addition of organic herbs gives the cheese its unique Le Maréchal aroma.

A time when young people are taking to the streets because of climate change and cyclists are pedalling harder than ever before, Le Maréchal is serenely following its course. And at the end of the day, Le Maréchal is just like cycling, in that it is a healthy option both for consumers and for the planet.



## **AQUATIS AQUARIUM VIVARIUM VIVARIUM LAUSANNE**

**Official sponsor of the Tour de Romandie**

Europe's largest freshwater aquarium-vivarium in Europe, AQUATIS has become an official sponsor of the Tour de Romandie. An obvious partnership in view of the many values shared by both organizations.

Opened in October 2017, AQUATIS has established itself in its first year of operation as one of the main tourist sites in French-speaking Switzerland. Representing the five continents of the globe and home to about 10,000 freshwater fish, reptiles and amphibians, this unique place in Europe is a modern-day Noah's Ark enthroned in the heights of Lausanne.

AQUATIS is committed to a comprehensive educational approach aimed at raising awareness among families and future generations about the importance of freshwater and its ecosystems. Thanks to its animated and playful scenography, guided tours and educational workshops, the aquarium has already convinced several hundred thousand visitors.

Its university collaborations, its involvement in various safeguarding programs and its partnerships through the European Association of Zoos and Aquariums (EAZA) demonstrate AQUATIS' commitment to this field.

It is easy to notice the many similarities between AQUATIS and the Tour de Romandie. As ambassadors with an international reach, both organizations share values such as respect and solidarity and have become key attractions.

Thanks to this partnership, AQUATIS is proud to support sports in Switzerland and to participate in the great show offered by the Tour de Romandie.



### **Media Contact**

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+41 (0) 78 693 96 66  
[prior@ampcommunication.ch](mailto:prior@ampcommunication.ch)





## **net+, let's go on another tour... of Romandie**

**In 2017, the multimedia operator, based exclusively in French-speaking Switzerland, signed a three-year contract with the Tour de Romandie. Returning as the official sponsor of the King of the Mountains jersey for 2019, net+ has the perfect opportunity to shine the spotlight on three of its own fundamental values: team spirit, technology and local involvement.**

This partnership with the biggest sporting event in French-speaking Switzerland gives net+ the platform to present its flagship product, the "BLI BLA BLO" packages, which bring together Internet, landline, mobile and television services. The public will get the chance to (re)discover these packages throughout 2019's edition in our publicity caravan or at the net+ stand present at each city stage.

### **Swiss Cycling Partnership**

For this challenge, net+ is doing something different by supporting the Swiss Cycling team comprising future Swiss stars, alongside its partnership with the Tour de Romandie. Giving the most promising Swiss talents the opportunity to rub shoulders with the world's best cyclists was essential to net+, showing their commitment to young people. net+ and its 12 partners are currently developing new products aimed at young people (Internet and mobile services) which will be launched soon on Switzerland's French-speaking market.

### **Shared Values**

net+ shares a number of values with the Tour de Romandie, a competition that is close to the hearts of cycling fans across French-speaking Switzerland. Just like net+, today's competition bikes are brimming with the latest technology. And like cycling, one of the most popular team sports, net+ has always considered the values of team spiritedness, local involvement and service as its priorities.

This partnership further highlights the already strong relationship between the operator and the world of sport in general. net+ offers unrivalled coverage with its combination channel package of MySports Pro and RMC Sport. With exclusive coverage of the Swiss Ice Hockey Championship, a number of foreign ice hockey championships, international football (including the UEFA Champions League, UEFA Europa League, Premier League and Bundesliga), basketball and motorsports, it's sport on tap at net+.

### **About netplus.ch SA**

netplus.ch SA is a company that provides specialised services in the field of telecommunications. The multimedia operator, based exclusively in French-speaking Switzerland, guarantees local and high-quality internet, telephony, mobile and television services to more than 220,000 households in both city centres and more remote areas.

netplus.ch SA currently brings together 12 networks, which provide more than 400,000 multimedia services, mainly under the net+ and BLI BLA BLO brands. net+ products are distributed by: SEVJ, VOénergies, net+ Lâman, SEIC, SEFA, Citycable, net+ FR, SEIC-Télédis, Sinergy, net+ Entremont, asr and Sierre-Energie.

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## Press release

Date 17th April 2019

# Europcar mobility partner of the Tour de Romandie again in 2019

Europcar  
AMAG Services AG  
Steinackerstrasse 20  
8302 Kloten  
www.europcar.ch

Tel. +41 (0)44 804 46 46

**For more than two decades, Europcar has been a robust and reliable mobility partner of the Tour de Romandie. With its wide selection of vehicles, Europcar offers the organiser solutions tailored to every need.**

In 1996, Europcar committed itself as Official Car Partner to the Tour de Romandie for the first time. Europcar highlights the role it has as a robust and reliable partner with this long-term engagement.

From commercial vehicles for the transport of material to selected VIP vehicles for the invited guests and support vehicles for the race itself, all covered by the brand ŠKODA, Europcar provides approximately 80 vehicles for the official tour entourage of the Tour de Romandie. With this engagement, the largest car rental company in Switzerland highlights its strength: being able to amaze its customers with tailored solutions.

Europcar and ŠKODA are pursuing the goal of presenting their products to a wide public audience, thus further promoting their image and public awareness by means of their strong presence in professional cycling in Switzerland.

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## EUROPCAR

With over 60 years of experience in the industry and approximately six million rental car users, Europcar, the leading rental car provider in Europe, belongs to the most important global market participants. Customers are offered short- and medium-term rental solutions, with an average fleet of 200,000 vehicles in over 130 countries worldwide. Both private and business customers benefit from the wide range of mobility solutions and Europcar's comprehensive knowledge in the rental car sector.

Europcar is the largest car rental provider in Switzerland. There are up to 5,500 vehicles available at more than 90 stations in the fleet across Switzerland. Europcar Switzerland belongs to the AMAG Group.

ŠKODA PR  
c/o AMAG Import AG  
Emanuel Steinbeck  
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## ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.

## Avesco Rent supports the Tour de Romandie with reliable and rational solutions

For the 73rd edition of the Tour de Romandie, Avesco Rent has the honour to host the press conference of the event in the premises of its agency dedicated to mobile construction located in Murten. This choice perfectly illustrates the excellent relationship that exists between the two enterprises since several years.

From electric generators to VIP reception facilities present at the start of several stages, Avesco Rent is proud to provide reliable and rational solutions to ensure the smooth running of this sporting event.

It is with great enthusiasm that Avesco Rent has expanded its role since 2018, from supplier to Co-Sponsor, in order to contribute more actively to the success and development of the legendary race in the Romandie.



### Common values

In the same way that the organisers of the Tour de Romandie give their all to guarantee the success of the race, Avesco Rent pursues the aim of supporting each of its customers towards the success of their projects, however diverse they may be.

With 22 branches and 150 employees, the company has been active for more than 30 years in the rental of machinery and equipment. It stands out in particular with its mobile construction solutions that are available for rental and purchase and that can be fully customized, as described above.

### Additional information:

Mobile construction  
National Competence Centre  
[murten@avescorent.ch](mailto:murten@avescorent.ch)  
Tel 026 970 75 30

Marketing & Sponsoring  
Stephan Makica  
[stephan.makica@avescorent.ch](mailto:stephan.makica@avescorent.ch)  
Tel 021 646 00 50

## RTS Sport and the 73<sup>rd</sup> Edition of the Tour de Romandie: even more interaction with the public!

Geneva, 27 March 2019 – This is the event for which the RTS devotes the largest technical and human resources each year with almost 80 staff taking part during the week of the Tour de Romandie. 12 cameras, 1 helicopter, 3 motorbikes and even a plane are used to cover the course each day. A unique showcase for Swiss Romandie: RTS images are also used by dozens of television channels worldwide. On the digital side, RTS Sport are also breaking new ground with the launch of an interactive game for the Tour which is built into their app along with live streaming of each stage on their YouTube channel.

Between 30 April and 5 May 2019, the Sport editorial staff rally on TV, radio and on digital platforms! The RTS broadcast 90 minutes of the finish of each stage live on RTS Deux, on the website and the RTS Sport mobile app with commentary from journalist **Romain Roseng** and his consultant **Daniel Atienza**. With respect to the “magazine”, the *Autour du Tour* programme, presented by Brian Wakker, helps to discover the towns and cities of each stage and to learn the latest news concerning the race in the company of guests.

Radio is not neglected with daily information in the news programmes on the four RTS stations as well as on *Sport Première* on Saturdays 27 April and 4 May on La Première.

On the digital side, RTS Sport has two new exciting features this year. The first of these is live coverage of each Tour de Romandie stage on their YouTube channel. Secondly, the Sports editorial staff invites the public to test their knowledge of the history of the Tour de Romandie and the towns and cities of each stage through an **interactive game**, built in to their RTS Sport mobile app. The principle: solve the daily challenges set by the editorial staff via a quiz and interactive games, to gain points and win prizes. A fun way to experience the Tour!

### Programme for the 73<sup>rd</sup> Tour de Romandie on RTS Deux

#### Tuesday 30 April

15:25-15:55 Autour du Tour  
16:00-17:50 Prologue in Neuchâtel  
17:50-18:15 Autour du Tour

#### Friday 3 May

15:25-15:55 Autour du Tour  
16:00-17:50 3rd stage: Romont-Romont  
17:50-18:15 Autour du Tour

#### Wednesday 1<sup>st</sup> May

15:25-15:55 Autour du Tour  
16:00-17:50 1st stage: Neuchâtel-Chaux-de-Fonds  
17:50-18:15 Autour du Tour

#### Saturday 4 May

15:25-15:55 Autour du Tour  
16:00-17:50 4th stage: Lucens-Torgon (mountain stage)  
17:50-18:15 Autour du Tour

#### Thursday 2 May

15:25-15:55 Autour du Tour  
16:00-17:50 2<sup>nd</sup> stage: Le Locle-Morges  
17:50-18:15 Autour du Tour

#### Sunday 5 May

13:10-13:40 Autour du Tour  
13:45-15:30 5th stage: Geneva (individual time trial)  
15:30-15:50 Autour du Tour



[www.e-novinfo.ch](http://www.e-novinfo.ch)

**PRESS RELEASE**

**smart  
technologies**

## **e-novinfo continues its collaboration with Chassot Concept and once again supports the Tour de Romandie**

**This year, e-novinfo, the media sponsor of the TDR, is continuing its collaboration with the Tour de Romandie. As for previous editions, we are managing the website and application.**

### **The Tour de Romandie, a major Swiss sporting event**

The Tour de Romandie is a UCI World Tour race, making it one of the most important races in world cycling. 19 professional teams represented by 133 competitors will compete for the title of Champion of Romandie during 6 days of racing. The TDR benefits from media coverage in over 200 different countries, including 60 live, as well as very wide press, TV and radio coverage throughout Switzerland.

### **A partnership over several years**

e-novinfo has been a partner of the TDR for many years now and is proud of the trust that the Tour organisation has placed in e-novinfo to manage their online presence. The Tour's website is a great success among fans and benefits from a visitor rate that is in constant progression. e-novinfo has collaborated with the TDR for 6 years now, always with the same success! We are now preparing the next edition and will follow it with a great deal of enthusiasm. The Tour de Romandie can count on the loyalty of e-novinfo for its future editions.

### **What e-novinfo is bringing to the 2019 TDR**

The know-how provided by e-novinfo is crucial for the visibility of the event, the teams and each of the participants. A functional, user-friendly and regularly updated website facilitates public information and encourages them to inform themselves about the race and everything around it. The application, which is available for iOS and Android, provides information more quickly and easily on smartphones. e-novinfo also supplies digital equipment and bespoke tools to meet the needs of the organisation. The solution deployed for the technology of the website enables instant updates on information such as lap times, provided by Tissot, the official timekeeper for the Tour. Through e-novinfo's infrastructures, the Tour de Romandie benefits from a robust, reliable and powerful product that is protected by optimal security.

Consult web support for the TDR now at [www.tdr.ch](http://www.tdr.ch).

### **e-novinfo and sports in French-speaking Switzerland, a long story**

A business rooted in French-speaking Switzerland since it was founded, e-novinfo is committed to promoting its region and supporting its representatives. The Tour de Romandie is just one of the great sporting events that our company sponsors. Many other sports also benefit from our support, such as hockey, with LHC, HC Bienne, HCC via its Goal Club association, and tennis, with the Swiss Open Gstaad.



## A Gourmet Tour

For a second year, each stage of the Tour de Romandie will be accompanied by local delicacies from the different regions in Western Switzerland, also known as Romandy.

Pays romand - Pays gourmand, the federation that unites local produce brands from the French speaking part of Switzerland, are delighted to be collaborating with the Tour de Romandie for a second year.

In the towns hosting each finish point, will be an array of regional delights, all locally made. Spectators can await the arrival of the cyclists whilst testing the tantalising treats each region has to offer. Who could ask for more?



Each region will also be celebrated in the VIP areas, ideally located at each finish line, where exquisitely unique amuse bouche will be prepared by a host of young and talented chefs. Maxime Pét, from Hôtel Palatine, will welcome cycling fans at the start of the Tour in Neuchâtel. Federico Berizzini, from Chez Sammi in Le Locle, will take charge in La Chaux-de-Fonds. Eddie Schenk, Chef at L'Envie, will tantalise the taste buds of guests in Yverges. For the loop stage in Romand, it will be the turn of Bertrand Chardonnet, from Le Rive Sud in Estavayer-le-Lac, to prepare gourmet appetisers from the region of Fribourg. In Torgon, Julien Gaussares, from L'Éclat in Massongex, will charm the crowds and Philippe Bourne, from Hôtel Richmond, will bring the race to a close in Geneva.

Contact Pays romand - Pays gourmand: [elisa.comerio@paysgourmand.ch](mailto:elisa.comerio@paysgourmand.ch), 41 (0)76 430 99 76

### About regio.garantie

regio.garantie is Switzerland's local produce label. Its aim is to help consumers easily identify authentic local produce. Strict specifications and inspections by an independent body guarantee that products bearing this label have been created locally, using raw materials from the region. In Romandy alone, nearly 2000 products are **regio.garantie** certified.

Pays romand - Pays gourmand unites the 7 regional brands and organisations in Romandy: *Genève Région Terre Avenir*, *Vaud Terroirs*, *Neuchâtel Vins et Terroirs*, *Valais Promotion*, *Terroir Fribourg*, *Spécialités du Canton du Jura* and *Jura Bernois Produits du Terroir*. The federation is headed by National Councilor Ms Christina Bulliard-Marbach.

*The best is made right here, at home.*





## **A new era starts for the Velosophe Cyclist Beer**

### **The cyclist's beer becomes the official beer of the Tour de Romandie**

April 17, 2019. The Tour de Romandie has signed a three-year partnership with the Geneva brand Velosophe. The cyclist's beer will be provided at the Bar du Village, the VIP lounge and the press room, as well as at dinners for volunteers and sponsors. The partnership represents a milestone for the Velosophe brand. It will be for the first time in its history an official partner for a UCI WorldTour.

The link between the world of cycling and Velosophe is getting stronger each year: Many sport events and international cycling teams cooperated with the brand in the past: Haute Route, Tour des Stations, Schleck Gran Fondo, Race across France, Grand Raid, Tour du Mont Blanc, La Classique Genevoise, La Barillette ...

*"This is the beginning of a new era for the Velosophe, and I am really thrilled,"* says Damien Bisetti, founder of the brand. *"We did partner up with Astana and IAM Cycling, and today we associate with a UCI WorldTour race. It's a dream come true."* Damien will personally drive his vintage Peugeot 404 at some of the stages of the publicity caravan. And he promises a small surprise, which will transport the public back to the 50's and the caravan of the Tour de France.

*"We are delighted to have the Velosophe, with its sympathetic community and incredible brand universe as a sponsor,"* says Richard Chassol, director of Chassol Concept. *"Our whole team is looking forward to have the official Cyclist Beer available in the Bar du Village, the VIP areas and the evening events for the volunteers and sponsors."*

### **Ride. Refresh. Recover. Repeat.**

Velosophe Beer is the creation of Damien Bisetti and his wife Andrea. Damien is a bike shop entrepreneur, Swiss BXX champion and 4th generation restaurateur and bicycle racer. Velosophe pours forth from these 4 generations of passionate devotion to all that is Bicycle. The history, friendships, emotions, stories, innovations and traditions. The etiquette of group riding. And relaxing with a refreshing beer after a long ride. The natural evolution of these passions was to create a beer for cyclists. For those who like their cycling unfiltered, pure, raw and emotional, we give you an artisanal beer that does just that. Velosophe is an unfiltered and absolutely natural premium craft beer, rich in minerals, calcium, proteins and vitamins that assist your recovery after biking. Open a bottle with friends after a great ride, toast your days effort, laugh and enjoy the camaraderie, and recover so that tomorrow you can go out and do it all over again.

### **New and innovative ways in distribution**

Cycling is one of the fastest growing sports around the world and the interest for craft beer continues to increase alongside. Many beer brands have partnered up with bike events, but the Velosophe has it all to be the real beer for cyclists: carried by a large community, it has been created and developed by cyclists for cyclists, with a terrific story to tell that goes back 4 generations of bicycle racers. The supply channels are to be considered innovative and pioneering, as the products are distributed by companies in the bike industry such as Mohawk Cycles (France), Velosophe (Belgium), Trailworks (Switzerland) or Factotum, a bike messenger in Geneva.









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