



Press release

- for immediate release -

Twenty-three teams and plenty of Swiss talent take on a challenging turbo-charged route

The national Swiss Cycling team and three guest teams are joining the 18 teams of the UCI World Tour and Lotto Dstny. Twenty-three formations that include 15 Swiss cyclists will set off on a compact and dynamic course in this event that is sure to attract much public attention along with a strong peloton of partners and sponsors. Vernier (GE), 11 April 2024 / At T minus 12 days from the spectacular prologue around the Abbey Church of Payerne (VD), the details of the Tour de Romandie 2024 were unveiled on Thursday in Vernier (GE), the site of Sunday 28 April's loop stage. Between these two towns, this 77th edition of the Tour will feature the stages Château-d'Œx – Fribourg, Fribourg – Salvan/Les Marécottes, Oron – Oron (CLM) and Saillon – Leysin. The route is slightly shorter and less mountainous than in recent years. It is 657.01 km long and features 11,088 metres of elevation. "It promises to be an even more dynamic and attractive race," notes Richard Chassot, the head of the organisation. Technical Directors Bernard and Pascal Bärtschi add: "It's a challenging turbo-charged route." Twenty-three teams will be competing, including the 18 UCI World Tour and Lotto Dstny teams and three guest teams: Tudor Pro Cycling Team, Q36.5 Pro Cycling Team and Team Corratec - Vini Fantini. The Swiss Cycling national team is once again authorised to start with seven espoirs, or U23 riders. The strong Swiss squad competing will continue to stir up excitement about this Tour, an event that brings together French-speaking Switzerland, its cantons, its regions, its economy and its inhabitants.

One year after Adam Yates' victory (UAE Team Emirates) following which he took 3rd place in the Tour de France, he is the favourite to retain the title at the TDR this year, but there will be a strong peloton of favourites for the podium at the start line. Egan Bernal (INEOS Grenadiers), who came second in 2018, quickly chose to include the Tour de Romandie in his 2024 programme. It's a sign. Aside from the big experienced names such as Damiano Caruso (Team Bahrain Victorious, 3rd place in 2023), Aleksandr Vlasov, the 2022 winner, Sergio Higuita and Maximilian Schachmann (Bora-Hansgrohe), Giulio Ciccone, the best climber at a Tour and a Giro, Edward Dunbar (Team Jayco AlUla) and Alexey Lutsenko (Astana Qazaqstan), the Tour de Romandie may once again provide the stage for young challengers such as Lenny Martinez (Groupama-FDJ) and Juan Ayuso Pesquera (UAE Team Emirates) to step out into the spotlight.

The Swiss camp can count on a number of Swiss riders who are part of the UCI World Tour such as Johan Jacobs (Movistar) and Jan Christen (UAE Team Emirates). The guest teams are also fielding Swiss cyclists: Yannis Voisard, Sébastien Reichenbach, and Joël Suter for Tudor Pro Cycling Team, Valentin Darbellay, Antoine Debons and Jan Stöckli for Team Corratec - Vini Fantini, and Matteo Badilatti and Fabio Christen for Q36.5 Pro Cycling Team.



Once you add the seven *espoirs* riding in the national Swiss Cycling jersey, including Romandie locals Antoine Aebi and Alexandre Balmer, the Swiss public will have 18 of their own riders to cheer on.

This is a squad that will continue to generate enthusiasm for the Tour de Romandie by the roadside, on TV (with 20% market share for live broadcasts in Switzerland) and in terms of partners and sponsors.

They will be fighting for their shot at the Tour's jerseys: *Le Fromage Le Maréchal* (the yellow leader's jersey), *Primeo Energie* (the blue King of the Mountain jersey), Loterie Romande's *JouezSport!* (the orange sprint jersey) and *Banque du Léman* (the white jersey for the best young rider).

The Canton of Bern is joining the French-speaking cantons as an institutional partner, and newcomers are bringing more attention to the event. SushiZen will sponsor the stage winner, RTS will award the Best Swiss Rider Classification, ETF will support the Team Classification Prize and Chicco d'Oro will continue to award the Combativity Prize for each stage, chosen by a jury. Here is a list of the new brands that have joined the caravan: Orange Cyberdefense, CX Print®, ETF, Fiduciaire Michel Favre, Helsana, Horizon, Huawei, LovelySmile, Maison du Sport Leysin, SushiZen and Swiss Wine.

And there's something else to celebrate. The tandem made up of the Tour de Romandie Foundation and the organising company Chassot Concept are set to continue their winning streak with the Foundation extending Richard Chassot's post until 2029.

VAR for cycling

For the race itself, the UCI World Tour relegation system has increased the stakes, intensifying the competition all the way down the rankings as teams fight to score points. The use of VAR means riders will have to take care though. Just like in football, a referee will scrutinise TV footage to punish rule breaking (such as drafting behind a car or holding on for too long when receiving a bottle from a team car).

Pascal Richard, a smart and stylish sponsor

It's easy to spot sponsor Pascal Richard on the poster for the TDR 2024, an edition that is celebrating the 30th anniversary of his double win. The presence of the 1996 Olympic champion will spur on the children taking part in the children's race, the P'tit Tour de Romandie (Fribourg, Salvan, Leysin and Vernier).

In the arrival villages, spectators from the public will be welcomed to enjoy what's on offer from the 18 partners, food trucks and the TDR bar, which are now under cover.

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