

*Press release – For immediate publication*

## **From 15 to 17 August, the battle for the Groupe Bader yellow jersey promises exciting contests between the UCI WorldTour champions and the Swiss attackers, led by Elise Chabbey and Marlen Reusser!**

Conthey, 7 August 2025 / Some great news for cycling and women's sport has dropped in the middle of summer: the 4th Tour de Romandie Féminin will have Groupe Bader as its new yellow jersey sponsor from 15 to 17 August. The leader of the overall classification of the Boucle romande will sport the logo of this family-owned company based in Mont-sur-Lausanne, specialised in waste recycling and transport since 1850. The firm is keen to join the caravan, as the Swiss representatives of the UCI WorldTour peloton continue to achieve impressive results. After the successes of Marlen Reusser, who is among the favourites, Geneva's Elise Chabbey returned from the Tour de France wearing the polka-dot mountain jersey. In a video call she said she was keen to make her mark again in "her" Tour. With nearly a dozen Swiss riders at the start, including those from the Nexetis team, fans will once again have plenty to cheer about in women's cycling. The rest of the lineup looks exceptional, with Demi Vollering (1st in the 2023 TDRF, 2nd in 2024), Katarzyna Niewadoma-Phinney (2nd in 2023), and Niamh Fisher-Black, all top-5 champions from the Tour de France. Not to mention Sarah Gigante (3rd in the Giro), Kristen Faulkner (2024 Olympic road race champion), and Ashleigh Moolman Pasio, winner of the very first TDRF. It all kicks off on Friday 15 August with an uphill time trial from Huémoz to Villars-sur-Ollon, followed by Conthey to La Tzoumaz on Saturday, and a looped finale in Aigle on Sunday.

The arrival of Groupe Bader SA at the head of a group of 28 sponsors, supported by the French-speaking cantons, is a wonderful sign of the popularity of women's cycling and this Tour de Romandie Féminin. "This international event showcases our region, reinforces how dynamic it is and reflects the values of perseverance and commitment to which our group is committed," emphasised Jessy Bader, CEO of Groupe Bader SA and great-grandson of the founder. Also noteworthy is the arrival of Probat, a general contractor based in Valais that features among the partners of the Boucle Romande Femmes.

On 15 August, we will find out the name of the champion who will wear the first Groupe Bader SA yellow jersey in history, at the end of the Huémoz – Villars-sur-Ollon time trial (4.4 km). This brand-new time trial could favour Marlen Reusser, who was hoping to see this sort of opportunity. But Demi Vollering – winner of the 2025 Vuelta

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and the 2023 TDR (2nd in 2024) – and Elisa Longo Borghini – winner of the last Giro ahead of Marlen Reusser and 3rd in the 2022 TDRF – will also be in contention for the win, among others. From Conthey to La Tzoumaz on Saturday (123 km) and then around Aigle on Sunday (122 km), the battle for the leader's jersey promises to be a thrilling one.

## GPS tracking for safety

For safety purposes, a test of the GPS tracking system will be conducted in collaboration with the Union Cycliste Internationale (UCI) across all three stages. This initiative aims to improve rider safety by ensuring real-time location tracking of all riders, across all categories, in preparation for the 2025 UCI Road World Championships. As part of the test, each team must ensure that one of its riders wears a GPS tracking device. Each team will designate a rider to wear the device for the duration of the race. Only data related to speed and position will be collected, and it will be used exclusively during the race by the timing company and the UCI. The goal is to provide real-time data to medical teams and UCI commissaires during the UCI Road World Championships, for all categories. This system will help ensure a fast response in the event of an incident.

## A Swiss rider prediction game to keep fans engaged and a few new features

The race is well underway when it comes to new features! Signage has been modified to improve safety. On the sporting side, as with the men's race, there will be a hot seat reserved during the time trial for the riders who maintain a leading position, and the Chicco d'Oro combativity prize will now also be awarded to the first rider to cross the arch marking 25 km to the finish. A prediction game to allow people to predict the performances of the Swiss riders will also be launched to encourage the general public to get involved. With Focuswater, partner of the #TDRF, under the title 'The best Swiss woman by Focuswater', fans are encouraged to predict the performance of the Swiss riders taking part, by selecting up to four Swiss women and guessing their results. An exercise that will require a knack for sporting analysis and a touch of flair!

To create a lively atmosphere, there will be DJs at the start lines and in the Tour village, while Golden Tickets will be distributed by the advertising caravan, as in the men's race, with special prizes to be won.

In terms of communication, #TDRF2025 will be broadcast live on TV channels and social media, with a TikTok account in addition to the newsletter launched this year.

The route for TDRF2025 has been set. The protagonists are ready to attack. All that's missing is the crowds lining the roads at the end of the summer holidays. And for cities looking to be part of the route in the coming years whether for the start, finish or the whole thing, with a loop stage – there are places available to ensure your city shines alongside the whole of Romandie!

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