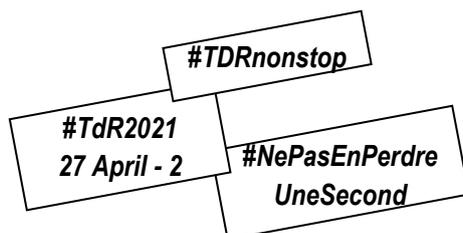




Press Release



- for immediate release -

*The 2021 edition is boosting its visibility to counteract Covid-19 restrictions*

**The #TdR2021 and its record elevation of 12,500 m will be more popular than ever: 2 hours of live TV per day, behind the scenes access on social media, online shows and more, so you don't miss a second!**

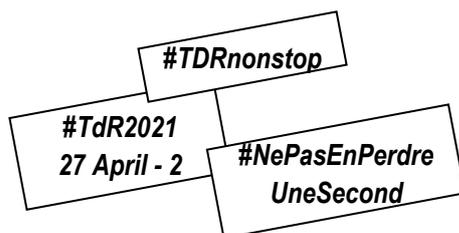
Payerne / Estavayer-le-Lac, 13 April 2021 / **#DontMissASecond!** This is the watchword that will be shared on the Tour de Romandie by the organisers, volunteers, partners, spectators and of course the riders, who were denied the event in 2020. With a record total elevation of more than 12,500 m, this #TdR2021 looks set to be one of the toughest ever and promises to provide a truly intense race. To make sure that you do not miss the lavish battle, the UCI WorldTour event is boosting its visibility to counteract the effect of health constraints. Cycling fans and the general public will not miss a thing: all forms of media are being used to bring them the Tour in spite of the restrictions. So, live TV coverage will increase from 90 minutes to two hours a day (33% more), and in addition RTS is offering two live broadcasts, there will be constant behind the scenes coverage on social media, an enhanced Twitter live stream, and programmes dedicated to the partners and sponsors on [www.tourderomandie.ch](http://www.tourderomandie.ch).

The suspense is set to last until the very end of the final time trial on Sunday 2 May in Fribourg, despite the health measures and pandemic-related restrictions. As is the case in other races, a "rider bubble" has been created, restricted to people who have been tested and authorised. The media will be able to interview the champions in special areas, but by using boom microphones at a minimum distance of 2 meters. The biggest change for the public will be the sealed off zones in the start and finish line areas. On the roadside, people are asked to wear masks, and to comply with the health and social-distancing measures when the race passes between the spectators.

The enhanced coverage of the event, in strict compliance with the UCI protocol and Federal Office of Public Health measures, will ensure record visibility and audiences for the race: people are looking to take their minds off things and the pictures on RTS are always sumptuous. The race will be spectacular to watch and follow, even from home, with competitions as a bonus.

### **A route for the tough with nerves of steel**

In the aftermath of the prologue in **Oron**, the first stage between **Aigle-Martigny**, which has been completely revised, includes a loop with two category 3 King of the Mountains climbs (Produit and Chamoson). On Thursday, between **La Neuveville** and **Saint-Imier**, and on the Friday loop around **Estavayer**,



the final lap will be nail biting. On Saturday, before the final time trial in **Fribourg**, the long stage from **Sion - Thyon 2000** will end at the foot of the still snowy peaks.

The peloton will be made up of the 19 official teams of the UCI WorldTour, and perhaps a surprise guest team (but not the Swiss national team as Swiss Cycling has not been granted an exemption). The first big names are registered amongst the starters. On the Swiss side, fans dreamed of seeing Marc Hirschi in action and they will not be let down. There will also be Stefan Küng, already a triple stage winner, who appears on the official poster, his team-mate Sébastien Reichenbach, and the new prodigy Stefan Bissegger. Another name is Chris Froome, two-time winner of the TDR (and four Tours de France), not to mention the likely big return of Peter Sagan. In 2010, at the age of 20, he won the Fleurier stage and wore the yellow jersey!

Technical Director Bernard Bärtschi points out: "With this record elevation of 12,500 m, the winner can only be an all-round rider, with nerves of steel, like all the past winners." If Primož Roglič, who has not yet announced if he will be taking part, is there for the start, after his victories in 2018 and 2019 he could score a hat-trick that nobody, even among the biggest names, has yet achieved.

### New sponsors in the running: **Pick-e-Bike King of the Mountains jersey**

As for the sponsors of the peloton, **Fromage Le Maréchal** remains the sponsor of the yellow jersey, alongside **Banque du Léman** for the best young rider jersey and **JouezSport!** for the green jersey. The King of the Mountains jersey is now sponsored by **Pick-e-Bike**, the electric bike sharing application, while the combativity award for most aggressive rider of the day is presented by **Prodis**.

Several new partners are also being welcomed, which goes to show how dear the event is to the local Swiss public: **Gazenergie**, followed by **Camion Transport**, **Seat**, **Faigle** and **Aldi**, while **Jacot Chocolatier** is back in the caravan of the Tour de Romandie.

The Tour de Romandie is faithfully supported by the French-speaking cantons and the Bernese Jura.

### The stages of the #TdR2021

|                       |                                  |           |
|-----------------------|----------------------------------|-----------|
| Total distance:       |                                  | 684.04 km |
| - Tuesday 27 April:   | Prologue in Oron (individual)    | 4.05 km.  |
| - Wednesday 29 April: | Aigle – Martigny                 | 168.1 km  |
| - Thursday 29 April:  | La Neuveville – Saint-Imier      | 165.7 km  |
| - Friday 30 April:    | Estavayer (loops)                | 168.7 km  |
| - Saturday 1 May:     | Sion – Thyon 2000                | 161.3 km  |
| - Sunday 2 May:       | Fribourg (individual time trial) | 16.19 km  |