

SKODA



P R E S E N T A T I O N



C I R C U I T B U G A T T I
LE MANS

The concept

*«24H of emotions cycling
on the Le Mans circuit»*

Created in 2009, the Shimano 24 Hours Cycling cyclosportive takes place on the legendary Bugatti Circuit of Le Mans every end of August. This is a relay cycling race in team of 2, 4, 6 or 8 riders, or even in single for the bravest.

This human and sports adventure, which brings together nearly 4000 cyclists from twenty countries, is open to everyone.

Will you dare to take up the challenge and live the unique experience of a night relay in Le Mans?



Our +

THE CIRCUIT OF LE MANS

world renowned circuit, famous for hosting the greatest endurance races.

THE EXCEPTIONAL COATING

a technical track with great corners and its famous Dunlop hill.

RIDE AROUND "THE CLOCK"

to enjoy the magic of a night endurance race.

A TEAM ADVENTURE

with more than 4000 riders from around twenty different countries.

SHIMANO ASSISTANCE

free maintenances and wheels loan 24h/24h.

RIDE SAFELY

video surveillance and integral night lighting on the track.

REAL-TIME RANKING

on the giant screen and one screen per pit.

ACCOMODATION

on the "Houx" campsite (power supplies and sanitary facilities)

ANIMATIONS

on the Village of the circuit for the whole family.



Key figures 2022

15 000

spectators

8th

biggest French cyclosporive according to the French magazine Le Cycle

21

exhibitors and partners

2

days of cycling / 2 events

THE EVENT



Top 50

of the cyclosporive to do in the world according to the French magazine Le Cycle

13th

edition

OPEN TO EVERYONE

4100

2650 participants
1450 participants La Matinale -
Le Maine Libre - La Sarthe

PARTICIPANTS

The youngest : **18 years old**

The oldest : **84 years old**



14

nationalities represented

5 899

visits on the
"REGISTRATION" page

61 342

unique visits on the website

20 500

fans on Facebook, Instagram,
Strava ou Twitter

THE DIGITAL *

07:14

* at 2018/10/01

227 761

views : video trailer



75 000 €

of advertising

100

newspaper articles

THE MEDIA



32

accredited
photographers
and journalists

150

volunteers
and suppliers

THE ORGANISATION

50

people in charge
of security

Testimonials



Luc ALPHAND - VIP

«I look forward to the Shimano 24 Hours Cycling meeting in Le Mans. I think I took the virus from this friendly atmosphere filled with enthusiasts. From a story of friends to the team created to win, we all share this passion for cycling. Roll on the next Edition!»

Florent POLEYN - PARTNER

«Cofidis has been involved in cycling since 1996, through its cycling team, as a handisports team and also as a crowdfunding platform Up My Bike. Being closer to our fans and the public is our priority and the Shimano 24 Hours Cycling is an event that perfectly matches our values and our image. A friendly moment of sharing but also of surpassing oneself with cyclists of all ages, from all horizons, which offers a real cycling festival. Up My Bike helps cyclists to realize a project, a dream, a desire and we are convinced that associating with this event is a logical choice. Last year, our team #Cofidismyteam was composed with collaborators, social media fans and a disabled rider. Next year, we will be there again!»



Benoît et Dimitri LEGEAY - PARTICIPANTS

«In our opinion, the main quality of a mass sports event organizer is to give happiness to people. The happiness to make them live exceptional moments, to make them believe during 48 hours that they are exceptional people. The happiness of living these moments in a warm, friendly, respectful atmosphere while combining the spirit of competition and adrenaline. You succeed each year all these achievements. You make stories to people... »





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