

TOUR DE ROMANDIE 2022

SPONSOR PRINCIPAL

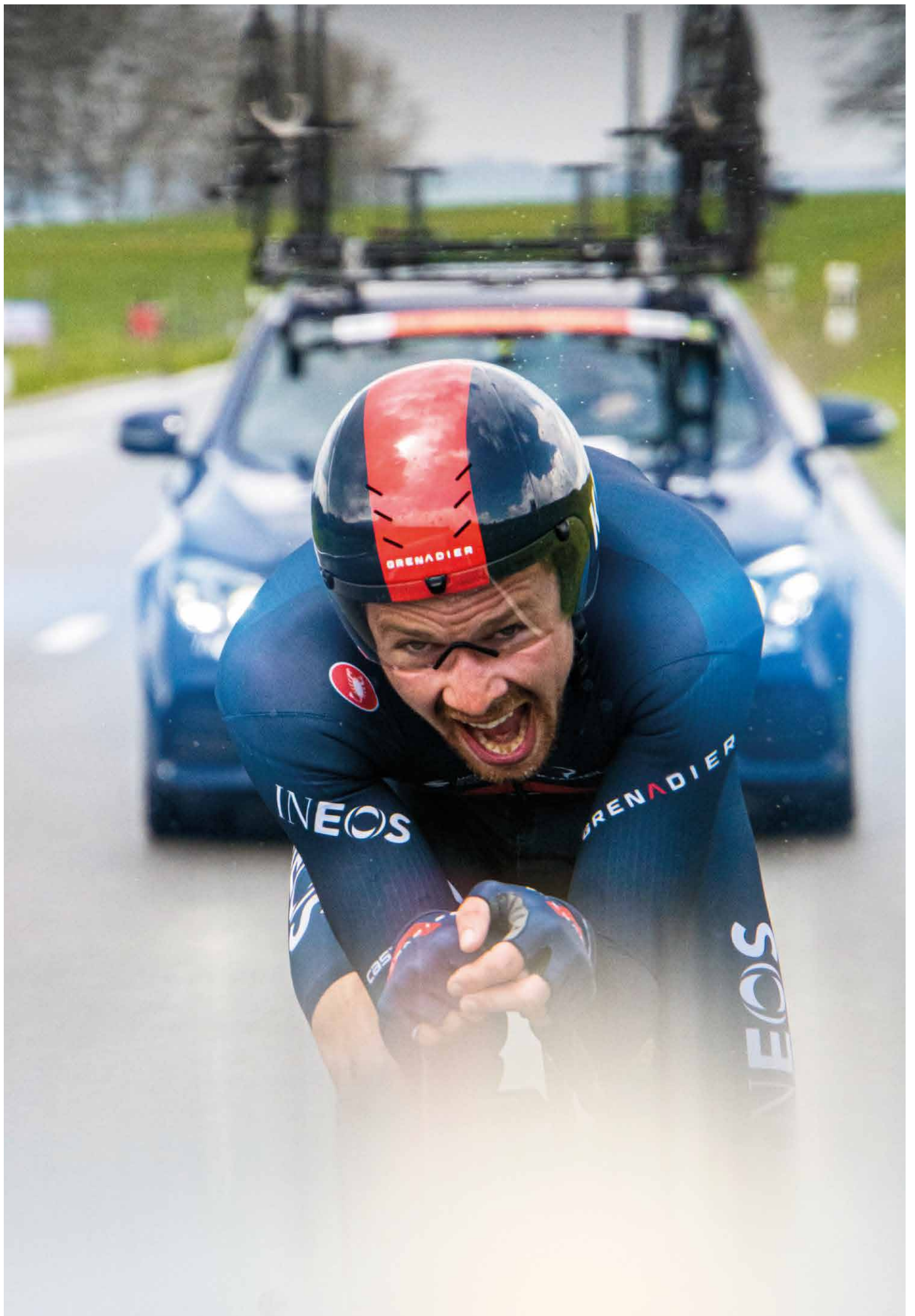


26 AVRIL
1^{ER} MAI

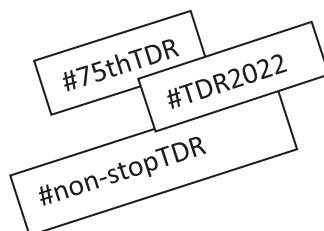


75^E
EDITION
www.tourderomandie.ch

PRESS FOLDER







Press Release

- for immediate release -

20 teams, 14 Swiss riders, Geraint Thomas and other crack cyclists on the starting line: the 75th TDR is going to be cause for celebration!

The defending champion, Geraint Thomas, will be challenged by Chris Froome, Thibaut Pinot, Damiano Caruso, Ion Izagirre, Marc Hirschi, Mark Padun, Brandon McNulty, Sergio Higuita, Edward Dunbar, Steven Kruijswijk and other heavyweights: the anniversary edition brings together a peloton that promises a breath-taking race on one of the most mountainous routes in history. With fourteen representatives on the starting line, the Swiss clan is dreaming of the podium!

Lausanne, 12 April 2022 / The 75th Tour de Romandie will be cause for celebration from 26 April until 1 May. With 20 teams on the starting line - with the Swiss national team and the Kern Pharma team joining the 18 UCI WorldTour teams -, renowned crack cyclists and 14 Swiss riders competing, on one of the most mountainous routes in history, it looks like a wild race awaits us. The defending champion Geraint Thomas is going to be challenged by tough competition: the two-time winner of the event and four-time winner of the Tour de France Chris Froome, Thibaut Pinot, Damiano Caruso, Ion Izagirre, Michael Woods, Ben O'Connor, Mark Padun, Brandon McNulty, Sergio Higuita, Edward Dunbar, Steven Kruijswijk, etc. The festivities marking this jubilee edition will feature plenty of originality with a retro touch that will delight those yearning for the olden days: exceptionally, the *Le Maréchal* leader's jersey will be in the green of the past.

More than half of the riders who finished in the TDR 2021 top ten have been registered by the teams. This race will be absolutely full of suspense, undoubtedly right up to the end of the final time trial between the WCC in Aigle and Villars. Richard Chassot's dream, shared by Swiss fans, is of course for a Swiss rider to be on the podium of the 75th edition - with a stage win at the very least. With cyclists like Marc Hirschi (UAE Team Emirates), Simon Pellaud (Trek Segafredo), Gino Mäder (Bahrein Victorious) or Sébastien Reichenbach (Groupama-FDJ), the public and the TV viewers in Romandie and around the world may well experience a rollercoaster of emotions.

The rest of the Swiss legion includes the riders from the national Swiss Cycling team - Robin Froidevaux, Yannis Voisard, Mathias Flückiger, Filippo Colombo, Matthias Reutimann, Roland Thalmann and Valère Thiébaud – as well as Matteo Badilatti (Groupama-FDJ), Johan Jakobs (Movistar Team), and Joël Suter (UAE Team Emirates).

The prologue in Lausanne will see the riders go around the new Stade de la Tuilière stadium and cycling on the runway at La Blécherette airport – a first! The 1st stage with a final for *puncheurs* at the fort of Castle Romont will start in La Grande Béroche (NE). Two looped stages will follow, with the first being very hard-going, around Echallens (VD), which should smile on the sprinters as there is only one King of the Mountain climb (and a category-three at that), and the second around Valbroye (VD), the fiefdom of our sponsor Le Maréchal. The Queen Stage between Aigle (VD) and

Zinal / Val d'Anniviers (VS) is one of the hardest that the Technical Director Bernard Bärtschi has ever devised! With 4,160 m of climbs and six KoM, including four category-ones, it will make a merciless selection: after Nax (1,295 m), two ascensions to Les Pontis (1,052 m), Saint-Luc (1,564 m) and Grimentz (1,563 m), the riders will climb to Zinal. On the following day, the final time trial towards Villars-sur-Ollon (VD) will also be held in Aigle (VD), in front of the World Cycling Centre, and it should see the battle for the final victory play out in the last seconds.

Festivities include the publication of the historic book of the 75th edition, a brunch for the 20 years of the World Cycling Centre on 1 May – the start line for the time trial – the “Etape Gourmande” gourmet stage on 20 May to celebrate the 75th edition and, the cherry on the cake, the first Women's TDR from 7 to 9 October 2022.

The sponsor peloton and its new arrivals

The sponsor peloton for this 75th TDR is looking great. Behind Le Maréchal and the jerseys partners — Primeo Energie for the general mountain ranking, Banque du Léman for the best young rider, Jouez Sport for the points jersey (sprint) and Aldi as the sponsor of the stage winner — new partners have joined the organisation: Gobik, the new sponsor for the jerseys all of which are made entirely in Spain, Sunrise for telecommunications, 365° off the rocks, GVB Assurances Privées and Henry Recycling. Chicco d'Oro has changed status to become the new sponsor of the Combativity Prize.

A flagship and federating event for all of French-speaking Switzerland, the Tour de Romandie can count on the support of the Roman cantons and the canton of Berne as well as on the Loterie Romande.

Tour de Romandie Press Department

Head of Press: G. Sammali +41 79 842 16 70

info@tourderomandie.ch +41 26 662 13 49

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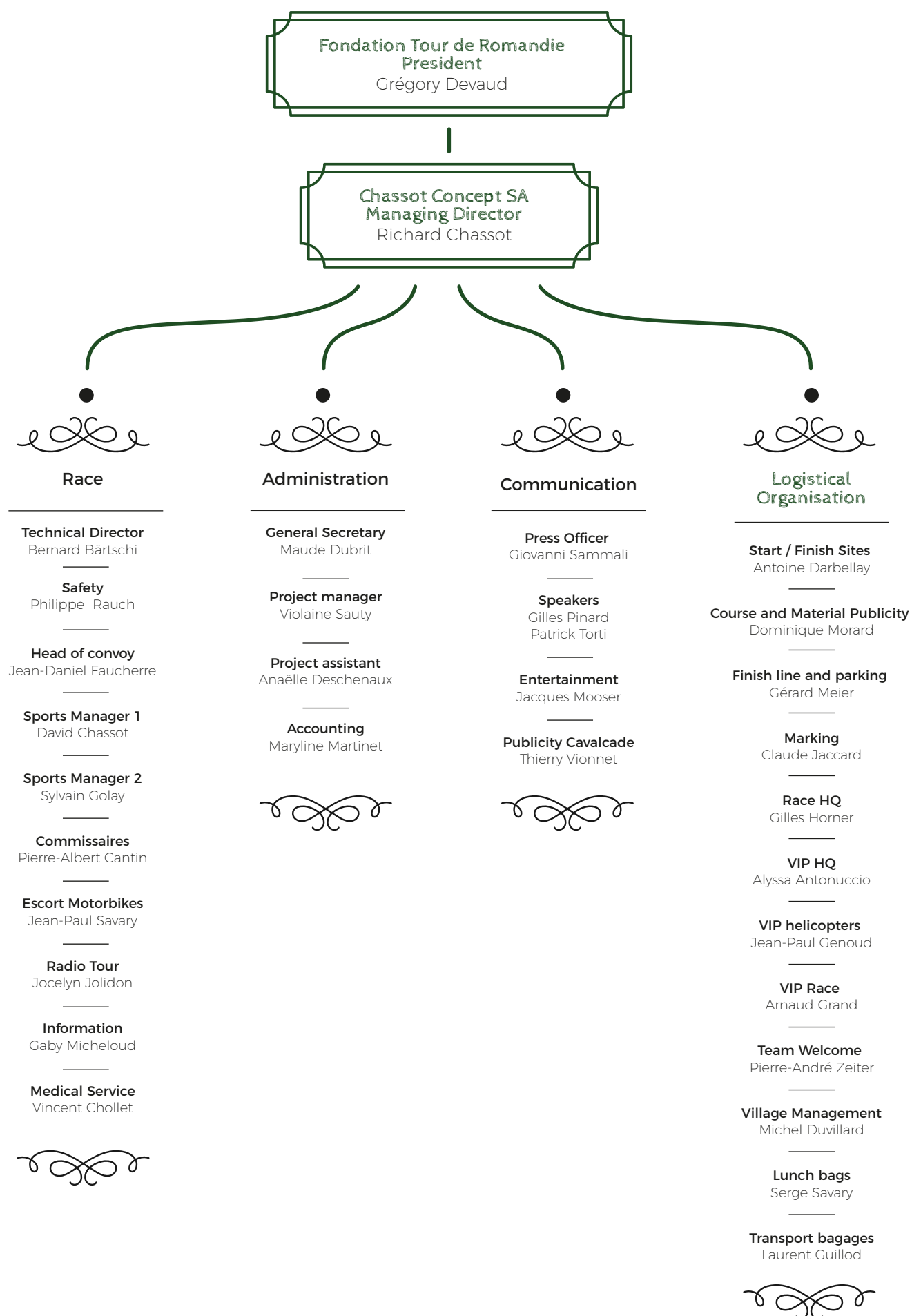
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AVEC LE SOUTIEN DES CANTONS ROMANDS



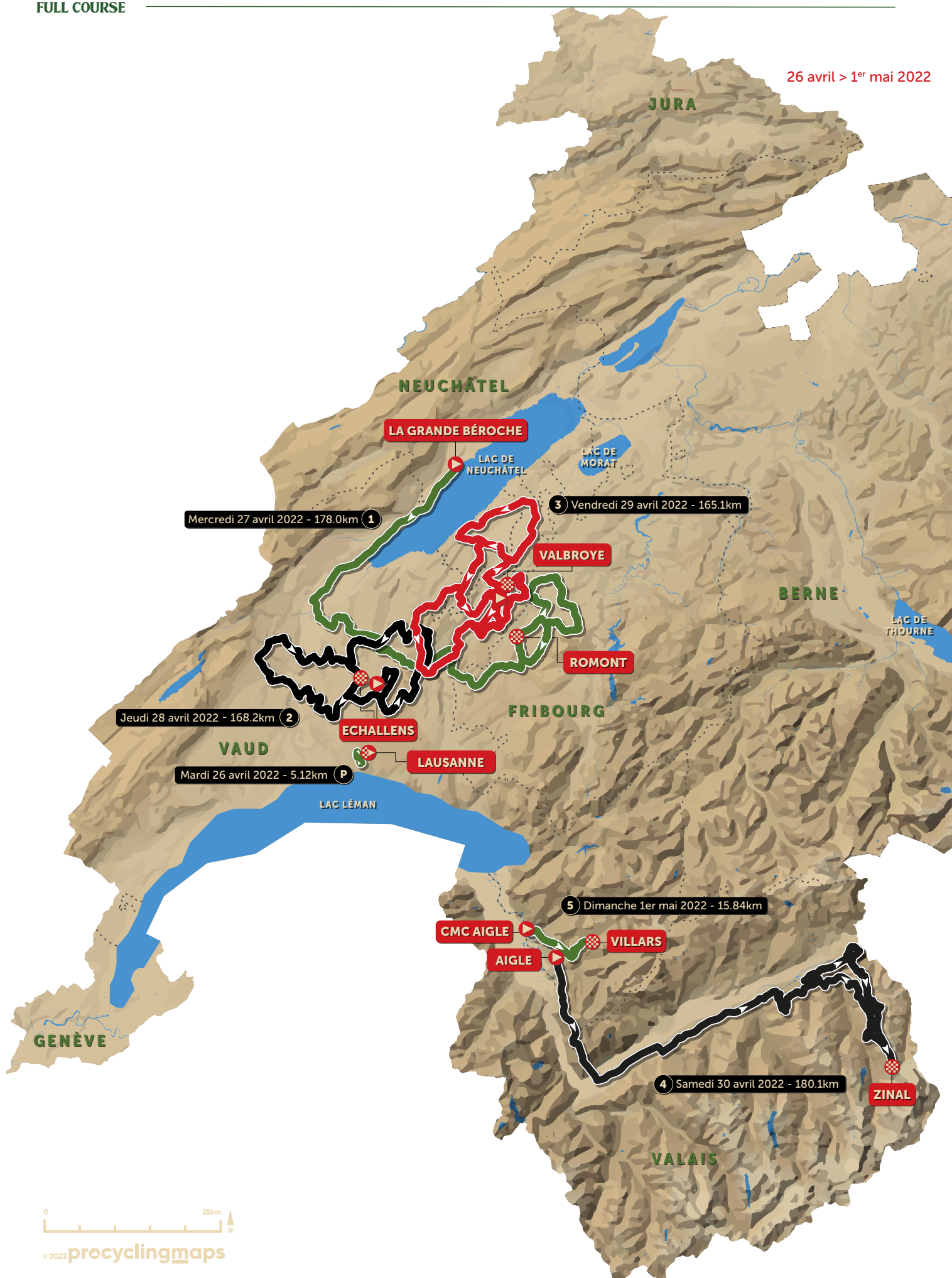
Organisational chart



Course presentation

Stages	Distance	Positive altitude difference	Start	Sup-plies	GPM - Primeo Energie	Cat.	Sprint - JouezSport!	Finish
Prologue Lausanne Tuesday 26.04.2022	5.12 km	59	3:00 PM	-	-	-	-	from 3:06 PM
Stage 1 La Grande Béroche - Romont Wednesday 27.04.2022	178.0 km	2 970	1:00 PM	90.8	Suchy - km 39.4 Esmonts - km 71.3 Massonnens - km 120.7 Massonnens - km 167.3	3 3 3 3	Fey - km 50.4 Lentigny - km 151.0	from 5:11 PM
Stage 2 Echallens - Echallens Thursday 28.04.2022	168.2 km	2 616	1:20 PM	93.1	La Praz - km 85.4	3	Thierrens - km 28.9 Thierrens - km 142.6	from 5:14 PM
Stage 3 Valbroye - Valbroye Friday 29.04.2022	165.1 km	2 699	1:38 PM	91.8	Dompierre - km 11.2 Sassel - km 30.5 Châbles - km 59.9 Sassel - km 89.3 Dompierre - km 148.1 Sédeilles - km 157.4	3 3 3 3 3 3	Combremont-le-Grand - km 71.2 Combremont-le-Grand - km 107.7	from 5:31 PM
Stage 4 Aigle - Zinal Saturday 30.04.2022	180.1 km	4 160	11:00 AM	76.6 142.8	Nax - km 63.2 Les Pontis - km 93.0 Saint-Luc - km 103.4 Les Ziettes d'en Bas - km 126.0 Les Pontis - km 159.6 Grimentz - km 172.3	1 1 1 2 1 2	Chippis - km 81.4 Chippis - km 148.1	from 3:36 PM
Stage 5 CMC Aigle - Villars Time trial Sunday 01.05.2022	15.84 km	905	00:28 PM	-	-	-	-	from 1:15 PM

26 avril > 1^{er} mai 2022





REVIEWING THE RED KITES WITH THE ROUTE MAESTRO

There are riders who give him dirty looks. It has to be said that Bernard Bärtschi gets up to his old tricks with each edition.

Although the number of kilometres on each stage that he designs may remain more modest than on the grand tours, he is giving the peleton more and more climbs.

Be careful though, the man who has been drawing the TdR route for ten years would like to clarify something important: "I'm not obsessed with complicating the profiles of the routes: I'm just addressing the needs of the sports managers and the peleton's crack cyclists, who need tests and full-scale points of reference before the Giro, the Tour de France and the Vuelta!"

And they'll certainly be getting them: "With 13,400 m of climbs, it's the 2nd-hardest Tour that I've given them", says Bertrand Bärtschi. Let's take a look at the red kites with the route maestro.

Bernard Bärtschi

Technical director of the Tour de Romandie
2022

Tuesday 26 April – Prologue

Lausanne 5.12 km

“This prologue is fairly particular, as it’s practically completely flat, with the start and the finish at the new Stade de la Tuilière stadium. The route goes around the old Stade de la Pontaise and then via La Blécherette Airport.

The highlight here is that the riders are going to be on the runway for 1.5 km. We’ll see which of them take off like planes! From the red kite, just after half of the runway, there is a slight ascent. This is a stage for a great all-rounder. But watch out: there are seven bends, including two hair-pin bends at each end of the section on the runway. A technical blunder could make you lose the prologue.”

Wednesday 27 April – Road stage

La Grande Béroche – Romont 178.40 km

“This is a typical stage for the more aggressive riders, fairly long, with nearly 180 km, almost 3,000 m of climbs, and four category-three KoM. The finish is the same as two years ago. The peleton, or what will be left of it, will do two fairly hilly final loops of 46 km.

This could enable a breakaway to follow through, also with the last KoM at 15 km from the line, from Romont. The peleton will therefore go past the red kite twice, at the foot of the last climb towards Romont Castle. And in any case, it will be a puncheur who prevails here, like David Gaudu two years ago.”





Thursday 28 April

Echallens - Echallens 168.20 km

"We're going to roam around the Vaud Region, between Jorat and the Pied du Jura, on three different loops. I must confess, I struggled to find a KoM climb! The only category-three one is at km 85, halfway through the stage.

The profile has 2,600 m of climbs but this stage is clearly one for the sprinters. The final is a 2.5 km straight line. A boulevard for sprinters such as Sagan or Colbrelli, whose teams are going to be able to show us what they're made of. In addition, the peloton will pass the line three times so everyone will have their points of reference!"

Friday 29 April

Valbroye - Valbroye 164.80 km

"This is one for the more aggressive riders: 2,700 m of climbs and six category-three Kings of the Mountain. The stage is not quite as hard as the Romont one. It's scarcely shorter either. But as we saw at Moudon: the sprinters can still call the shots. Especially when the last two km are straight, until 270 m from the line, where you have to turn right at the roundabout to power over the line, drawn 200 metres away from the head office of our main sponsor Le Maréchal. So, there's a sprint on the horizon, although with one reservation.

As this will be the 3rd stage suited for sprinters, there may be a hint of rebellion in the air! In any case, the guys won't be able to say that Bärtschi is only giving them hills! I expect to see a grouped finish with forty or so riders. If the peleton catches up with the breakaway riders!"

Saturday 30 April – Queen Stage

Aigle – Zinal / Val d'Anniviers 180.10 km

“The Queen Stage of this 75th edition has 4,160 m of climbs and six KoM, including four category-ones. This is one of the hardest stages that I've ever drawn. After Nax (1,295 m), two ascensions to Les Pontis (1,052 m), Saint-Luc (1,564 m) and Grimentz (1,563 m), the riders will climb to Zinal.

There is a slight descent before the red kite, which is in the final climb. It's not steep, but not a false flat either: 4 to 5%. I see a sprint between three or four of the day's last tough riders.”

Sunday 1 May – Time trial

World Cycling Centre (Aigle) – Villars 15.84 km

“The final route is the same as that of the recent Ollon-Villars time trial, but with 5 additional km on the flat at the start. The riders will set off from the World Cycling Centre, which is celebrating its 20th anniversary, from l'allée Ferdi Kubler, in honour of the poster for this 75th edition. After the first flat section, watch out for the change in pace on the attack at 10 km on the climb to Villars. The red kite is in the village. And at 300 m from the line, there is a bend to the left. We're at the end of the climb.... I matched the average of the winner on that of last time, adding 5 km of flat at over 50 km/h. As a result, the fastest riders should finish their time trial at 25 km/h.”

At the end of this tour of the red kites, Bernard Bärtschi, who is of course dreaming of a great winner, makes this confession. “I'd like the victory to play out on the Sunday. So, after the finish at Zinal, the first riders should be separated by a twentieth or thirtieth of seconds.”

And victory for a Swiss rider? “I'd like Stefan Kung to win one of course. Stefan Bissegger too. And for Marc Hirschi to lead the general classification. And why not win? It would be great for the 75th edition! “



Provisional list of TDR 2022 teams and riders

AG2R CITROEN TEAM // ACT



BOUCHARD Geoffrey	FRA
CHAMPOUSSIN Clément	FRA
JUNGELS Bob	LUX
O'CONNOR Ben	AUS
PARET PEINTRE Valentin	FRA
PETERS Nans	FRA
WARBASSE Larry	USA

ASTANA QAZAQSTAN TEAM // AST



LUTSENKO Alexey	KAZ
BATTISTELLA Samuele	ITA
DE LA CRUZ David	ESP
FELLINE Fabio	ITA
NIBALI Antonio	ITA
ROMO Javier	ESP
ZEITS Andrey	KAZ

BAHRAIN VICTORIOUS // TBV



CARUSO Damiano	ITA
MÄDER Gino	SUI
NOVAK Domen	SLO
SANCHEZ Gil Luis Leon	ESP
TEUNS Dylan	BEL
WILLIAMS Stephen Rhys	GBR
HAIG Jack Leonard	AUS

BORA-HANSGRÖHE // BOH



GROSSSCHARTNER Felix	AUT
HIGUITA Sergio	XXX
KONRAD Patrick	AUT
LAAS Martin	EST
PALZER Anton	GER
SCHACHMANN Maximilian	GER
WANDAHL Frederik	DEN

COFIDIS // COF



IZAGUIRRE INSAUSTI Ion	EST
ARMEE Sander	BEL
CHAMPION Thomas	FRA
FERNANDEZ ANDUJAR Ruben	ESP
GESCHKE Simon	GER
HERRADA LOPEZ Jesus	ESP
ROCHAS Remy	FRA

EF EDUCATION - EASYPOST // EFE



GUERREIRO Ruben	POR
HEALY Ben	IRL
PADUN Mark	UKR
POWLESS Neilson	USA
QUINN Sean	USA
URAN URAN Rigoberto	COL
EIKING Odd Christian	NOR

GROUPAMA - FDJ // GFC



PINOT Thibaut	FRA
ARMIRAIL Bruno	FRA
BADILATTI Matteo	SUI
PACHER Quentin	FRA
REICHENBACH Sebastian	SUI
ROUX Anthony	FRA
STORER Michale	AUS

INEOS GRENADIERS // IGD



DUNBAR Edward	IRL
HEIDUK Kim	GER
HAYTER Ethan	GBR
PLAPP Lucas	AUS
SHEFFIELD Magnus	USA
THOMAS Geraint	GBR
TULETT Ben	GBR

INTERMARCHÉ - WANTY - GOBERT MATÉRIAUX // IWG



DELACROIX Theo	FRA
GOOSSENS Kobe	BEL
HERMANS Quinten	BEL
HUYS Laurens	BEL
JOHANSEN Julius	DEN
MEINTJES Louis	RSA
TAARAMAE Rein	EST

ISRAEL - PREMIER TECH
// IPT

BEVIN Patrick	NZL
BOIVIN Guillaume	CAN
FROOME Chris	GBR
FUGLSANG Javob	DEN
HOULE Hugo	CAN
STRONG Corbin	NZL
WOODS Michael	CAN

JUMBO-VISMA
// TJV

DENNIS Rohan	AUS
GESINK Robert	NED
KRUIJSWIJK Steven	NED
KUSS Sepp	USA
LEEMREIZE Gijs	NED
ROOSEN Timo	NED
HESSMANN Michel	GER

LOTTO SOUDAL
// TJV

CONCA Filippo	ITA
CRAS Steff	BEL
GRIGNARD Sébastien	BEL
KRON Andreas	DEN
VERSCHAEVE Viktor	BEL
VERVLOESEM Xandres	BEL
BEULLENS Cedric	BEL

MOVISTAR TEAM
// MOV

GONZALEZ Abner	PUR
JACOBS Johan	SUI
MAS Luis Guillermo	ESP
MUHLBERGER Gregor	AUT
OLIVEIRA Nelson	POR
RODRIGUEZ Oscar	ESP
VERONA Carlos	ESP

QUICK-STEP ALPHA VINYL
TEAM // QST

CATTENEO Mattia	ITA
CAVAGNA Rémi	FRA
CERNY Josef	CZE
HONORÉ Mikkel	DEN
KNOX James	GBR
SCHMID Mauro	SUI
VAN WILDER Ilan	BEL

TEAM BIKEEXCHANGE -
JAYCO // BEX

BEWLEY SAMUEL	NZL
JANSEN GRØNDAHL	NOR
AMUND	
PEÑA JIMENEZ JESUS	COL
DAVID	
MEYER CAMERON	AUS
SMITH DION	NZL
MAAS JAN	NED
SOBRERO MATTEO	ITA

TEAM DSM
// DSM

BRENNER Marco	GER
COMBAUD Romain	FRA
LEKNESSUND Andreas	NOR
MADSEN Frederik	DEN
Rodenberg	
MAYRHOFFER Marius	GER
NABERMAN Tim	NED
TUSVELD Martijn	NED

TREK - SEGAFREDO
// COF

BERNARD Julien	FRA
BRAMBILLA Gianluca	ITA
ELISSONDE Kenny	FRA
KAMP Alexander	DEN
PELLAUD Simon	SUI
TIBERI Antonio	ITA
TOLHOEK Antwan	NED

UAE TEAM EMIRATES
// UAD

AYUSO PESQUERA Juan	ESP
FISHER-BLACK Finn	NZL
GROSS Felix	GER
HIRSHI Marc	SUI
MCNULTY Brandon	USA
POLANC Jan	SLO
SUTER Joel	SUI

SWISS CYCLING NATIONAL
TEAM // SUI

FROIDEVAUX Robin	SUI
VOISARD Yanniss	SUI
FLÜCKIGER Mathias	SUI
COLOMBO Filippo	SUI
DEBONS Antoine	SUI
THIÉBAUD Valère	SUI

EQUIPO KERN PHARMA
// EKP

ADRIA OLIVERAS Roger	ESP
GALVAN FERNANDEZ Francisco	ESP
BERRADE FERNANDEZ Urko	ESP
CARRETERO MILLAN Hector	ESP
PARRA CUERDA Jose Felix	ESP
GARCIA PIERNA Raul	ESP
CASTRILLO Zapater	ESP

Leader's Jerseys



GREEN JERSEY - LE MARÉCHAL
GENERAL CLASSIFICATION BY TIME



ORANGE JERSEY - JOUEZSPORT!
GENERAL CLASSIFICATION BY POINTS



BLUE JERSEY - PRIMEO ENERGIE
GENERAL CLIMBERS' CLASSIFICATION



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

2021 media figures



136 countries

1337 hours of broadcasting, including **362** hours live

20.3 million viewers



478'700 listeners per day



54'100 fans and followers



30'000 videos viewed



over a month

289'663 users

452'374 visitors

The countdown has started



To symbolically mark its status as a host town for the Tour de Romandie, the Tour de France and the Women's Tour de Romandie, a countdown has been installed for these three internationally renowned cycling events in the district of Flon in Lausanne.

In collaboration with Tissot, the Official Timekeeper for these events, this clock currently indicates the number of days until the start of the 75th edition of the Tour de Romandie in Lausanne. It will then pass to the colours of the Tour de France and then to those of the Women's Tour de Romandie. A way to rejoice and to look forward to the arrival of the three Tours in Switzerland.

Tour de Romandie on the road and live with RTS

TOUR DE ROMANDIE ON THE ROAD AND LIVE WITH RTS

From the prologue in Lausanne to the final time trial between the World Cycling Centre in Aigle and Villars, via the Queen Stage from Aigle to Zinal, we are expecting a fine fight for this 75th edition of the Tour de Romandie. The event can be followed live with RTS on its TV and radio channels as well as on its digital platforms.

RTS 2

From Tuesday 26 April until Sunday 1 May, follow the Tour de Romandie live on RTS 2, the RTSSport website and application, with commentary by journalist Romain Roseng and his consultant Daniel Atienza. And, before and after each stage, check out the “Autour du Tour” magazine, presented by Pierre Pouiller.

RTS LA 1ÈRE

On the radio, follow the Tour de Romandie 2022 news every day, from 26 April to 1 May, in the big news broadcasts on Première and on the hourly new updates on the four RTS channels. The sporting event is also featured on the programme Sport Première, on Saturdays 23 April and 30 April from 7.00 pm.

— Tuesday 26 April

3.00 pm: Autour du Tour
3.30 pm: Prologue in Lausanne
5.50 pm: Autour du Tour

— Wednesday 27 April

3.00 pm: Autour du Tour
3.30 pm: 1st stage: La Grande Béroche – Romont
5.50 pm: Autour du Tour

- Thursday 28 April

3.00 pm: Autour du Tour
3.30 pm: 2nd stage: Echallens (loops)
5.50 pm: Autour du Tour

- Friday 29 April

3.00 pm: Autour du Tour
3.30 pm: 3rd stage: Valbroye (loops)
5.50 pm: Autour du Tour

— Saturday 30 April

1.30 pm: Autour du Tour
2.00 pm: 4th stage: Aigle - Zinal
4.20 pm: Autour du Tour

— Sunday 1 May

2.30 pm: Autour du Tour
3.00 pm: 5th stage: Time trial WCC Aigle – Villars
4.50 pm: Autour du Tour

Events for the 75th edition

A 75TH ANNIVERSARY Dates to remember



Monday 25 April 2022

Launch aperitif
Lausanne
From 5.30 pm

Tuesday 26 April to Sunday 1 May 2022

Tour de Romandie

Tuesday 26 April 2022

Handover to Tour de France countdown
Place du Flon – Lausanne
11.00 am

Wednesday 27 April 2022

Presentation of teams
La Grande Béroche
11.35 am

Saturday 30 April 2022

Zinal Gala dinner
Zinal
From 6.00 pm

Sunday 1 May 2022

75th Brunch
WCC – Aigle
From 9.00 am

Friday 20 May 2022

“Etape Gourmande” gourmet stage
Fairmont Le Montreux Palace
From 11.00 am



Sponsors 2022



Sponsors' press releases

Aldi
Camion Transport
Gobik

E-novinfo
Avesco
Velosophe Cyclist Beer





PRESS RELEASE

Schwarzenbach, 12 April 2022

ALDI SUISSE is once again an official partner of the “Tour de Romandie”

This is the second time that the Swiss retailer is sponsoring the legendary cycling race in the Romandy region. On the occasion of the 75th anniversary, ALDI SUISSE will be an official sponsor of the stage race – one of the biggest sporting events in French-speaking Switzerland.

Key info:

- ALDI SUISSE is an official partner of the anniversary edition of the Tour de Romandie
- Benefits for spectators and for volunteers
- ALDI SUISSE assumes social responsibility by supporting sports events

A strong partner for the anniversary event

For the anniversary event – “75th Tour de Romandie” – ALDI SUISSE will be supporting the legendary bike race as an official partner. The race, which was first held in 1947 and takes place each year, is considered a preparatory race for the “Giro d’Italia”. Jérôme Meyer, Country Managing Director of ALDI SUISSE, is already looking forward to the event: “We are extremely pleased to be able to support this impressive cycling race, to the delight of the many enthusiastic fans. We are proud to be involved in the 75th edition as an official partner and wish all participants the best of luck.” As a sponsoring partner of the “Tour de Romandie”, the ALDI SUISSE logo will be featured in a number of places, including the route banners, the large archway which the cyclists pass through at the finish line, and also on the winners’ podium.

Many helping hands, many cheering spectators

ALDI SUISSE will be supporting this exciting event financially as well as with sponsorship items for the many volunteers. This includes high-quality t-shirts and raincoats from Swiss manufacturers, as well as ALDI SUISSE shopping vouchers and an ample supply of drinks. The Swiss retailer will be providing the spectators and the many children all along the route with snacks before the race begins. At the finish line area, spectators will also find an ALDI SUISSE event stand with entertaining activities to take part in. It won’t just be the deserving winner who is celebrating at the end, but the great many visitors to the “Tour de Romandie” too.

ALDI SUISSE Press Office:

Niederstettenstrasse 3

9536 Schwarzenbach

Tel: +41 71 980 20 10 | media@aldi-suisse.ch | [ALDI SUISSE AG – Media Centre](#)

About ALDI SUISSE AG

ALDI SUISSE AG is a Swiss company based in Schwarzenbach (SG) and is part of the ALDI SOUTH Group, a globally successful retail company. Simplicity, reliability, responsibility – these are the core values of our business approach. This means that besides offering high-quality products at consistently low prices, we also ensure sustainable, environmentally sound and animal-friendly manufacturing processes. Products manufactured in Switzerland account for a large part of sales generated with the approx. 1,600 ALDI SUISSE core range products. With more than 3,900 employees and 227 stores, ALDI SUISSE has been establishing itself as a significant employer within the Swiss retail sector since 2005.



Press release

Wil, 12 April 2022

Logistics partner – on the pulse of the Tour de Romandie

Since 2020, Camion Transport Ltd has been at the side of the Tour de Romandie as a logistics partner. On 26 April 2022, it will be time once again. Then, the starting signal will be given for the 75th edition of the cycling tour of western Switzerland. In the thick of it all with a lot of enthusiasm and pride: The transport and logistics company with its headquarters in eastern Switzerland, anchored in western Switzerland since 1975.

Nothing works without well thought-out logistics. Therefore, the organiser of the Tour de Romandie counts on the logistical support and coordination of Camion Transport with its branch in Vufflens-la-Ville. The premiere year was cancelled due to the coronavirus. The team in Vufflens-la-Ville was therefore all the more pleased about the green light for last year's tour. «We have successfully contributed to the logistical organisation of the Tour de Romandie 2021. The coronavirus pandemic posed some challenges for us. Thanks to our quick response and flexibility, we were able to fully meet the organiser's expectations and the government requirements», sums up Michel Cavin, Head of Sales Romandy at Camion Transport Ltd and responsible for the logistics partnership. Especially in times of crisis, the value of a reliable partner is of great importance.

The mandate for the logistics specialist remains unchanged. In two weeks, the company premises in Vufflens-la-Ville will again be the hub for the seventy support cars used, with handover to the drivers. The material for the tour will also be stored and organised here. Camion Transport will also provide transport between the various stage locations. Two truck-trailer combinations, a city liner and a solo vehicle will be used for this purpose. Just like last year.

It is a perfect fit for Camion Transport, this commitment to cycling. Sustainability is a matter of course and the norm for the family company. In 2019, it launched the pilot project «Emission-free to the city centre», a delivery concept focusing on last mile cooperation with bicycle couriers. This concept is now used in five towns, including Geneva and Vevey. Michel Cavin explains: «Our partners Vélopostale and Vélocité Riviera deliver the small consignments to the city centre in their small vehicles without any emissions. A brilliantly environmentally friendly solution for urban goods distribution.» The company has set itself ambitious goals: Emission-free delivery to city centres from 2025, to urban regions from 2030. Another goal, long-distance transport: The transport service provider wants to cover the majority of long-distance routes with zero-emission vehicles from 2040.

You can feel that this logistics partnership is more than just a sponsorship for Camion Transport. The team in Vufflens-la-Ville is putting their heart and soul into it, looking forward to pedalling for the Tour de Romandie again in a few days and ensuring that everything runs smoothly.

Camion Transport Ltd (CT) is one of the leading transport and logistics companies in Switzerland. An average of 7,500 consignments and logistics orders are processed per day at the 14 locations. The family business employs 1,400 people and operates a fleet of 610 vehicles. With the «Eco Balance by Camion Transport» programme, CT pursues environmentally friendly and sustainable corporate management. www.camiontransport.ch

«Eco Balance by Camion Transport»

The leading position in transport ecology is the goal. Camion Transport strives to keep economy and ecology in balance as far as possible. The company implements this with the sustainability programme «Eco Balance by Camion Transport», which won the Eco Performance Award in 2012. This includes continuous investment in a modern vehicle fleet, the further development of services, the sensitisation of employees and the intelligent combination of different modes of transport.

Media contact:

CAMION TRANSPORT Ltd
Michel Cavin, Head of Sales Romandy
Zone Industrielle La Plaine
Chemin de Vimoulin 2
1302 Vufflens-la-Ville
Ph. 021 622 71 91 / michel.cavin@camiontransport.ch

CAMION TRANSPORT Ltd
Claudia Kofler, Marketing & Communications
Hubstrasse 103
9500 Wil SG
Ph. 071 929 24 08 / claudia.kofler@camiontransport.ch

The Tour de Romandie gets its green jersey back with Gobik

- **The race, which runs from 26 April to 1 May, is the first non-Spanish World Tour race to feature Gobik clothing.**
- **On its 75th birthday, the leader of the race will once again wear the green jersey.**

As part of a very special 75th anniversary the Tour de Romandie 2022, held from 26 April to 1 May, will have the Gobik logo on the leader's jerseys.

Started in 1947 to commemorate half a century of existence of the Swiss Cycling Union, the Tour de Romandie is the stage race par excellence in French-speaking Switzerland. Since then, the Tour de Romandie has been synonymous with great cycling, with the best cyclists such as Gino Bartali, Eddy Merckx, Felice Gimondi, Joop Zoetemelk and Bernard Hinault in a list of winners which includes the two great Swiss riders of the fifties, Kubler and Koblet.

The green jersey, a nod to its origins

"We are excited about this year's demanding race which every year puts the stars of the grand tours to the test," said Richard Chassot, director of the Tour de Romandie.

For this unique edition, Gobik will dress the leaders of the race, another step in the internationalization of the brand in its first World Tour outside Spain. An agreement based on a great novelty, the return of the green jersey historically worn by the winner of the race. It was our first colour," Richard recalls, "from 1948 to 2001. Since then, the leader has worn yellow, but we wanted to bring green back for this year's race".

For this occasion, Gobik has worked on the design of the items that the different leaders of the race will wear, with the returning colour green as a reference for the leader's jersey in very interesting work for the brand.

"We have been given us a lot of freedom in the design, allowing us to contribute our vision, recalling the importance of the race along with some details of graphic identity that have made the brand known" says Gino Dona, Brand Manager of Gobik. Gobik has made the leader's jersey, the windproof jacket and the time trial suit.

A natural alliance

"How can we not use the brand that Pogacar and Hirschi wear? We are very happy to have a supplier of this level, who is already used to working at the highest level. With Gobik, we are guaranteed constant attention to detail," says Richard, who adds: "We can say that with Gobik, we have the leading jersey on the market.

This spring, the people in charge of the Tour de Romandie visited Gobik's facilities in Yecla. The head of the event identifies some values: "Professionalism, passion, modern design, collaboration, quality and friendship, we found all that in our visit to Gobik". Gino says that "they saw us as young and dynamic, eager to continue to grow internationally and to contribute to our identity".

On that day, the foundations of an agreement were laid for Gobik to take another step on its international path. "This is our first World Tour stage race outside Spain in an agreement in which some of our *partners* have joined forces to make it all work out well," says Gino.

Over the last 75 years, the best cyclist in the history of the Swiss race has been the Irishman Stephen Roche, with three victories. For this year's race, the Welshman Geraint Thomas, winner of the 2018 Tour, will be out to defend the crown he won a year ago.

About Gobik

Gobik is a young, vibrant textile company, set up in 2010 and with its headquarters in Yecla (Murcia). Customization of cycling clothing has always been a major part of its DNA. Now it has over 175 employees and is committed to sustained and sustainable growth.

Tadej Pogacar's victory in the 2021 Tour de France was the most significant milestone in Gobik's entry into the top UCI World Tour category with UAE Team Emirates. Eolo Kometa completes the brand's presence in the international peloton.

Gobik also entered the women's UCI World Tour circuit in 2022 with FDJ Nouvelle-Aquitaine Futuroscope and UAE Team ADQ.

Internationally, Gobik designs the leader's jerseys for the Itzulia-Vuelta al País Vasco, Volta a Catalunya, Vuelta a la Comunidad Valenciana and Vuelta a Burgos.

In MTB, Gobik provides clothing for three teams in the UCI MTB World Cup: Santa Cruz FSA, BH Templo Cafés UCC and Primaflor Mondraker Genuins, as well as Team Wilier Pirelli – a top-level team on the UCI MTB Marathon circuit.

The global brand ambassadors Alberto Contador, Ivan Basso and Carlos Coloma were joined in 2021 by Juan Antonio Flecha.

A digital portfolio managed by the e-novinfo Group

Media sponsors since 2013, e-novinfo and its digital agency e-novision are back once again to manage the IT and website needs of the Tour de Romandie.

We are pleased to have the Tour de Romandie place their trust in us. As their IT service provider, it is our responsibility to host TDR's data in our secure infrastructure.

Their online presence is managed by the digital agency e-novision. Creative, and completely in tune with the personality of the Tour de Romandie, each year e-novision utilises its skills to provide the Tour with websites that live up to their stellar reputation.

For this 75th edition, in addition to the dedicated public website and that of sponsors, partners and stage towns, e-novision is also creating a site for the women's version of the TDR. A new website for a new and historic race of the Tour, a project which e-novision is proud to be apart of.

A TDR with an air of nostalgia

The vintage theme of the 75th edition has allowed for a raw, and more authentic website design. By playing with textures and font, e-novision takes visitors to the website back to the Tour de Romandie of the 1940s, but with the intuitive web design of present day!

The best of yesteryear and present day to celebrate 75 years of this legendary race.

While the relationship between the Tour de Romandie and e-novinfo doesn't date back 75 years, at least not yet, we have been collaborating for many years. For 9 years e-novinfo has been watching cyclists surpass themselves on the course, inspiring us to successfully complete our own projects. Never lacking in ambition, e-novinfo continues to look ahead with the hope to continue to grow to perhaps one day attain a similar level of notoriety to that of the Tour de Romandie.

In the meantime, e-novinfo and e-novision are proud to support the Tour de Romandie and to participate, in our own way, in making this Swiss sport shine on the international stage.



www.e-novinfo.ch

PRESS RELEASE

**smart
technologies**

Adriano Todisco
CEO e-novinfo

adriano.todisco@e-novinfo.ch
+41 58 861 80 12

Christian Lack
Art & Project Director e-novision

christian.lack@e-novision.ch
+41 58 861 80 44

About e-novinfo

Founded 20 years ago, e-novinfo is a company from the Canton of Neuchâtel, which is active in the IT sector. Today, it employs over 70 people and serves over 600 clients.

Present throughout French-speaking Switzerland, e-novinfo offers a 360° service in the digital and IT sectors through its departments, IT & Cloud, Telephony and Software, and its digital agency e-novision.

e-novinfo in a few figures

- More than 70 employees
- Turnover of around CHF 17 million
- 20 years of activity
- A 360° vision with 4 branches (IT & Cloud, Telephony, Software, Digital Agency)
- More than 600 clients
- 1500 Terabytes managed and 1100 physical servers

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

For the 75th edition of the Tour de Romandie, Avesco Rent is joining the organisers of the Tour. This year we have the honour to host the VIP areas in our modular containers at all legs of the race and to supply numerous generators and forklifts. This partnership illustrates the excellent relationship that has existed between our two entities for several years.

Avesco Rent is proud to provide reliable and rational solutions to ensure the smooth running of this sporting event.

To contribute more actively to the success and development of the legendary race in the French speaking part of Switzerland, Avesco Rent has extended its role as supplier to that of Co-Sponsor since 2018.



Common values

The organisers of the Tour de Romandie are doing their utmost to ensure the success of the race, and Avesco Rent is also committed to helping each of its customers achieve their goals, however diverse they may be.

With 25 branches and 140 employees, the company has been active for more than 30 years in the rental of machinery and equipment. One of the company's distinguishing features is its mobile construction solutions, which are available for hire or purchase. These mobile constructions can be fully customised as shown in this picture.

Additional information:

Mobile construction
National centre of expertise
murten@avescorent.ch
Tel : 026 670 75 30

Marketing & Sponsoring
Julie Hanssen
julie.hanssen@avescorent.ch
Tel : 021 946 00 56



A decade of Velosophe: the cyclists' beer celebrates its tenth anniversary

April 2022. The Velosophe has been around for a decade now! Thanks to its innovative ideas and inspiring events, the young cycling brand quickly made a name for itself. Ten years after a successful start, Velosophe has broken away from the peloton.

To celebrate 10 years of existence and its partnership with the Tour de Romandie since 2019, a "limited edition" cyclists' beer has been created in honour of the 75th TdR. It will be available around the events of the Tour, the VIP lounge and the press room, as well as at dinners for volunteers and sponsors.

The Velosophe brand was born in 2012 when Damien Bisetti had the idea of creating a beer for cyclists that would do justice to the euphoric moments after a great bike ride. At first glance, this association may seem contradictory, but it is in fact quite the opposite. Sport and "joie de vivre" are part of the DNA of the Bisetti's. The family has been active in cycling for four generations and has worked in the restaurant industry for five generations. From this precious heritage, Damien derives a passion for good products and an unconditional love for cycling. Together with his wife Andrea, they bring the Velosophe to market with an alternative distribution: today, the beer can be found in bike shops and at cyclists events in Switzerland, France, Belgium and Germany.

Offbeat communication on social media and catchy hashtags hit the mark, the Velosophe Cyclists' Beer is quickly becoming known beyond the borders of Geneva. Fans identify with the brand that reflects their beliefs and values. Authenticity, sharing, pleasure and equality between cyclists are closely linked to the world of Velosophe. The success is also the result of hard work and an entire team, totalling 8 cyclists and cycling fans who work around the brand.

10 Years - 10 Cool Ride's to celebrate the Anniversary:

Cool Ride Velosophe by United Bicycles	20.03.22	Toulouse
Velosophe Cool Ride Elite Fondation	02.04.22	Chippis
Baroudeur Velosophe Gravel Cool Ride	10.04.22	Lyon
Tour de Romandie Velosophe Cool Ride	29.04.22	Valbroye
Chambésy Velosophe Cool Ride	21.05.22	Chambésy
Cool Ride Gravel Année du Vélo	29.05.22	Aigle
Girard Velosophe Cool Ride Vintage	12.06.22	Crassier
Velosophe Tour du Lac de Nuit	25.06.22	Reposoir, GE
Gravelosophe Tour du Canton	18.09.22	Reposoir, GE
Tour de Romandie Féminin Cool Ride	09.10.22	Genève



Contacts

TOUR DE ROMANDIE

c/o Chassot Concept SA
Champ de la Vigne 3
1470 Estavayer-le-Lac
T. + 41 26 662 13 49
info@tourderomandie.ch

PRESS OFFICIER

Giovanni Sammali
T. +41 79 842 16 70