

Press Release

- for immediate release -

The first Women's Tour de Romandie brings together a fantastic peloton around the superstar Annemiek Van Vleuten. Is she untouchable?

This year, the "Dutch cannibal" has already won the Giro, the Tour de France and the Vuelta. The "Le Maréchal" green jersey from the 1st WDRF would complete her historic grab. But her greatest rivals will be there, including Demi Vollering and Katarzyna Niewiadoma, who took 2nd and 3rd place in the Tour de France. And with Marlen Reusser, Elise Chabbey and the Swiss national team, the country will certainly have something to cheer for.

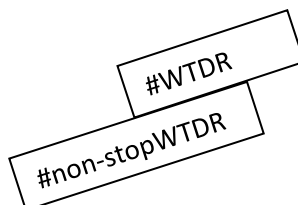
Estavayer-le-Lac, 21 September 2022 / The bar for the first ever Women's Tour de Romandie will be set very high on 7, 8 and 9 October. As with the first Men's TDR in 1947, this first edition is attracting the peloton's biggest names. The event was UCI Women's WorldTour-stamped from the outset so will run at the same high level of organisation, safety and coverage as the men's editions of the Tour de Romandie. And if Annemiek Van Vleuten, the Dutch cannibal who has already won the Giro, the Tour de France and the Vuelta this year, adds the green jersey from this tricky first WDR to her collection, she will complete an already historic grab.

But the multiple World and Olympic champion will not enjoy a free ride: among others, her two Tour de France runners-up will be on the starting line.

Demi Vollering, polka-dot jersey (QoM) and overall 2nd place in the 2022 Tour de France, knows the Valaisan Alps well too: she won the Martigny-Mauvoisin race in July. Polish rider Katarzyna Niewiadoma, with almost 20 wins under her belt, will do all she can to better her Tour de France 3rd place. With Ellen Van Dijk, Lucinda Brand and Pauliena Rooijakkers as well, the Dutch will be difficult to beat.

With multi-prize winning riders, Italy will not be left out with Martina Fidanza or Elisa Longo Borghini. As for the French, in the absence of Audrey Cordon-Ragot, double national champion (road and time trial) who is out because of her recent stroke, the stage race specialist Juliette Labous is a candidate for the final podium and for the 2nd stage, which climbs up to Thyon 2000.

What about the Swiss riders? A *Web Caution* prize will reward the best rider every day. At the end of a crazy season, they are hoping to shine "at home". Marlen Reusser won the 4th stage of the Tour de France and also retained her European time trial championship title in August.



In terms of Romand riders, Elise Chabbey will be able to count on a Canyon/SRAM Racing team that looks like it could be a threat (1st in the Tour de France team classification). And this first Women's Tour de Romandie concludes in her city, on the Genevan waterfront, in one of the most beautiful settings for a cycling race finish!

Caroline Baur, Lea Stern and Pietra Stasny have been announced for the *Cogeas Edelweiss Squad*. In particular, Swiss Cycling will be lining up Rüegg, from the Jumbo Visma team, which will be absent from this first WTDR, and riders such as Alessandra Keller (winner of the 2022 Mountain Bike World Cup in both cross-country and short-track), Lea Fuchs (1st in the 2022 Women's Cup in Switzerland), or Elena Hartmann (Swiss time trial champion).

A crack peloton of sponsors too

The TDR's main sponsor since 2019, Le Maréchal did not hesitate to hit the road for these ladies too. The leader's jersey for the first WTDR will be green, as it was for the 75th anniversary in April. The head of the organisation, Richard Chassot, and the Tour de Romandie Foundation are thrilled by the quality and the loyalty of virtually all of the TDR partners for this first Women's edition.

Primeo Energie for the best climber's jersey; the Banque du Léman for the best young rider; JouezSport! on the points jersey (for sprints). Chicco d'Oro sponsors the Combativity Prize and, in an innovation for the women, WEB Caution sponsors the Prize for the Best Swiss Rider. Tissot watches, Yamaha motorbikes, Camion Transport, Sunrise and Europcar complete the line-up of sponsors, followed by the co-sponsors Gobik, Vins de Morges, Vittoria and Avesco Rent.

Suppliers & partners: Air Production, Thiriet, CX-print, Aircom, Weisshorn AM SA and CBC (ça-balaie.com).

Two distinctive UCI jerseys will be worn in the peloton: the purple jersey for the rider leading the Women's WorldTour classification as well as the sky-blue jersey for the best young rider on the tour.

Live TV on three national channels

This first Women's Tour can also count on the indispensable institutional partners represented by the Romand cantons and the Loterie romande. It will be seen around the world and in Switzerland, with the three stages - Lausanne-Lausanne, Sion-Thyon 2000 and Fribourg-Genève - being broadcast live, particularly by our national channels.

