



Press Release

- for immediate release -

A Swiss armada among the WorldTour crack riders: who will ignite this wide-open Tour de Romandie 2023?

No fewer than 16 Swiss riders are announced alongside Egan Bernal, Thibaut Pinot, Rui Costa, Rohan Dennis, Damiano Caruso, Simon Geschke, Ion Izaguirre, Michael Woods and Juan Ayuso, without forgetting Chris Froome and Mark Cavendish. A wide-open race through the stunning Romand scenery lies ahead: a week of guaranteed entertainment!

Châtel-Saint-Denis, 13 April 2023 / **Everything is in place for the Tour de Romandie 2023 to fire up the Romand public and TV viewers all over the world from 25 to 30 April. The world's 19 best teams, along with three invited teams (Lotto DSTNY, Tudor Pro Cycling Team and the national Swiss Cycling team), will be competing on a route that offers the perfect concentration of a grand tour. Among the crack riders are Egan Bernal, the revelation of the TDR 2018 (2nd) and then winner of the Tour de France 2019 and the Giro 2021 before his training accident at the beginning of 2022, and many experienced riders like Thibaut Pinot or Rui Costa, who are dreaming of coming out on top in the Tour de Romandie, Rohan Dennis, who lost out in the final time trial last year, Simon Geschke (3rd in 2022), Juan Ayuso, best young rider in the TDR 2022, Tobias Foss, Simon Yates, Romain Bardet, Damiano Caruso, Michael Woods, Steven Kruijswijk, Sergio Higuita, Fausto Masnada, Mark Padun, Edward Dunbar, Rafal Majka, Bob Jungels or even the sprinters Patrick Bevin, Fernando Gaviria or Ethan Hayter, winner of the *JouezSport !* points jersey in 2022. And, of course, we must mention Chris Froome, double TDR winner and quadruple Tour de France champion, and Mark Cavendish, who has 53 grand tour stage victories! Facing them are an armada of Swiss riders: with the new Swiss team Tudor and the national Swiss Cycling team, the host country will be even more represented than last year. The 75th edition had 14 Swiss riders on the starting line and Gino Mäder fulfilled the wishes of Richard Chassot and the fans by arriving on the final podium behind Aleksandr Vlasov. So, here we go again for this TDR edition, which is looking like one of the most open and exciting races.**

The public and the TV viewers in the region as well as around the world will be going on a rollercoaster of emotions, since Gino Mäder may not be the only Swiss rider to play his cards right here. There is also Sébastien Reichenbach, now the leader at Tudor, his young teammate



Yannis Voisard, who is showing his teeth alongside Tom Bohli, Joël Suter and Roland Thalmann, then Michael Schaer (AG2R Citroën Team), the very young Alexandre Balmer (Team Jayco Alula) or even Johan Jacobs (Movistar Team). The seven riders in the Swiss Cycling team — Antoine Debons, Jan Christen, Dario Lillo, Antoine Aebi, Jan Sommer, Jonathan Bögli and Jan Stöckli — complete the Swiss line-up.

A worthy route

At first sight, the 2023 profile may seem less tricky than the past few years. “But, with 690 km and 12,800 m of elevation gain, it is within normal limits”, says Technical Director Bernard Bärtschi, pointing out that the peloton will have “two finishes at 1,000 m, one at 2,000 m and a time trial that culminates at 1,100 metres.”

The long prologue on Tuesday 25 April in Le Bouveret, as flat as a board, will be followed by a hilly day from Crissier to La Vallée de Joux (Le Sentier), that sprinters may however be able to successfully take for themselves. The “watchmaking” stage on the Thursday between Morteau (France) and La Chaux-de-Fonds will have a magic touch, since it is a candidate for the Tour de France in the future. It has a very rugged profile that may enable adventurers like Alexandre Balmer, who’s a local as far as this stage goes, to complete a break away. On the Friday, a time trial for puncheurs – it was designed by a committee with former Olympic champion Pascal Richard among its ranks– will make a first selection. “Yes, I’d have loved to come up against a route like this when I was still in the peloton”, smiles the double TDR winner. The best riders from this time trial will compete for the final victory in Saturday’s decisive Queen Stage towards Thyon 2000, where the public will be able to access the finish line via the Veysonnaz chairlift (return trip for CHF 5.-). The final stage, which will set off from before the doors of the sponsor *Camion Transport* in Vufflens-la-Ville, promises a royal sprint in the stunning setting of Geneva Harbour, opposite the water fountain.

A unifying symbol for the Romand region

This UCI WorldTour event is a formidably unifying event for Switzerland and Romandie. Supported by the French-speaking cantons, it provides them, as well as the entire country, with a global reach through its coverage, while strengthening solidarity within the Romand region. Accordingly, the organisers and the *Tour de Romandie Foundation* are delighted and honoured that the Conference of the Presidents of the Loterie Romande's Distribution Bodies has enhanced the essential support that covers the organisational costs of an event whose cavalcade transports more than a thousand people (riders, officials, media, partners, etc.) around the Romand region.

The sponsor peloton

Just like the public, the sponsors savour the stunning images created by RTS, which masterfully produces live images of the race. In addition to the sporting show, the Swiss landscapes being broadcast are a dream come true. The great ratings, in almost 140 countries, with some 20 million TV viewers, are matched with success on social media and on the www.tourderomandie.ch website and its 400,000 visitors.

As a sign of the event’s impact, the sponsors of its leaders’ jerseys remain unchanged: it is back to yellow after last year’s interlude with the green of the past for the general time



classification with *Fromage Le Maréchal*; orange for the Loterie Romande *JouezSport !* points classification; blue for the *Primeo Energie* best climber; and finally white for the *Banque du Léman* best young rider.

Chicco d'Oro has been the sponsor of the Combativity Prize since the 2022 edition. Four other sponsors are *Camion Transport*, *Europcar*, *Pick e Bike* and *Tissot*. The co-sponsors are *Avesco Rent*, *Gobik*, *Sunrise*, *Vins de Morges*, *Yamaha*; the media sponsors are *Air Production*, *e-novision*, *RTS Sport* and *Le Nouvelliste*; the broadcast and media partner is *RTS*; and the official suppliers and partners are *365° On the rocks*, *Maison Thiriet*, *Faigle*, *Vittoria* and *Ça Balaie.com*.

Environmental commitment

As a reminder, the Tour de Romandie is committed to protecting the environment. As such, it is amongst the first signatories of the UCI Climate Action Charter. Innovative vehicles, such as gas-powered cars in 2021 and even hydrogen-powered cars last year and this year, will drive in the cavalcade; moreover, *Pick e Bike* and *Ça Balaie.com* are sponsors with a connection to sustainable development.

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