



Successful performance at the Tour de France Femmes 2024:

A triumph for the Ceratizit-WNT Pro Cycling Team and its home region

The Tour de France Femmes 2024, the most important race on the World Tour calendar, was a complete success for the CERATIZIT-WNT Pro Cycling Team and the Reutte Nature Park region. The team, which has been competing under the motto “Reutte: the home of our CERATIZIT cycling team” since the spring, was not only able to deliver top sporting performances, but also successfully showcase its cooperation with the Reutte Nature Park region.

Spectacular successes at the Tour de France Femmes

The CERATIZIT-WNT Pro Cycling Team put in impressive performances on eight stages of the Tour de France Femmes 2024. In total, the team's riders finished in the top ten six times. Of particular note was Cedrine Kerbaol's victory on stage six, where she became the first Frenchwoman to win a stage of the Tour de France Femmes since 1989. This historic triumph led to great enthusiasm in her home country and marked the highlight of an already successful week of racing. Cedrine Kerbaol also took an outstanding sixth place in the overall standings. Kathrin Schweinberger, the team's ambassador for the Reutte Nature Park region, also put in a strong performance, finishing eleventh on two stages.

Claude Sun, team manager of the CERATIZIT-WNT Pro Cycling Team, sums up the race: “It was a very successful week for the whole team, with Cedrine Kerbaol's stage win as the highlight.”

Successful advertising partnership with the Reutte Nature Park region

The close cooperation between the CERATIZIT-WNT Pro Cycling Team and the Reutte Nature Park Region also proved to be extremely successful during the Tour de France Femmes. The tour, which was broadcast in 190 countries, provided an enormous platform for the visibility of the Reutte Nature Park region. In German-speaking countries, two and a half hours of live coverage was broadcast daily on ARD and Eurosport, resulting in a total of around 25.5 hours of television presence for the team. The logo of the Reutte Nature Park Region, which is clearly visible on the riders' jerseys, was present in all broadcasts and reports. The estimated advertising value of this visibility amounts to an impressive five million euros.

Markus Saletz, Board member of the Reutte Nature Park Region Tourism Association, was impressed by the experiences at the Tour de France Femmes: “It was an inspiring experience to see our team perform up close on such an important stage. The enthusiasm and team spirit that each rider exudes carries the message of our region far beyond the country's borders - into the hearts of the fans and into the athletes' home countries.”

Ronald Petrini, Managing Director of the Reutte Nature Park Region Tourism Association, also emphasizes the importance of the partnership: “Our cycling team has put the Reutte Nature Park Region in the international spotlight with its top placings in the Tour de France Femmes and thus promoted it in an outstanding way.”

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A strong team and a strong region

The Tour de France Femmes 2024 was not only a sporting success for the CERATIZIT-WNT Pro Cycling Team, but also another milestone in the strategic partnership between the team and the Reutte Nature Park region. This cooperation, which was launched in January, underlines the position of the Reutte Nature Park region as an important destination for cycling enthusiasts. The region benefits from the international presence and successes of the team, while the team finds a strong and supportive home base in Reutte.

The Reutte Nature Park Region and the CERATIZIT-WNT Pro Cycling Team can look back with pride on a successful Tour de France Femmes 2024 and look forward to the challenges and joint successes to come.