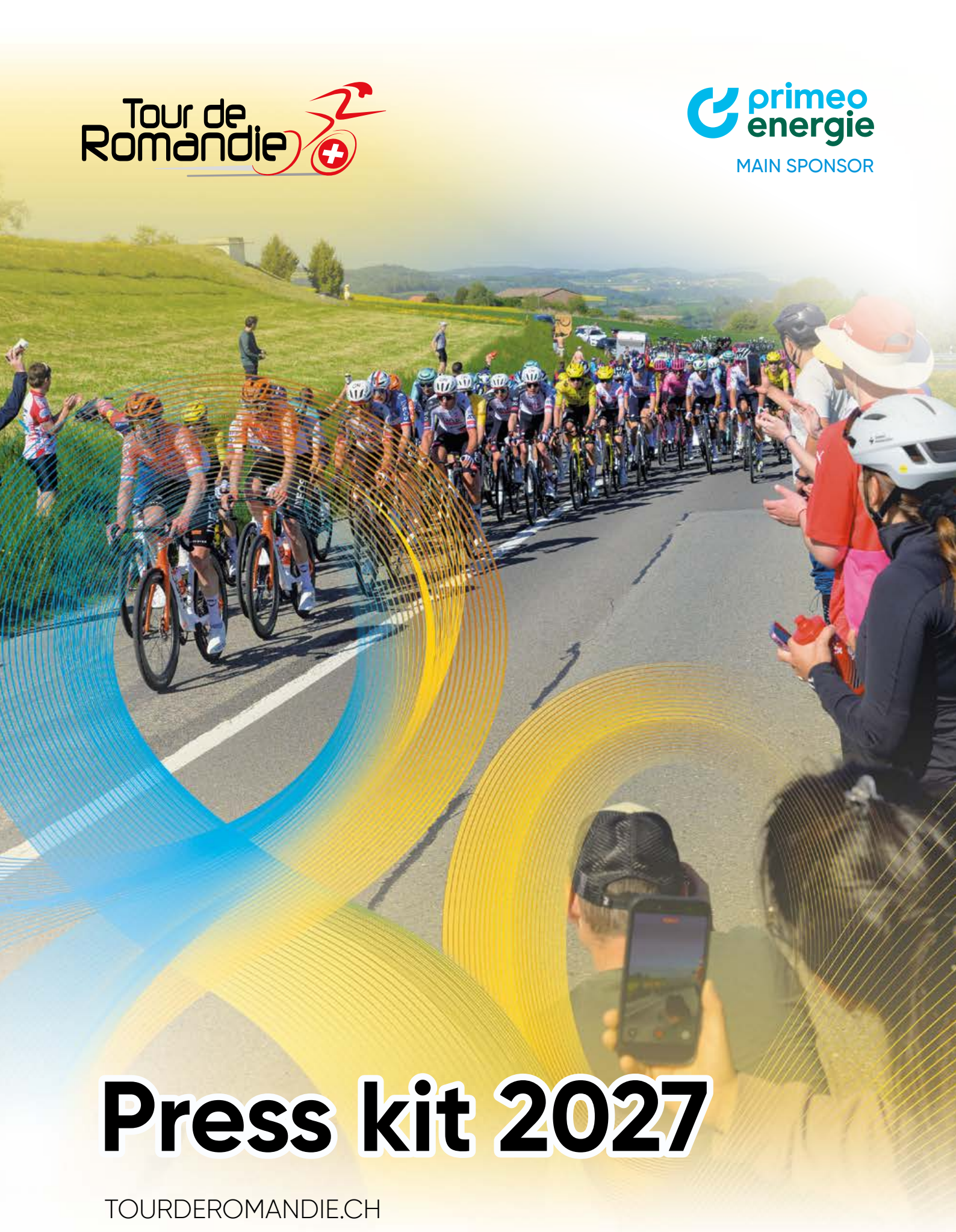
Tour de Romandie

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Press kit 2027

TOURDEROMANDIE.CH

Banque du Léman. JOUEZ SPORT! LIDL LOTERIE ROMANDE RTS

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Press Release of the Tour de Romandie

Primeo Energie in yellow for the 80th edition in the style of 'Back to the Future

Primeo Energie takes the lead in both the men's and women's Tours de Romandie and lights up their yellow jerseys! A route that revisits the roads of 1947, three looped stages and a stop-off at the Swiss Capital of Culture 2027: the upcoming edition promises to bring global attention to this great celebration of sport… and culture!

La Chaux-de-Fonds, 18 November 2026 / **It's official: Primeo Energie has become the main sponsor of the men's and women's Tours de Romandie for two years. The energy supplier's logo will now feature on the leaders' yellow jerseys. A partner since 2022, and previously associated with the mountain classification jersey, the company is thus strengthening its commitment to cycling and its presence in French-speaking Switzerland. The routes and this major new partnership were unveiled on Wednesday. The 2027 Boucle romande will return to the roads and regions that characterised its first edition, 80 years ago. It is a setting that the race has since brought to international prominence, with TV coverage in over 180 countries. A taster in Yverdon-les-Bains, two looped stages in La Chaux-de-Fonds and Romont, a time trial in the heart of the Three Lakes region, a mountain stage around Sierre (VS) and a finale in the Jura make up a programme that promises spectacle and suspense right up to the very end. These six days will also showcase the regions and craftsmanship of French-speaking Switzerland. Not to mention culture: following the tribute to Jean Tinguely in 2025, the TDR will stop off in La Chaux-de-Fonds, Switzerland's first Cultural Capital in 2027.**

"We have seen just how deeply the Tour de Romandie is rooted in the hearts of the people of French-speaking Switzerland. We are strengthening our presence in a region where we wish to continue our growth," says Cédric Christmann, CEO of Primeo Energie. "Supporting the women's race is also particularly important to me: women's cycling deserves more attention, just as it does in the energy sector, particularly in technical roles and management positions."

This 80th edition will revisit several of the venues from the first race, stretching from Yverdon-les-Bains to the Jura. "We have prioritised looped stages, each of which takes place almost entirely within the same canton: spectators will be able to see the riders several times, in a festive atmosphere. This format also meets safety requirements, which are becoming increasingly complex and costly," emphasise Richard Chassot, director of the race, and Pascal Bärtschi, technical director in charge of the routes.

To keep the suspense going right to the very end

Tuesday 27 April – Yverdon-les-Bains. The traditional prologue will kick off the race and determine the first rider to wear the Primeo Energie leader's jersey.

Wednesday 28 April – Romont. The first stage features a looped route, ideal for puncheurs, as demonstrated by the victories of David Gaudu in 2019 and Dylan Teuns in 2022.

Thursday 29 April – La Chaux-de-Fonds. Sport, culture and watchmaking will come together in Switzerland's first Cultural Capital 2027: the start will pass in front of the event's headquarters. In Le Locle, the peloton will pay tribute to the Tissot watchmaking company, the official timekeeper of the Tour de Romandie and the Tour de France.

Friday 30 April – Vully-les-Lacs. An individual time trial with an uphill start will wind through the vineyards of the Three Lakes region, with the potential to shake up the general classification.

Saturday 1 May – Sierre. The mountain stage, a looped route, will feature a mountain pass race around the city of the sun, with the potential to shake up the standings.

Sunday 2 May – Jura. A finale set entirely in the Jura, Switzerland's youngest canton, where the general classification could still be turned on its head.

Popularity and viewing figures that speak for themselves

The 2026 edition confirmed the event's appeal: on RTS 2, 202,000 people watched at least 15 consecutive minutes of the race; the average market share reached 30.7 per cent (compared with 27.9 per cent in 2025). On social media, several videos exceeded one million, or even two million, views. This visibility benefits the stage towns, the regions and their economic stakeholders – accommodation providers, catering businesses, the tourism sector and partners. The start and finish villages, the promotional caravan and the peloton's repeated passes through towns bring the race closer to its audience, who enjoy a free spectacle; the lack of ticket revenue, however, remains a major financial challenge.

After Remco Mania and Pogi Folie… is it a Swiss rider's turn?

Following the « Remco Mania » of 2025 and the « Pogi Folie » of 2026, which top champions will be on the start line in 2027? The teams have yet to finalise their line-ups, but on the Swiss side, with Yannis Voisard, Jan Christen, Marc Hirschi, Mauro Schmid and Stefan Bissegger, we can dream of a Swiss victory, 29 years after Laurent Dufaux.

Primeo, Lidl, and newcomers joining forces with the Boucle romande!

The Tour de Romandie Foundation would like to thank all its partners for their trust and their invaluable loyalty.

Primeo Energie, which has committed to both races in 2027 and 2028, will sponsor the yellow jerseys; the new partner for the best climber's jersey will be announced at a later date.
Lidl continues its commitment as fresh food partner and sponsor of the stage winners.

The men's Tour de Romandie continues to be supported by Banque du Léman (best young rider), Loterie Romande – JouezSport! (orange sprint jersey), RTS (best Swiss rider) and Chicco d'Oro (most combative rider of the day). Cronos Finances joins the event (best team) and Gazzosa Ticinese Fizzy joins the official suppliers.

The organisers would also like to thank the cantons, the Swiss Confederation and Loterie Romande. The contract with SSR SRG has been renewed for the television production of the men's and women's events, ensuring the continuity of coverage that is essential to their visibility.

This dynamism is further enhanced by the arrival of the company Didier Calame

In other good news, Didier Calame Assainissement - Vidange has become the jersey sponsor for the Best Young Rider in the Women's Tour de Romandie. A cycling enthusiast, the company's director is also sponsoring the local organising committee for the men's stage, a circuit race in La Chaux-de-Fonds on 29 April.

80 years after the first edition, which was intended to be a one-off event, the Boucle romande and the exceptional heritage it represents are determined to ensure their history lives on.

Press contact
Tour de Romandie

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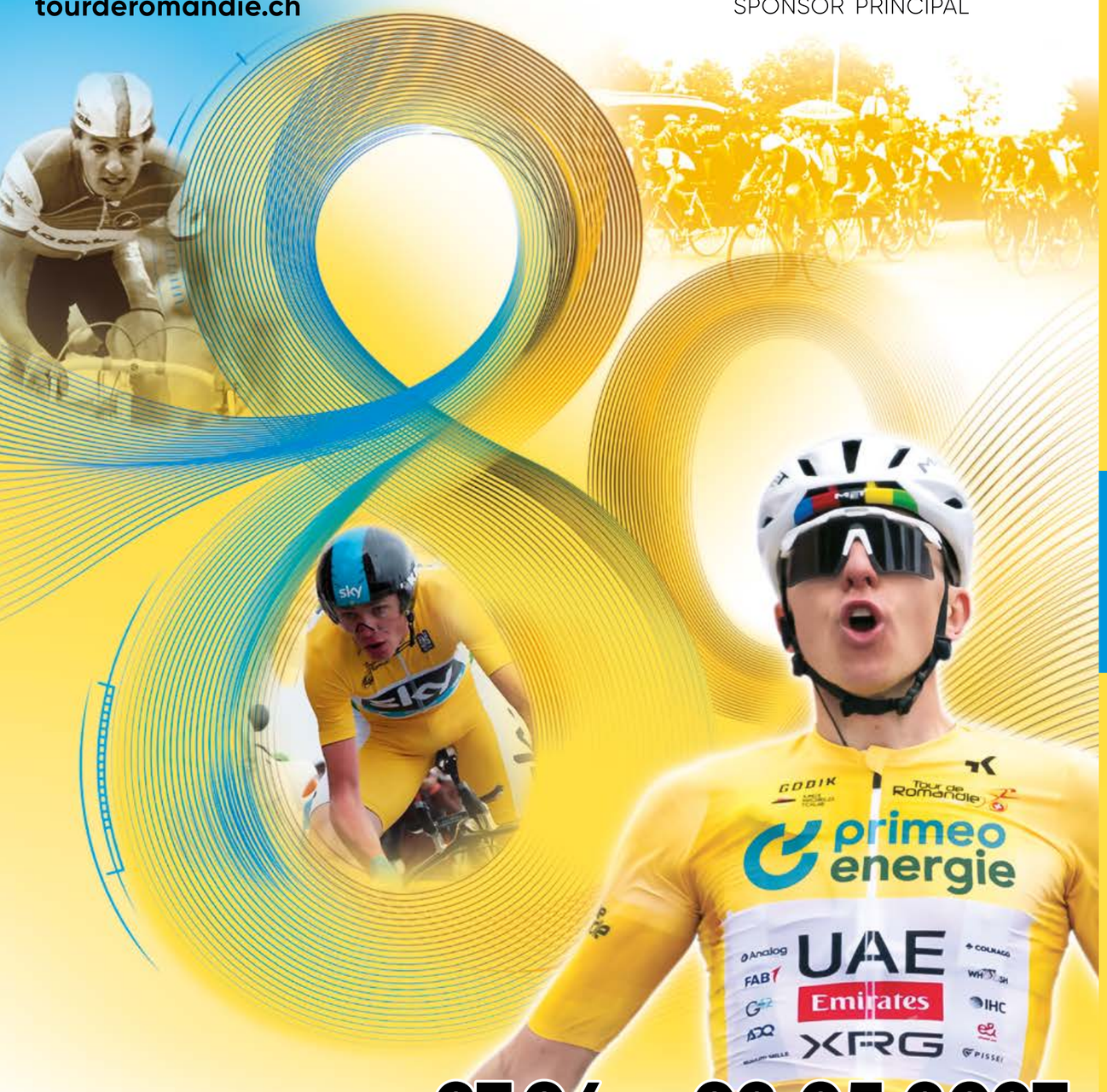
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27.04 - 02.05.2027

80e Tour de Romandie

Banque Léman. JOUEZ SPORT! LIDL LOTERIE ROMANDE RTS

Tour de Romandie 80ème ÉDITION 2027 DU 27 AVRIL AU 2 MAI

The stages of the 2027 Tour de Romandie

1. Tuesday, 27 April: Prologue – Yverdon-les-Bains
2. Wednesday, 28 April: Circuit race – Romont
3. Thursday, 29 April: Circuit Stage – La Chaux-de-Fonds
4. Friday, 30 April: Individual Time Trial – Vully-les-Lacs
5. Saturday, 1 May: Mountain stage with circuit race – Sierre
6. Sunday, 2 May: Moutier – Canton of Jura

To find out more :



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fizzy

FOCUS WATER

HENRY recycling

cbc

L'EAU C'EST LAUDET PIAL

PROTENT SWITZERLAND

Dates to remember

13 April 2027, 10:00, Yverdon-les-Bains

Press conference, Tour de Romandie 2027

27 April to 2nd May 2027

Tour de Romandie

13 May 2027

Gourmet Stage

10 to 12 September 2027

Tour de Romandie Féminin



Tour de Romandie

Fondation Tour de Romandie
c/o Chassot Concept sa
Champ de la Vigne 3
1470 Estavayer-le-Lac

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tourderomandie.ch

Reservation:

Key figures for the 2026 Tour de Romandie

International figures

Over 423,000 visitors to the website during the event

105 riders
25 nationalities

Over 35,000 hours of viewing worldwide

181 countries with TV coverage

150 accredited journalists

Over 83,000 followers on social media

(Facebook, Instagram, X)

Tour de Romandie 2027 – Press conference 18.11.2026

Organisers' figures

Over 2,600 overnight stays booked for the Tour de Romandie teams and staff

Over 400 volunteers

Over 1,400 VIP guests in attendance

Over 1,000 newsletter subscribers

(average open rate of over 55 per cent)

Over 86,000 viewers in Switzerland who watched the entire live broadcast

Press realeases from sponsors and stage towns

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Vully-les-Lacs	**p.18**
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Fizzy	**p.23**



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LA CHAUX-DE-FONDS
TOUR DE ROMANDIE 2027 - VILLE ÉTAPE

LA CHAUX-DE-FONDS, CAPITAL... OF A LOOP STAGE OF THE 2027 TOUR DE ROMANDIE!

On Thursday 29 April 2027, the watchmaking capital will host a stage of the 80th Tour de Romandie. This top-level sporting event, with international reach, promises to be a major celebration for the public. It will also bring sport and culture together, thanks to a close collaboration between the organising committee and La Chaux-de-Fonds, Switzerland's 2027 Capital of Culture.

The UCI WorldTour peloton will come to the watchmaking capital on Thursday 29 April 2027. A distinctive feature of this stage is that the start and finish lines will be located in front of Les Éplatures Airport, giving spectators three opportunities to see the peloton cross the finish line. The race will take place entirely within the canton of Neuchâtel.

During the neutralised start, the riders will pass through the Anciens Abattoirs, headquarters of Switzerland's Capital of Culture. "A powerful symbol bringing sport and culture together in an exceptional setting," say Frédéric Schmidt and Laurent Claude, the two co-chairs of the organising committee.

The aim is to make this stage a genuine public celebration, open to everyone. Sporting and cultural entertainment, performances and various activities, particularly for young people and families, will enliven the afternoon. Between the riders' appearances, spectators will be able to enjoy a festive and welcoming programme.

The stage was made possible by the immediate initiative of **Didier Calame, a member of the Swiss National Council and an entrepreneur based in Les Planchettes**, driven by his passion for sport and cycling. As patron of the stage, he will also sponsor the best young rider's jersey at the Tour de Romandie Féminin from 2027 through his company "Didier Calame Assainissement – Vidange".

A fundraising evening is also planned for **23 February 2027 at the Anciens Abattoirs**, bringing partners and cycling enthusiasts together for an event held as part of Switzerland's Capital of Culture programme.

La Chaux-de-Fonds and the wider Neuchâtel mountains region are preparing for a major sporting and cultural occasion that will raise the region's international profile.

Robin Rufener and Giovanni Sammali
Communications officers
077 472 68 78 / 079 842 16 70

press release

18 November 2026

Tour de Romandie comes to La Chaux-de-Fonds Swiss Capital of Culture 2027

The Tour de Romandie will come to La Chaux-de-Fonds on 29 April 2027. The watchmaking city will host a stage of the prestigious cycling race, starting and finishing in the city, as part of an exceptional year of celebrations under the banner of lcdf27.

On Thursday 29 April 2027, La Chaux-de-Fonds will host a Tour de Romandie stage starting and finishing in the city. The arrival of one of Switzerland's leading cycling races will be part of an exceptional year shaped by La Chaux-de-Fonds Swiss Capital of Culture 2027 (lcdf27).

Throughout 2027, La Chaux-de-Fonds will offer a rich and diverse programme bringing together culture, heritage, community and professional gatherings, opportunities for discovery and participatory events. Exhibitions, performances, new artistic works and celebrations will take over the Anciens abattoirs, local institutions and public spaces, making the city a lively meeting place open to everyone.

This particularly vibrant setting will provide the backdrop for the Tour de Romandie's visit and the preparations leading up to it. lcdf27 and the local organising committee are working hand in hand to bring different audiences together and encourage them to mingle. In February, a fundraising evening in support of the local organising committee will be held at the Anciens abattoirs, the beating heart of the event. On 29 April, residents and the many visitors expected in La Chaux-de-Fonds will be able to enjoy a major sporting day as part of the festive atmosphere that will characterise the entire lcdf27 year.

Hosting a stage of the Tour de Romandie reflects the City's ambition to make 2027 a year in which culture connects with other ways of coming together and expressing a shared identity. Through a wide range of events with local, national and international reach, La Chaux-de-Fonds aims to reaffirm its identity as a creative, open and welcoming city.

Combining top-level sport, a warm welcome and a celebration of community life, the event on 29 April will add to the festive spirit that will run through La Chaux-de-Fonds throughout 2027

MOUTIER
Cœur de Jura

Moutier, host of the great cycling celebration!

On 2 May 2027, the City of Moutier will have the privilege of hosting the start of the final stage of the Tour de Romandie, an exceptional sporting occasion for the entire Republic and Canton of Jura.

Nestled in the heart of the Jura, in the Birse Valley, Moutier is a town with a strong identity and a particularly vibrant industrial, cultural and community history. Renowned for its expertise in mechanics and precision engineering, it combines tradition, innovation and quality of life. Surrounded by remarkable natural landscapes of valleys, forests and Jura hills, it is also a prime gateway to discovering the region's treasures.

This final stage will have a very special significance: it is expected to cross all four districts of the canton, offering a magnificent showcase of the diversity, landscapes and heritage of the Jura, before reaching another Jura town for the finish.

Since joining the Republic and Canton of Jura on 1 January 2026, Moutier has been delighted to contribute to the canton's influence well beyond its borders. Hosting the start of this final stage is a wonderful opportunity to celebrate our identity, our dynamism and our ability to rally around major events.

On 2 May 2027, the Jura will be in the spotlight, Moutier will be the starting point, and cycling its great ambassador!

An invitation to the whole population, to cycling enthusiasts and to visitors to come in large numbers and share in this great celebration of sport and community.

Ville de Moutier
2740 Moutier
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Case postale 927
Tél. 032 494 11 11
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www.moutier.ch
info@moutier.ch

Cité de l'énergie
Notre engagement local pour le climat.

Press release

Romont, November 2026

Romont, a stage town for the 2027 Tour de Romandie: the Glâne region reaffirms its cycling ambition!

On 28 April 2027, Romont will host the start and finish of a stage of the Tour de Romandie. This is a wonderful opportunity to showcase the Glâne region's cycling attractions and its new map featuring mountain bike, road cycling and gravel routes.

A land of contrasts and discoveries, the Glâne region has plenty to offer cycling enthusiasts. With its rolling landscapes, charming villages, narrow country lanes and forest tracks, the region provides an ideal setting for getting away from it all on two wheels.

To mark the 2027 Tour de Romandie, the region aims to use this sporting showcase to promote its cycling facilities and invite residents and visitors alike to discover the Glâne in a new light.

The Glâne: a region to explore by bike

The diversity of landscapes and routes caters to a range of preferences and cycling styles. Mountain bikers can explore the region's forest tracks and trails, whilst road cyclists will enjoy the varied terrain and rural scenery. Gravel cycling, meanwhile, offers a great opportunity to get off the main roads and discover the region via paths and minor roads.

This diversity is a real asset for developing cycle tourism and enhancing the Glâne's appeal to sports enthusiasts, families and visitors seeking to explore the great outdoors.

A new map to explore the Glâne

To support this initiative, a new map dedicated to cycling has just been published. It brings together the region's various mountain bike, road cycling and gravel cycling routes on a single map. A valuable tool for exploring the area, it enables everyone to plan their rides and choose their routes according to their preferences and ability.

Through this resource, the region aims to showcase its existing routes, make its cycling facilities more accessible and encourage people to explore its landscapes, heritage and villages.

On 28 April 2027, the Tour de Romandie peloton will bring Romont to life. But the Glâne region can be explored all year round, whether by mountain bike, road bike or gravel bike. An invitation to hop on your bike and set off to discover an authentic region!

Further information
Office du Tourisme de Romont et sa région
Rue du Château 112
1680 Romont
026 651 90 55

info@romontregion.ch
www.romontregion.ch

Press release

Sierre, 18 November 2026

Sierre welcomes back the Tour de Romandie, 80 years after its first edition

In 1947, Sierre welcomed the peloton for the very first Tour de Romandie. Eighty years later, the town has the privilege of once again being one of the stage towns for the race's 80th edition. It is delighted to share this anniversary event on 1 May 2027 with the local community and the Tour's spectators, by hosting both the start and finish of the same stage.

On 15 May 1947, the first day of the race, the riders rode from Morges to Sierre. The following day, they set off from Sierre towards Fribourg. The Belgian Désiré Keteleer won both stages before claiming victory in the general classification. As both the finish and start town, Sierre thus played a part in the very earliest days of the Tour de Romandie's history.

In 2027, the peloton's return echoes this double stage. For the town of Sierre, it is a source of pride to welcome back the Tour to mark its anniversary and to introduce the teams, the media and spectators to a town where sport is part of everyday life. On 1 May 2027, the public will be able to cheer on the riders at the start, then meet them again at the finish.

In Sierre, clubs, associations and volunteers keep sport alive on a daily basis and help to host major events. The Sierre-Zinal race is a testament to this every year, bringing together athletes and spectators from far and wide. With the Tour de Romandie, the town is delighted to experience this enthusiasm along the roadsides once again and to introduce the Tour's spectators to the landscapes of Sierre, from the banks of the Rhône to the vine-covered hillsides.

The Town of Sierre is delighted to welcome the riders and their teams and invites cycling enthusiasts, curious onlookers and the public from the Sierre region to come and cheer them on from the roadside, with the same enthusiasm as during the very first edition, 80 years ago.

Contact :
Edy Beney, Conseiller municipal en charge des sports, 079 785 90 05
Michel Rey, Chef de projet « Tour de Romandie – Sierre », 079 289 29 51

Association TDR
Vully-les-Lacs 2027

Vully-les-Lacs will host a stage of the 80th Tour de Romandie on 30 April 2027!

On Friday 30 April 2027, let's all head to Vully! Along the town's roads, crowds will line the route as the Tour de Romandie peloton passes by. Just a few more pedal strokes and the champions will cross the finish line... A dream? No, a project that has become a reality! Thanks to the commitment and invaluable support of numerous partners, Vully-les-Lacs will have the pleasure of hosting the time trial stage of this unmissable event in the sporting heritage of French-speaking Switzerland, to mark its 80th edition.

Vully-les-Lacs, a peaceful region between Lakes Murten and Neuchâtel, a commune nestled in the heart of a unique wine-growing region producing white, red and rosé wines with fresh, full-bodied or spicy aromas.

Vully-les-Lacs, a welcoming region whose roads are open all year round to lovers of sustainable transport, sports enthusiasts and visitors seeking new experiences and a change of scenery.

Vully-les-Lacs, a vibrant community where farmers, craftspeople and shopkeepers live side by side, where different generations come together, and where the spirit of conviviality is sometimes brightened by wonderful moments of madness!

Vully-les-Lacs, a community proud of its assets and delighted to share them. It is in this spirit that our municipality is preparing to host this stage of the Tour de Romandie. A veritable festival village will come to life, with stalls and entertainment to make this afternoon a unifying event, centred on sport, conviviality and good humour.

The success of this event is down to a tremendous collective effort, bringing together the Tour de Romandie team, the Organising Committee, the local authorities, the partners and the many volunteers. They all play their part in making this stage a wonderful celebration for the public and a sporting event.

Our festival village awaits you! Let's make the 80th edition of the Tour de Romandie a memorable one together. Let's get cycling! Just a few more pedal strokes and we'll be there: see you on Friday 30 April 2027!

The Local Organising Committee

Contact: info@tdr27-vullyleslacs.ch - www.tdr27-vullyleslacs.ch

Yverdon-les-Bains, a multifaceted town

The administrative centre of the Jura-Nord Vaudois district and the second-largest town in the canton of Vaud, Yverdon-les-Bains has a population of 30,000. Situated in the very heart of French-speaking Switzerland, it is one of the most easily accessible towns, whether you're travelling by train or by car. Five rivers flow through the town and it is flanked by two nature reserves of national importance: nature lovers will find a rare setting here, just a stone's throw from the town centre.

A vibrant town where life is good, Yverdon-les-Bains also boasts a rich historical heritage and a thriving cultural scene. In the old town, 18th-century façades line the narrow streets and lead up to the Château, which houses archaeological treasures. On Place Pestalozzi, the terraces face the Temple and the Town Hall. From here, you can access the Swiss Fashion Museum and the Centre for Contemporary Art. A few steps further on, the Maison d'Ailleurs – a museum dedicated to science fiction, utopia and extraordinary journeys – is unrivalled in French-speaking Switzerland.

A city on the move, for everyone

Awarded the 'Healthy Municipality' label, Yverdon-les-Bains is a pioneer in the fields of sport, physical activity and sustainable health. It boasts a wide range of sports and leisure facilities, and the council offers physical activity programmes for all age groups throughout the year.

Being active only makes sense if everyone can take part. Yverdon-les-Bains therefore works in partnership with Swiss Inclusive Sports, whose aim is to promote sport free from exclusion and discrimination, and which is committed to actively developing and shaping inclusive sport in Switzerland. This vision is reflected in the 'Unified' label, which encourages people with and without disabilities to participate together. The City shares this approach: facilities, programmes and events must be designed to welcome everyone, without exception.

This commitment forms part of a broader ambition: to make Yverdon-les-Bains a true city of sport, recognised for its dynamism and the diversity of its sporting provision. The Course de la Bonne Résolution and the Triathlon are two fine examples of this. Other major events will reinforce this momentum over the coming years, particularly in the field of inclusive sport, culminating in the hosting of the Special Olympics National Summer Games in 2030.

Tour de Romandie: the Prologue is coming to Yverdon-les-Bains!

Yverdon-les-Bains is delighted to welcome, in a few months' time, the Prologue of the 80th Tour de Romandie, a major sporting event that will bring the town to life in April 2027. Entertainment and activities are planned on site so that everyone can come and enjoy the atmosphere. More information on this will follow very soon.

Another highlight to note in your diaries: the press conference for the 2027 Tour de Romandie, which will also be held in Yverdon-les-Bains, two weeks before the start of the race.

Primeo Energie is strengthening its commitment to cycling: main partner of the Tour de Romandie

La Chaux-de-Fonds, 18 November 2026 – Primeo Energie is stepping up a gear: in 2027 and 2028, the energy company will be the main sponsor of both the men's and women's Tour de Romandie. It is thus taking on a major role in a long-standing partnership and strengthening its presence in French-speaking Switzerland.

A partner of the Tour de Romandie since 2022, Primeo Energie has until now sponsored the best climber's jersey. Under this new two-year agreement, the company becomes the main sponsor and will now feature on the yellow jersey worn by the leader of the general classification. "The Tour de Romandie is deeply rooted in French-speaking Switzerland and generates enthusiasm that extends far beyond the region's borders. By strengthening our partnership, we are consolidating our presence in a region where we are already active as an energy company and where we wish to continue our growth," says Cédric Christmann, CEO of Primeo Energie. "It is particularly important to me to support both the men's and women's races. Women's cycling deserves greater visibility. The same applies to the energy sector, where women need to be better represented, particularly in technical roles and leadership positions."

For Richard Chassot and the Tour de Romandie Foundation, Primeo Energie's growing influence – which will help ensure the race's long-term future – is a source of great satisfaction and a mark of recognition for the quality of the organisation and the event's impact. "We are proud to see such a company place its trust in us to expand its operations in our region. As this is a long-standing partner, it is even more rewarding and motivating to work together to further enhance the profile of our Tour," emphasises Richard Chassot, head of the organising body.

A long-standing commitment to cycling
Under the motto 'Long live cycling', Primeo Energie has been supporting cycling at various levels for many years. Since 2022, the company has been the main sponsor of the Tour de Suisse. In addition, it organises series dedicated to young talent and grassroots cycling, such as the Primeo Energie Cycling Cup and the Women's Cup, as well as providing support to regional cycling clubs and events. " "We want to expand our presence in French-speaking Switzerland. Through the Tour de Romandie, we are reaching out to our customers and the target audiences that matter to us in this region," explains Reto Schaltenbrand, Head of Marketing at Primeo Energie.

A stronger presence in French-speaking Switzerland
Primeo Energie, which has its head office in Münchenstein, in the canton of Basel-Landschaft, operates in both Switzerland and France. French-speaking Switzerland is a key growth region for the company. Through its teams based in Bulle, Geneva and Lausanne, Primeo Energie develops energy solutions there in collaboration with local authorities, businesses and other partners.

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About Primeo Energie
Founded in 1897, Primeo Energie has its head office in Münchenstein, Switzerland. With total assets of 3 billion francs, the company reliably supplies energy to its residential and business customers in Switzerland and France. Under the motto 'Let's pool our energies', Primeo Energie develops solutions that guarantee access to renewable and affordable energy, whilst supporting the transition to a carbon-free, digitally interconnected and decentralised energy future. Around 700 employees work across the entire value chain, from production to distribution and sales, including energy trading. Through the Primeo Energie Kosmos, Primeo Energie is also committed to educating children and young people. Every year, the company also supports numerous local projects and initiatives of general interest within its supply area.

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CRONOS

INFORMATION PRESSE
Press release

Pully, 11 November 2026

Cronos Finance is awarding a prize to the best team in the 2027 Tour de Romandie

Cronos Finance SA has become a partner of the team classification for the 2027 Tour de Romandie (27 April – 2 May). For its 80th edition, the only UCI WorldTour race in French-speaking Switzerland is teaming up with a Vaud-based company that shares its values: consistency, rigour and a team spirit.

On each race day, the name 'Cronos Finance' will appear on the race numbers of the team leading the team classification. This classification adds together the times of each team's three best riders: it recognises a collective performance, built up stage by stage, rather than an individual feat.

— A major event for French-speaking Switzerland

Every spring, the Tour de Romandie brings together the world's best teams and thousands of spectators lining the roads. Broadcast live on RTS and shown internationally, the race offers exceptional visibility to both the stage towns and its partners.

80th	WorldTour	~20 mio	~140
edition in 2027	the only UCI WorldTour event in Romandie	estimated number of viewers	countries where the TV signal is broadcast

> "In wealth management, as in cycling, you never win alone: success depends on a close-knit team and consistent effort. It was therefore a natural choice for Cronos Finance to associate its name with the ranking for the best team in the Tour de Romandie, as the firm has been upholding rigour, discipline and commitment in serving its clients for over twenty years."
> **Pascal Roux**, CEO of Cronos Finance SA

— Along the route and at the finish line

As well as the leading team's race numbers, representatives from Cronos Finance will be present along the route and at the finish lines throughout the week, to share the excitement of this major cycling festival with the public, the company's clients and partners.

> "The Tour de Romandie is also a key economic player and, as such, welcomes the arrival of such a partner, who is now joining forces with this race, which is so dear to the people of Romandie."
> **Richard Chassot**, general director of the Tour de Romandie

ABOUTCRONOS FINANCE

Cronos Finance SA is an independent Swiss wealth management firm authorised by FINMA. Founded in Lausanne in 2003 by Marc Berger and Pascal Roux, it advises private and institutional clients on investments in securities and property, and manages investment funds, notably the Cronos Immo Fund and the Cronos Immo Fund 2. Now based in Pully, with offices in Geneva and Zurich, the firm employs 35 staff and has approximately CHF 1.7 billion in assets under management and under advisory.
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Press release

DECATHLON

Decathlon Switzerland returns to the 2027 Tour de Romandie

Decathlon Switzerland is delighted to renew its partnership as the official supplier to the 2027 Tour de Romandie, one of the major events in Swiss cycling. The brand will be responsible, in particular, for kitting out the volunteers, thereby helping to ensure the race runs smoothly.

As a committed supporter of Swiss sport, Decathlon wishes to continue this collaboration with a competition that embodies the values of pushing one's limits, perseverance and passion – values fully shared by the brand. This partnership forms part of Decathlon's commitment to strengthening its presence in Switzerland and supporting one of the country's iconic events.

True to its DNA, Decathlon seeks to bring tangible value to each of its partnerships. Providing equipment for the volunteers is one example of this, whilst the stand in the village will allow the public to discover the brand's world beyond its products, through a participatory experience that encourages everyone to take part in sport.

With a presence in the finish line village, Decathlon will engage with visitors by offering an activity combining a product display with a sporting challenge open to all. The cycling challenge will allow participants to test their performance in a friendly and fun atmosphere.

As a designer and innovator in the world of sport, Decathlon continues to offer solutions, services and products designed to support all sports enthusiasts, whatever their level.

Visitors will also be able to discover the new kit for the DECATHLON CMA CGM team.

Decathlon and the Tour de Romandie are therefore inviting cycling enthusiasts, families and anyone curious to experience this great celebration of sport and to give a warm welcome to the riders taking part in the 2027 edition.

ABOUT DECATHLON SWITZERLAND

A leading company in the sports market, DECATHLON combines two areas of activity: designing technical products and providing innovative services, thanks to our 2,500 engineers and 15 design centres across Europe. With 53 shops in Switzerland, DECATHLON and its 1,300 team members have been working since 2017 with a constant ambition: to innovate in order to make sport accessible and encourage people to take part.

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Gazzosa Fizzy – « Frizzante Dolcevita »

Une boisson gazeuse typique du Tessin, sans alcool. Tout le monde ne sait peut-être pas que la « gazzosa » fait partie du patrimoine culinaire suisse. Fizzy est présente sur le marché depuis 2009 et s'inspire d'une recette artisanale datant de 1890, proposant une nouvelle marque jeune au look moderne et élégant. On utilise des ingrédients et des colorants naturels qui sont mélangés à l'eau de la source « Pont da Picol », située à 1 000 mètres d'altitude dans le Val Nadro. Depuis cette année, nous avons le plaisir d'être partenaire d'un événement aussi prestigieux que le Tour de Romandie. Nous participerons avec quelques véhicules à la caravane et offrirons au public le long du parcours nos Fizzy fraîches pour étancher leur soif.

Ein typisches alkoholfreies kohlensäurehaltiges Getränk aus dem Tessin. Vielleicht wissen nicht alle, dass die „Gazzosa" zum kulinarischen Erbe der Schweiz gehört. Fizzy ist seit 2009 auf dem Markt und greift ein traditionelles Rezept aus dem Jahr 1890 auf, wobei es sich um eine neue, jugendliche Marke mit einem modernen und eleganten Erscheinungsbild handelt. Es werden natürliche Zutaten und Farbstoffe verwendet, die mit dem Quellwasser „Pont da Picol" auf 1'000 Metern Höhe im Val Nadro gemischt werden. Seit diesem Jahr freuen wir uns, Partner einer so prestigeträchtigen Veranstaltung wie der Tour de Romandie zu sein. Wir werden mit einigen Fahrzeugen in der Werbekolonne dabei sein und dem Publikum entlang der Strecke unsere frischen Fizzy anbieten, um ihren Durst zu stillen.

A typical non-alcoholic fizzy drink from Ticino. Not everyone may know that 'gazzosa' forms part of Switzerland's culinary heritage. Fizzy has been on the market since 2009 and is based on an artisanal recipe dating back to 1890, offering a new, youthful brand with a modern and elegant look. It is produced using natural ingredients and colourings, which are blended with water from the 'Pont da Picol' spring, situated at an altitude of 1,000 metres in Val Nadro. From this year onwards, we are delighted to be a partner of such a prestigious event as the Tour de Romandie. We will be taking part with a number of vehicles in the publicity convoy and will be offering our fresh Fizzy to spectators along the way to quench their thirst.

Tour de Romandie

80ème édition 2027

DU 27 AVRIL AU 2 MAI

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