

Thursday, 16 June 2022

Lateral Events today announced that the fifth edition of L'Étape Australia by Tour de France will take place on Sunday 27 November between Wollongong and Kiama. The NSW Government, via its tourism and major events agency Destination NSW, secured the event exclusively for the state of NSW.

Minister for Tourism and Sport Stuart Ayres said securing the biggest Tour de France event outside of France in the NSW South Coast until 2024 would help boost the region's visitor economy.

"Having L'Étape Australia by Tour de France in Wollongong and Kiama for the next three years is a fantastic coup for the region and will enhance the growing global reputation of our stunning south coast as an international cycling destination," Mr Ayres said.

"As the biggest Tour de France event outside of France and on the back of the UCI Road World Championships in Wollongong this September, L'Étape Australia reaffirms NSW's position as the nation's home of cycling. It will draw thousands of participants, spectators, and officials from around the country and the world, providing a significant boost to the south coast visitor economy.

"We are absolutely committed to delivering world-class international events like L'Étape Australia in our regional communities, which is a key pillar of our ambition to make NSW the events capital and premier visitor economy of the Asia Pacific."

SBS, broadcaster of the Tour de France, and Shimano, official Tour de France neutral support, have confirmed their involvement with L'Étape Australia to provide the participants with a unique and genuine Tour de France experience. In addition to a 26-minute documentary broadcast nationally on SBS, Matthew Keenan, Tour de France commentator for SBS, will be calling the name of all participants across the finish line, while Shimano will be helping participants to get their bikes operating at the optimum level to conquer the 141 km-long route.

Florent Malézieux, Race Director, says: "We are delighted to receive the support of the NSW Government and long-time partners such as SBS and Shimano. The Tour de France is the biggest sporting event in the world, and we will recreate a version of it here in Australia for everyone to enjoy. Cyclists of all abilities, groups of friends and families will find unique experiences that only L'Étape Australia can provide while discovering the stunning South Coast of NSW. The event will deliver strong economic benefits to the region, and we are looking forward to involving the local community to make L'Étape Australia a celebration that everyone enjoys".

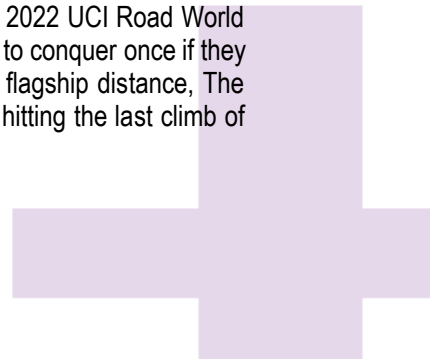
Thousands of cyclists, their friends and families are expected to participate in the 5th edition of L'Étape Australia. They will be provided with an experience not available anywhere else: fully closed roads, world-class mechanical assistance provided by Shimano and the unmatched warm Tour de France atmosphere.

"We're excited to welcome the participants of L'Étape Australia to our Wollongong, Australia's only UCI Bike City," Wollongong City Lord Mayor Councillor Gordon Bradbery AM said.

"We're proud of our bike focus and our support of riders of all interests and skills. We're investing significantly in biking infrastructure to suit all riders – whether road, mountain, BMX or recreational, and this focus provides our residents and visitors with an active and sustainable mode of transport.

"L'Étape Australia will add something new to our cycling calendar and will be particularly exciting because it celebrates riding opportunities in our southern suburbs."

Accessible to riders new and experienced, the route will start in Wollongong, home of the 2022 UCI Road World Championships. The riders will travel South towards Macquarie Pass, which they will have to conquer once if they want to complete The Ride, the shorter distance, or twice if they intend to complete the flagship distance, The Race. All the participants will then travel through the beautiful village of Jamberoo before hitting the last climb of



the day, Saddleback Mountain. The riders will be rewarded with a stunning view over the coastline and the rolling descent towards the beautiful coastal town of Kiama.

Kiama Mayor Neil Reilly says that L'Étape Australia by Tour de France have a great place to celebrate all those who participate in Kiama.

"It's the perfect rival to the Champs-Élysées" Mayor Reilly says, "The natural spectacle of the Pacific Ocean, the rugged black-rock coastline and the green and rolling hills of Kiama are picture perfect for the finish of this landmark event. Our town is honoured to have the opportunity to contribute and offer 'bonne chance' to all riders."

Registrations for the fifth edition of L'Étape Australia by Tour de France will open on Wednesday 29 June at www.letapeaustralia.com. It is expected registrations will be selling fast, and riders are encouraged to register early to secure their spot and enjoy the best prices available.

L'Étape Australia is supported by the NSW Government via its tourism and major events agency, Destination NSW. For more information, visit www.letapeaustralia.com.

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