



 **ANNECY
MOUNTAINS**

Press release
Cycling 2021



ANNECY MOUNTAINS

Land of **Cycling**

Annecy Mountains project, initiated in 2015, was born from the desire to enhance this particular historical, geographic and cultural region that includes the Annecy Basin, the Sources of Lake Annecy, Thônes and the massif des Aravis.

Here, all the protagonists made the choice to bring together a one-of-a-kind destination, that can succeed in attracting tourists, retaining their loyalty and innovating the industry.

Ideally located in the heart of the Auvergne-Rhône-Alpes region, close both to Switzerland and Italy, in 2021, Annecy Mountains is confirming itself as an **essential cycling destination**. Its **green cycleways** that flow along the turquoise waters of Lake Annecy, with the beautiful roads that pave the way to the top of the **mythical mountain passes**, the region that is deeply connected to the story of the Tour de France, Annecy Mountains is the place where everything is possible.

Its allure has attracted the Grande Boucle since 1939. And this is a relationship that will be strengthened again on **July 3, 2021**, for the **8th stage of the Tour de France**. It will be the 16th time that the Tour will visit the heart of Le Grand-Bornand.

With **1580 kilometers of marked roads** for cyclists and **400 kilometers of mountain bike trails**, Annecy Mountains is heavenly for all types of bicycles.

The region offers a level of diverse opportunities that can enchant the cyclist who prefers a leisurely contemplative pace just as much as it can motivate the ambitious athletes to ride the same roads as the top professional cyclists in the world.

An inspiring tourist destination, Annecy Mountains project is innovative and resolutely focused on the future. Annecy rests in the heart of a vibrant, **healthy ecosystem** supported by the Outdoor Sports Valley, a network of protagonists committed to the economic development of the outdoor sector at the local and international level.

From the edge of the lake to the top of the mountains, cycling is a "four seasons" passion.

Have a wonderful time in Annecy Mountains!



73

A perfect cycling destination, Annecy Mountains offers **73** hosts, restaurateurs, shops, and tourist offices with "Accueil Vélo" label.



1 bike destination, 3 specialty labels



Ville et Territoire Vélotouristiques

Established by the Fédération Française de Cyclotourisme (FFCT), the “Ville et Territoire Vélotouristiques label” acknowledges local authorities who offer cyclists a warm welcome, services, and appropriate facilities. At the same time, it rewards regions that commit and act towards the development of sustainable cycling tourism.

Accueil Vélo

“Accueil Vélo” is a national brand. Created in 2008, it offers a unique, simple and understandable services adapted to cycling tourists including cycling itineraries, cycling routes, and designated voies vertes (greenways) of France.

Base VTT

The “Base VTT” label rewards tourism structures and the communities that welcome mountain bikers with services and equipment that they need to make the best use of the MTB opportunities in the region. It guarantees fantastic benefits such as marked courses available to all skill levels, better safety conditions, and a system to ensure that all participating mountain bikers are respectful to the environment.

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Cycling between lake and mountains



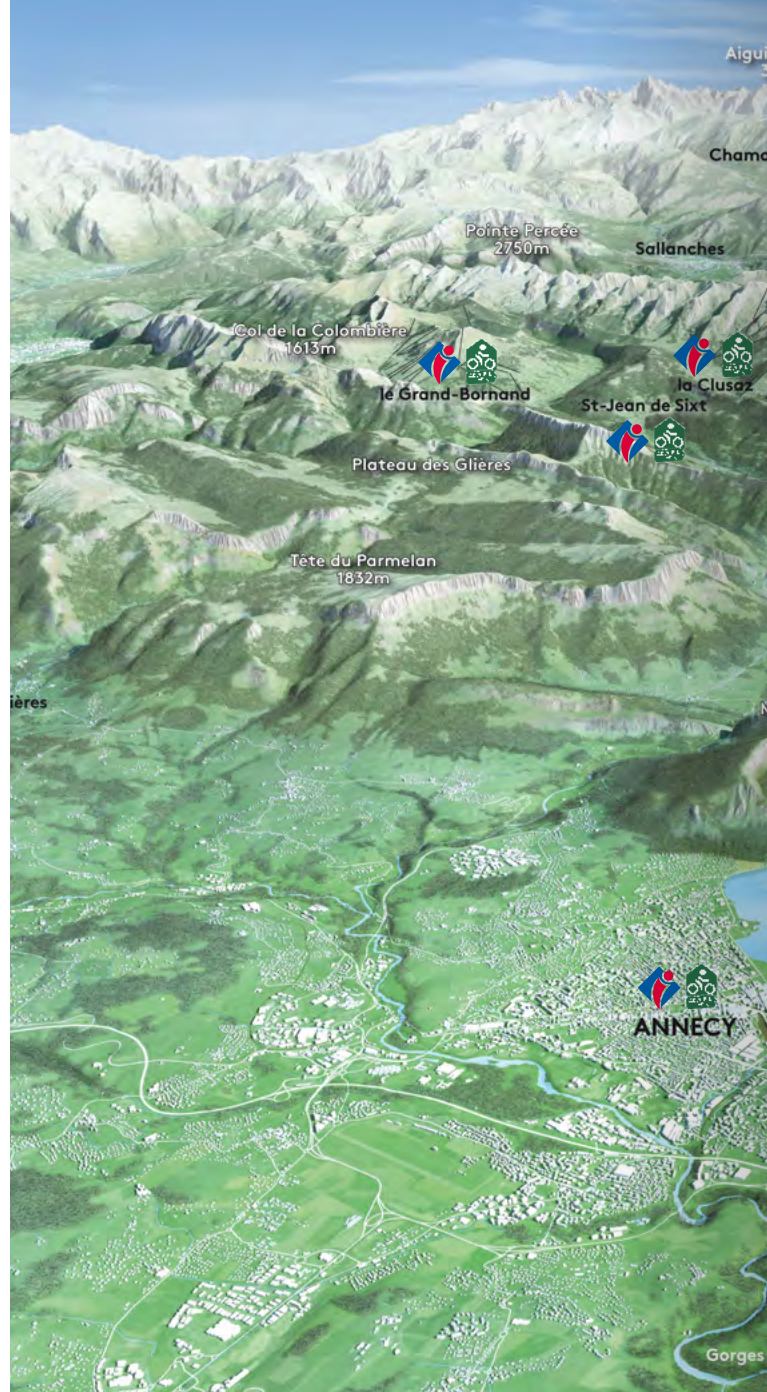
Bicycle tourism

Between lake and mountains, Anancy Mountains allows for four-seasons cycling and makes it possible to take time to discover the region and its cultural heritage. The region offers family friendly options as well as sights that are best shared with friends, Anancy Mountains has many delights for the curious and contemplative traveler. Discover the shores of Lake Annecy, explore the green hills buttressed against the high mountains, and the land that extends all the way to the streets of Geneva. The whole region offers ample opportunities to escape the ordinary.



Cyclospport

Anancy Mountains is an alpine location, rich and varied for people in search of sporting challenges. Since 1939, the region has often been showcased in the grand alpine stages of the Tour de France. Climbers have long tried to defy the clock on the mythical cols and routes carved out in the heart of the massifs des Aravis, de la Tournette and du Semnoz. Have a unique adventure in a dream landscape.





"The bike, here,
is an art of living"

Jean Sulpice

PASSIONATE ABOUT CYCLING AND THE MOUNTAINS, THE TWO-STAR CHEF LEADS THE HISTORIC RESTAURANT/HOTEL L'AUBERGE DU PÈRE BISE IN TALLOIRES-MONTMIN.

"The bike, here, is an art of living. I know little places that have given me so much pleasure. Every day, you can discover a different summit. We can go along the lake using the bike path. The voie verte offers the possibility of riding from the beginning to the end of the season. It's a perfect place to expand your lungs and clear your mind. From the lake, we can also quickly dive into the mountains for a small ride or a huge tour. In the summer, I can find myself riding on passes without once encountering a car. The climbs are beautiful. At each summit we feel like we can touch Mont Blanc."



ANNECY MOUNTAINS

Cycling
treasures
to discover

Col des Annes

Less known than its neighbor col de la Colombière, col des Annes, located on the heights of Le Grand-Bornand, offers a magnificent point of view along the Aravis range. With an average gradient of 9.72%, including passages up to more than 14%, this road that rises between forests and pastures is a real experience in the heart of the massif.

At its summit, so the tradition goes, the famous reblochon cheese was first made at the turn of the 13th century. There you can also find the hamlets of farms that exhibit the typical architecture for the region, some of which still today accommodate pretty tables for summertime dining offering beignets de pomme de terre, which are delicious fried potato pockets...the ultimate reward for cyclists!

Chalet des Rhodos

Col des Aravis

Built at the top of the summit of col des Aravis (1498 m), near the resort of La Clusaz, the Rhodos chalet offers a total change of scenery with a grandiose panorama offering breathtaking views of Mont Blanc. The themed hotel rooms of "Sport Vintage" or "Music Studio" and its gourmet restaurant provide a welcome respite after a day spent on the alpine roads. In this exceptional place, you are free to recharge your e-bike batteries as well as service your bikes or pump up your tires. The Rhodos chalet offers special rates for cyclists on drinks and food: the stage is completely set to have wonderful moments of pleasure and sharing!

Col de la Croix Fry

With 13 km of climbing for an elevation gain of 842 meters, col de la Croix Fry and its 9% gradient, is a mythical climb of the Alps. Since 2000 the Tour de France has challenged the best cyclists in the world on the slopes of col de la Croix Fry. Whether you plan on testing yourself against the clock, or prefer to take your time, climbing col de la Croix Fry will present you with unlimited panoramic vistas over the valley and the southern range of the Aravis.

You can also admire the fantastic wooden chalets that line the road and represent the core of the Haut-Savoyard architecture. Halfway up, you can stop at Lo Garajo, a café-concept, which offers a refreshing place to rest. Take a quiet moment where everything seems to stop.





Col de Plan Bois

Less well known than other passes, col de Plan Bois, in the commune of Clefs, offers you the opportunity to immerse yourself in the silence of altitude. The climb is difficult, but the small roads are quiet and pass between forests and meadows, offering frequent views of the surrounding magnificent peaks. Small hamlets punctuate the ascent, and many farms sell homemade reblochon cheese. Col de Plan Bois offers an unparalleled viewing point of la Tournette, silently standing watch over Lake Annecy, the Aravis range, and the valley of Manigod. The Auberge Restaurant de Plan Bois provides both hikers and cyclists with a beautiful place to stop for a well-deserved rest.

L'envers des Sources

of Lake Annecy

The region of the source of Lake Annecy is located at the southern tip of the lake. At the heart of this countryside secret you'll find well preserved traditional farms and pasturelands. A winding 44km route that flanks the massif des Bauges offers unique views of the lake and access to the charming hamlets typical for the region. The route gains only 370m in altitude, which makes it accessible to cyclists of all abilities, and rewards the traveler with unexpected discoveries such as the traditional communal ovens, village center washbasins, and fountains where you can refill your bottles with fresh and pure water from the source. The last kilometers will be completed on the voie verte, well protected and secure, which crosses the sources of the lake from the south to north and returns you to the edge of the lake.

Hybrid boat

"The Admiral"

Do you want to tour around the lake by bike or by boat? You can do both! With the new hybrid boat The Admiral, the Compagnie des Bateaux du Lac d'Annecy links the center of Annecy with Doussard, located at the southern tip of the lake, in just 35 minutes. A section of The Admiral has been converted to provide a space dedicated to bicycle storage. Depending on the season, it is possible to cycle along the lakefront and then return by boat. This offers a unique and exciting adventure for cyclists of all levels.

Bike Weekender,

Tour operator

Bike Weekender is a tour operator that specializes in short cycling vacations. They established the massif Aravis as their main base 15 years ago. They have their own chalet-hôtel in Saint Jean de Sixt. Ideally nestled where the roads from the Clusaz and Le Grand-Bornand meet, just 55 minutes from Geneva and 30 minutes from Annecy, Saint Jean de Sixt is the ideal starting point to discover the most beautiful Alpine routes of the Aravis massif, including col des Aravis and col de la Colombière, two climbs that regularly feature in the Tour de France, and are a highlight of Annecy Mountains region.



ANNECY MOUNTAINS

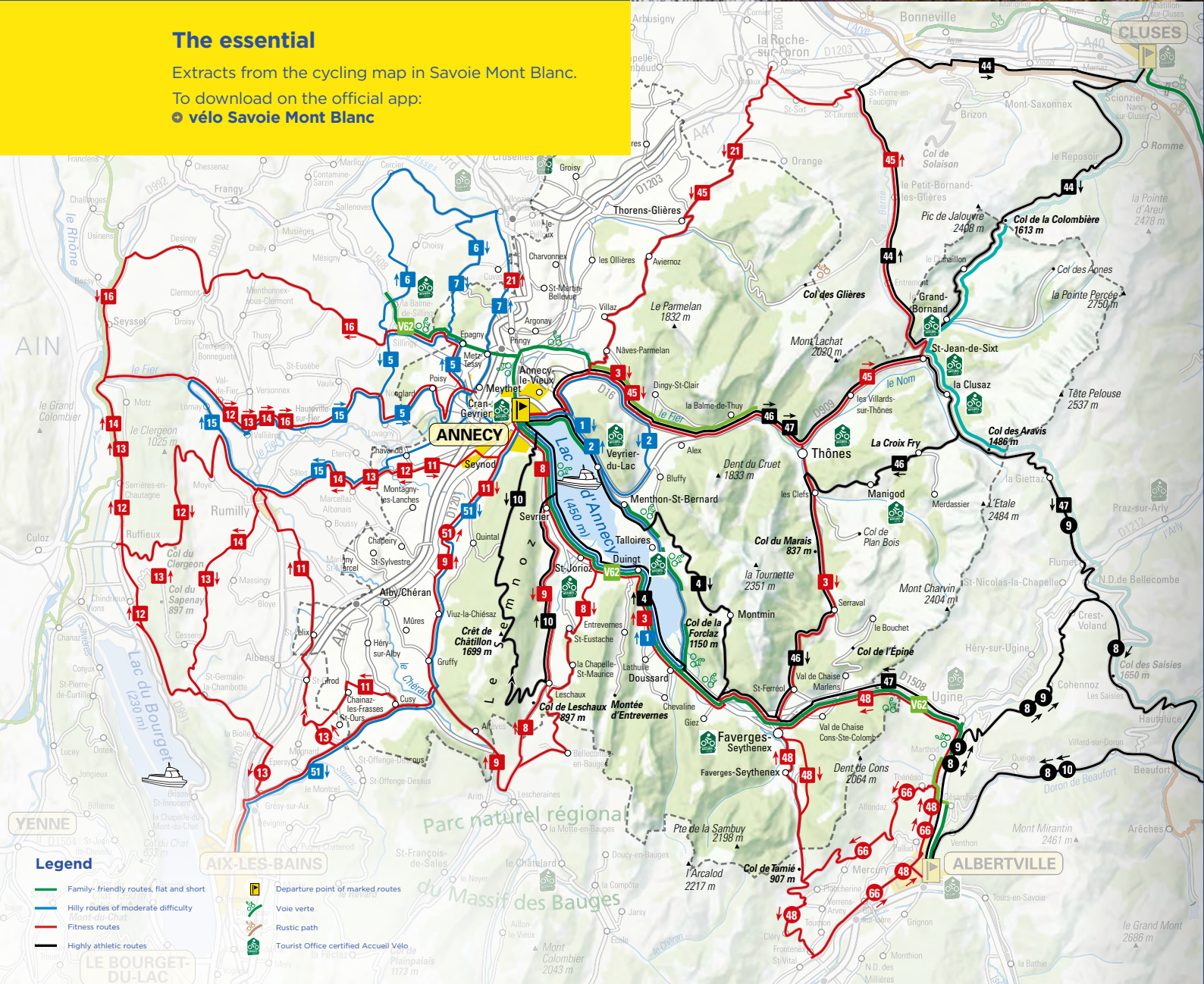
The routes of Anancy Mountains

The essential

Extracts from the cycling map in Savoie Mont Blanc.

To download on the official app:

🚲 vélo Savoie Mont Blanc





Zoom to... Gravel riding

Similar to any dropbar road bike except for the wider, more durable tires, gravel riding is growing in popularity. This is no craze in Anancy Mountains since the region has been a pioneer in cultivating this type of riding. Most famously, "The Resistance," the first non-timed gravel event in France, was established in 2016.

With a course that traces over the historic locations used by the Haute-Savoie resistance fighters during the Second World War, on the plateau des Glières. The event starts in Talloires, on the shores of Lake Annecy, and offers two routes of varying length and difficulty (one with 130 km/3200 m climbing and one of 90 km/2400 m climbing) which scale the Hors Catégorie col de l'Arpettaz, and la Route de la Soif, a gravel ascent in the heart of the massif des Aravis that is 14.3km long and gains 347m in elevation (also Hors Catégorie). The latter offers an extraordinary panorama view of Mont Blanc.



"There are so many possibilities"

Angelo Tulik

HAVING BEEN A PROFESSIONAL FROM 2012 TO 2019, ANGELO TULIK PARTICIPATED IN THREE TOURS DE FRANCE. HE, ALONG WITH HIS OLDER BROTHER, OWNS LE CHALET NORDIC IN CLUSAZ, A STORE DEVOTED TO CYCLING AND SKIING.

"When I was a professional cyclist, I loved to come training in the massif des Aravis. This is where I made my debut in the mountains. There are so many possibilities. We can ride to Lake Annecy, to Savoy or towards the north of the department. There are many mythical cols of the Tour de France nearby, and others that are less known. This is the case for col du Marais, col de l'Épine and col de Tamié. When we ride, we look for calm and the solitude. These three passes are great for riders of all levels and ambitions because the gradients are not extreme, and the traffic is not intimidating or heavy. They provide a good introduction to riding in the mountains. You can make it as hard or relaxing as you like."

Eight secret routes that offer so many hidden treasures, characterized by their landscapes, and / or quaint villages: la montée d'Entrevernes, le circuit du col de Tamié - la Sambuy, col aux 100 virages, col de l'Épine, Plan Bois, le Tour des Glières and la boucle col des Annes - col de Chatillon on gravel

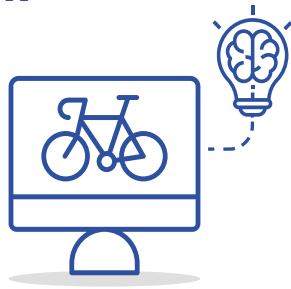


ANNECY MOUNTAINS

Cycling,
economic animator



Companies who roll!



Ateliers HeritageBike

Founded in Annecy in 2019, Ateliers HeritageBike design high quality bicycles with electrical assistance that are made to look like classic motorcycles. The manufacture of these bikes is essentially manual and 80% of the parts used are of French origin. These electric bicycles are produced in limited series.

MeroMero

Created in 2016, the MeroMero brand designs lifestyle bags and accessories for cyclists with an urban style. Three words characterize the company: ingenuity, durability and design. MeroMero donates 1% of its turnover to environmental causes.

SCOTT Sports

SCOTT Sports France, located in the heart of the parc des Glaisins, at Annecy-le-Vieux, is the subsidiary of SCOTT Sports. SCOTT Sports is a sports equipment manufacturer based in Switzerland, but founded in the United States in 1958. The manufacture, development, marketing and sales of bicycles is the focus of the Group, a major player in the cycling industry.

WhaTTfornow

Based in Annecy, WhaTTfornow was born in 2016 out of the imagination of four passionate enthusiasts of riding and challenges. Since 2020, they have been marketing three models (urban, all-road, and mountain bike) of an amazing electric bike with a double independent transmission. Their unprecedented approach to VAE (ebikes) centered on enjoyment and freedom bikes offer, however the bikes are powered.

Yuba Bicycles France

Yuba Bicycles France, based at the entrance of the massif Aravis in the municipality of the Balme-de-Thuy, markets e-cargo bicycles. The objective of the company is to give people the opportunity to discover the potential of the cargo bike as a means of simple, healthy, efficient urban mobility which is environmentally friendly.



"A perfect region for all sporting ambitions"

Richard Collomb Patton

GENERAL MANAGER OF SCOTT SPORTS FRANCE SINCE 2014, RICHARD COLLOMB PATTON IS IN CHARGE OF ALL RELATIONS WITH THE UNION SPORTS & CYCLES WITHIN THE OUTDOOR SPORTS VALLEY.

"SCOTT has been based in the Annecy Basin since 1992. The choice was to position itself in Annecy to take advantage of the availability of the winter sports as well as the summer since we had the idea that the bicycle also has its place in both seasons outdoor environment. We believed this to be the case, and it has remained the case to this day. We know that more and more of the trips around the region are being done on bicycles. Being based in the Annecy Basin means that the company benefits from the location, which is an asset for its employees with the proximity to beautiful roads near the offices, and a region that is perfect for all sporting ambitions. At SCOTT Sports France, we do not develop products, but we regularly visit the engineers based at the company headquarters in Friborg, Switzerland, who also come here to enjoy roads to test materials and products."



"Cycling is a territorial issue"

Patrick Giraudon

OWNER OF THE BRAND ARVA (DEVICES DETECTORS FOR VICTIMS OF AVALANCHES) AND IMPORTER OF DOZENS OF OUTDOOR BRANDS, PATRICK GIRAUDON IS PRESIDENT OUTDOOR SPORTS VALLEY, ANNECY BASIN ASSOCIATION WHICH DEVELOPS AND ENHANCES THE DYNAMICS OF PROTAGONISTS FROM THE OUTDOOR SPORTS INDUSTRY.

"The bike is a territorial issue. It's a diverse and varied activity with different types of consumers and users. Regarding the Annecy Mountains region, we can check all boxes for every type of outdoor and cycling enthusiast. Within the Outdoor Sports Valley (OSV), we are keeping track of the brands, distribution subsidiaries as well as many young companies and company founders who are surfing on this wave and are creating new products in the region for the industry. The outdoors is very vast. There are many sports from which to choose, and cycling is one of them. OSV is at the service of its members. The more we meet around the bike, the more we can energize the sectors."





ANNECY MOUNTAINS

Anney Mountains & the Tour de France

FROM THE SHORES OF LAKE ANNECY TO THE ALPINE PASSES OF THE MASSIF ARAVIS, THE ANNECY MOUNTAINS OFFER A WIDE RANGE OF TASTES AND POSSIBILITIES FOR ANYONE WHO LOVES TO CYCLE.

THE CONNECTION BETWEEN THIS REGION AND THE TOUR DE FRANCE RUNS DEEP IN THIS DIVERSE OUTDOOR PLAYGROUND.

The first time the Tour de France traversed the roads of Anney Mountains dates back to 1939 when Anney acted as a ville départ and ville d'arrivée.

Since then, the Tour de France has returned seven times to the shores of Lake Annecy: 1939 (ville départ and ville arrivée), 1959 (ville départ and arrivée), 2009, 2013 and 2018.

It was not only the emerald waters of Lake Annecy that enticed the Amaury Sport Organization to continue to return to the region, but also the access to the magnificent climbs in the region that rise high above to offer unparalleled views over the region, with its wealth of history. Le Grand-Bornand has maintained this tradition thanks to its dynamism and expertise in organizing events. Since 1995, the resort, located at the foot of the Aravis range, has welcomed a stage of the Tour de France eight times. The protagonists of the region have also always been able to raise up to the craziest challenges. For instance, the road along the lake was used in 2009 for a unique and beautiful time trial around the lake. Then in 2018 and 2020, the plateau des Glières, used heavily by French resistance fighters during World War II, was instead used by the peloton for two amazing stages.



The stage on July 3, 2021 in three numbers

3 JULY 2021, FOR THE 108th EDITION OF THE TOUR DE FRANCE (26 JUNE - 18 JULY 2021), LE GRAND-BORNAND WILL WELCOME THE ARRIVAL OF THE 8th STAGE BETWEEN OYONNAX (AIN) AND THE ARAVIS SKI RESORT.

1

Since 1939, the Tour de France has hosted a stage in Ancey Mountains at sixteen times. However, only once has a French rider won a stage. In 2018, Julian Alaphilippe took the victory in the stage between Ancey and Le Grand-Bornand.

9

For the ninth time in its history, Le Grand-Bornand will act as a ville étape for the Tour de France on July 3, 2021. In 2007 the Aravis ski resort acted as both a ville départ and a ville arrivée.

1618

Col de la Colombière, the last of the three mountains to climb this year's 8th stage, is 1618m high. Its average gradient is 8.5% over 7.5 km. The steepest percentages are between the 5th and 6th km (10.2%).



"The gateway to the Alps of the Tour 2021"

Christian Prudhomme

THE DIRECTOR OF THE TOUR DE FRANCE MAINTAINS A PRIVILEGED RELATIONSHIP WITH THE REGION OF ANCEY MOUNTAINS.

"Ancey Mountains is an excellent region for cycling where bike riding is booming, in all its different forms. It's no coincidence that the Tour de France regularly visits this wonderful region. In 2021, the 8th stage will be the gateway to the Alps for the Tour de France. It will be a truly beautiful day of racing in the mountains with a series of very challenging climbs with steep ramps. Cols de Romme, Reposoir, and col de la Colombière: they are crazy difficult, which should please the punchy climbers. I have a lot of beautiful memories from Le Grand-Bornand. Meetings that have transformed into friendships. Julian Alaphilippe's victory in 2018. The visit of the President Nicolas Sarkozy in 2009. I first discovered the territory as a journalist in 1995. I remember that very clearly because I had forgotten my Nagra (recorder)!"



Cycling and sustainable development

THE BIKE BELONGS TO THE CATEGORY OF THE SO-CALLED "SOFT" MODES OF TRANSPORTATION. THEY ARE ALSO OFTEN REFERRED TO AS "ACTIVE" MODES. RIDING A BIKE TENDS TO REDUCE THE IMPACT ON THE ENVIRONMENT. LOCAL COMMUNITIES HAVE PUT IN PLACE SEVERAL INITIATIVES TO PROMOTE THE USE OF THESE MORE GENTLE MODES OF TRANSPORTATION IN AND AROUND THE ANNECY MOUNTAINS, AND THUS MAKE IT ACCESSIBLE TO EVERYONE (ATHLETES, TOURISTS, EMPLOYEES).



Communities taking action to develop cycling-friendly infrastructures

Thônes project for **4.1 kilometers** of protected bike lanes

The commune of Thônes, in the Massif des Aravis, is working on creating a network of three secure cycleways by 2025. The 4.1 km network will be dedicated to cycling of all types on a daily basis. The first section will be built in 2021, and as part of the cycling project, additional infrastructure such as bicycle storage and parking shelters will be built in support as well.

Tour the lake along a secure bike lane

With an increase of 17% of the number of cyclists on the shores of Lake Annecy at the height of the season (July - September) in 2020, the greater Anecy region wants to offer cyclists a safe and secure way to negotiate traffic on their cycling paths and voies vertes. The goal is to facilitate the crossing of Anecy thanks to a secure bike infrastructure that will limit conflict and pinch points between pedestrians and cyclists, in addition to removing them from automotive traffic.

Seasonal parking and rest areas

Anecy Mountains is working to establish bike parking and rest areas that will communicate with the various popular tourist sites in the region that are connected to public transport and bicycle pathways. The objective is to reduce car traffic and promote modes of transportation that are much better for the environment.

Develop dedicated services

A self-service bicycle rental system around Lake Annecy

A self-service bicycle system has been put in place on the shores of Lake Annecy. This deployment of bicycles relies on 10 stations located around the lake and on the development of a dedicated application. Vélonécycy 60 minutes is a rental system of self-service bike that offers attractive solutions and alternatives to everyone interested in getting away from using a car. This system is lightweight and adapted to people's needs.

Financial assistance for bicycles purchases (road, ebike, cargo ...)

The bike is a means of transportation for many people on a daily basis around the greater Annecy area. Establishing a system by which financial assistance can be given to people who want to have bicycles for commuting will help develop the use of bikes in the entire region.

The SkiBus network accessible to cyclists

Inspired by the system set up in the winter between the different stations of the massif des Aravis, the vehicles have been applied to summer uses with the "skibus été" network of Aravis, which serve the main locations of activity and residence around the Aravis stations. They are equipped with a device to accommodate bicycles (between 3 and 5). To limit the use of the car, the communities will want to expand the skibus capacity to carry bicycles by increasing the bike racks storage space.

A day dedicated to cycling in Thônes

June 26, 2021, the town of Thônes in the massif des Aravis will celebrate a day entitled "Faites du vélo" dedicated to getting around on two wheels. They will host playful events, sporting activities and other ways to encourage everyone to have fun on bikes. The day is intended to raise awareness regarding the choices in mobility: ebike and cargo bike test rides are proposed, a workshop to teach basic bike maintenance, and local officials will be on hand to discuss the issues around bicycles and mobility.



"Ebikes have the capability of democratizing bicycle riding"

Lionel Beaumont

INTERSPORT MANAGER
AT GRAND-BORNAND

"In 2020, we offered more than 100 bicycles (MTB, ebikes, and road bikes) for rent.

In 2011, I was the first to rent an ebike at Le Grand-Bornand and it immediately worked. Initially, it was a bit of a delicate issue because ebikes had to coexist with the other cyclists. There was a level of reluctance, but we were able to work with and convince them. Over the years, more and more brands have started making ebike of all sorts and styles. The use of ebikes has democratized cycling.

Over the past ten years, the evolution has been extraordinary. It has had a profound impact on us. Today, the bike section represents 25% of our turnover. In Aravis or around the lake, everyone rents an ebike. It boosted the cycling economy, which was running on empty. We have gained customers who want to ride bikes to discover the mountains. It's a new sport that reflects the best traditions of cycling. Now ebikes are even available in racing bike models, which opens up even more opportunity and interest. We had been missing that."



ANNECY MOUNTAINS

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