

Press release of Thursday, 14 March 2019

L'Étape Switzerland: new cycling event for Switzerland

Feel like the professionals of the Tour de France for a day

Bern – on 14 September 2019, the cycling event L'Étape Switzerland by Tour de France will take place for the first time. The cycling extravaganza will largely be held on traffic-free roads stretching from Bern to Interlaken and is open to all cycling enthusiasts. It is possible to register immediately.

It is the big dream of every cycling enthusiast to feel like the professionals of the "Tour de France" for a day. Whether you are an ambitious "racing buff" or a pleasure rider, this dream will come true at the L'Étape Switzerland race. On 14 September 2019, cyclists can pit themselves against like-minded people on largely traffic-free roads and enjoy the same conditions as the professionals.

L'Étape Switzerland is the first cycling event in Switzerland to give amateur cyclists the chance to compete on largely traffic-free roads. It forms part of the international L'Étape series from the Tour de France. The race begins at the Stade de Suisse in Bern, which was a starting and finishing point for stages of the "Tour de France" in 2016. From there, the route leads you through the UNESCO WORLD HERITAGE SITE of the old city of Bern and over the Längenbergr, with views of the impressive 4,000-metre peaks of the Bernese Oberland, before continuing towards the picturesque city of Thun. After a steep climb, riders will be rewarded with magnificent views of Lake Thun from the vantage point high above the water. Continuing through the unique Alpine landscape, the route passes through Sigriswil on the way to Beatenberg, with views of the world-famous triple peaks of the Eiger, Mönch and Jungfrau. Prior to descending into Interlaken, riders will then complete the last of the 2,500 metres of ascent in the direction of Habkern. The final straight passes alongside the world-famous Höhematte before riders reach the finish line in front of the Victoria Jungfrau Hotel in Interlaken.

L'Étape Switzerland is part of the L'Étape by Tour de France series, which has enjoyed great success internationally. One-day cycling events are held in more than 15 countries around the world. As the license provider, A.S.O. supports the local organisers with knowledge gained from the Tour de France. The event in Switzerland will be held by the event organiser G.U.S. Productions AG. Partners include Bern Welcome, Interlaken Tourism, Made in Bern, Swiss Cycling and Thömus. The organisers expect around 2,000 participants for the first edition. The entry fee is CHF 165 with an "early bird promotion" offering a 20% discount running until the end of March 2019. The event is in future set to be held annually.

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