

## FONDATION TOUR DE ROMANDIE

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## PRESS RELEASE

### **With the return of Remco Evenepoel, two former winners, various crack riders and some highly motivated Swiss riders, the TDR 2025 is sure to be a thriller!**

Estavayer-le-Lac / Cossonay, 23 April 2025 / With 6 days to go until the Prologue in Saint-Imier (BE) on 29 April, the Tour de Romandie today raises the curtain on an original and promising edition. To pay tribute to Jean Tinguely, the artist born 100 years ago who made the wheel one of the focal points of his work, the first stage, Münchenstein by *Primeo Energie* – Fribourg, will make a sporting and cultural connection between the Basel region – home to Museum Tinguely – and the City of Fribourg, which houses the Espace Jean Tinguely – Niki de Saint-Phalle. The 20 teams on the starting line – 18 from the UCI WorldTour, plus Tudor and Lotto Cycling Team as guests – make up an impressive peloton: the return of Remco Evenepoel, double Olympic champion at Paris and formidable headliner of this edition, has made quite an impact. To this line-up, we can add: the defending champion Carlos Rodriguez (Ineos Grenadier), who may be joined by Geraint Thomas (announced as a replacement for the moment); the 2022 winner Aleksandr Vlasov (2nd in 2024); and the French riders Lenny Martinez, David Gaudu and Aurélien Paret-Peintre. There are also the Swiss riders Stefan Küng (hoping that the nose he fractured at Paris-Roubaix has not diminished his form as a triple TDR stage winner), Stefan Bissegger (7th at Paris-Roubaix) and the young prodigy of the UAE team and Tadej Pogacar's teammate, Jan Christen, who won a stage and wore the yellow jersey at the Volta ao Algarve, and who will be able to rely on João Almeida (2nd at the Volta ao Algarve)... This is one of the most open races we've seen and it's set to be thrilling.

This "cast" also includes former Prologue or stage winners, or yellow-jersey wearers like Josef Cerny and Ethan Hayter, the sprinter Caleb Ewan (winners of five stages at the Tour de France and the Giro), the Italian Matteo Sobrero and the British up-and-comer Matthew Brennan (2 stages at the Volta a Catalunya), to name but a few.

After the Prologue and the cultural first stage, undoubtedly one for the sprinters, the first looped day will take a roller-coaster ride around La Grande Béroche (NE), concluding with a crossing of the Lake of Neuchâtel region from the east, which is possible since 1 May is a public holiday there. On Friday 2 May, it will be Cossonay (VD) that plays host to a TDR finish – like the previous day for the first time – after three loops and as many crossings of the finish line. The Sion-Thyon 2000 (VS) mountain stage – short but all the more gripping for it – will precede the final royal time trial in the heart of Geneva, with a round trip over the Pont du Mont-Blanc and along the quays. This logistical challenge will enable fantastic images to be broadcast all over the world, with a backdrop of suspense until the very end.

## Sponsors officiels



AVEC LE SOUTIEN DES CANTONS ROMANDS



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In figures, this 2025 route covers 683 km with more than 13,000 m of elevation gain. It will pass through seven cantons, including each of the French-speaking ones. Everyone involved shares the same priority: to aim for maximum security for the riders, spectators and all the stakeholders of this touring event.

## The sponsor peloton and a new prize

The sponsor peloton is still led by the Le Maréchal cheese yellow jersey, and the other leader jersey sponsors: Sushizen for the stage winner; La Loterie Romande's *Jouez Sport!* with its orange jersey for points; the Banque du Léman's white jersey for the best young rider; Primeo Energie with the blue jersey for the best climber; and let's not forget RTS and its bib for the best Swiss rider. In an innovative move, Chicco d'Oro will present a Combativity Prize. Previously awarded by a jury, this distinctive bib will now go to the first rider to cross a line drawn 25 km from the finish! A little like the Intergiro Prize in the Giro d'Italia.

New names are appearing on the list of partners, with Liaudet-Pial, Focus Water and Decathlon all joining Camion Transport, Europcar, Tissot, Orange Cyberdefense, Gobik, Swiss Wine, Yamaha, Air Production, E-novision, and the daily newspapers published by ESH Médias — *Arcinfo*, *Le Nouvelliste* and *La Côte*. The official suppliers are Avia, CX, Fiduciaire Michel Favre, Henry Recycling, and Maison Thiriet.

## Golden Tickets: the publicity caravan goes all out

With the aim of reinforcing the impact of the always highly anticipated publicity caravan, and attracting even more supporters to the roadsides, this year will see a new feature join the usual gifts and goodies given to the spectators. Every day, several of the brands in the caravan will give a Golden Ticket to one of the spectators lining the roads. Each envelope contains a highly attractive prize: a padel racket from La Loterie Romande; a laser-engraved fondue pot with an account endowed with 100 euros for the Banque du Léman; vouchers with a value of CHF 100 offered by the Leysin resort; a wine tourism break for two offered by Swiss Wine; two seats in a VIP car to follow the Women's Tour de Romandie, etc.

## Global coverage surges

The French-speaking cantons and the Canton of Berne, with their respective brands, all support the Romandie event. The race gives them global visibility: the Tour de Romandie's live images are broadcast in 139 countries, reaching more than 26 million TV viewers, including 19 million in Europe. With a 22% market share on RTS, and an increase of more than 30% of international audiences in 2024, the TDR and the incredible images produced by Swiss television are stealing the show.

We'll see you from 29 April to 4 May. Either in front of your TV sets or on the roadsides of the #TDR2025!

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