



ANNECY MOUNTAINS

PRESS KIT
Cyclo 2022



ANNECY MOUNTAINS

Land of Cycling

The Anancy Mountains project, initiated in 2015, was born from the desire to enhance the historical, geographical, and cultural distinctiveness of a territory which includes the Anancy basin, the Sources of Lake Anancy, Thônes and the massif des Aravis.

With Anancy Mountains, all the protagonists have chosen to unite a unique 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 to Switzerland and Italy, Anancy Mountains is asserting itself in 2022 as an essential cycling destination. From its greenways that flow along with the turquoise waters of Lake Anancy to the magnificent roads of its mythical passes that make the history of the Tour de France, Anancy Mountains is the place of all possibilities.

Its allure has attracted La Grande Boucle since 1939. This has been a long-term love affair, with the race making its most recent appearance in July 2021 when it passed through this beautiful region during the 8th stage of the Tour. It was the sixteenth time that La Grande Boucle had ridden into the heart of the Grand-Bornand territory.

With its 1580 kilometers of marked routes for cyclists and its 400 kilometers of mountain bike trails, Anancy 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, Anancy Mountains is innovative and resolutely focused on the future. Anancy 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 at Anancy Mountains!



"We can string together some splendid climbs!"

Victor Lafay

A PROFESSIONAL CYCLIST WITH THE FRENCH COFIDIS TEAM, VICTOR LAFAY, ORIGINALLY FROM HAUTE-SAVOIE, TRAINS PART OF THE YEAR ON THE ROADS OF ANNECY MOUNTAINS.

"In this region, the training possibilities are wide and varied. We have both the flat and the climbs. We can ride on small roads without too much traffic. We can string together some really great climbs. The cycle path around Lake Anancy is magnificent. It goes as far as Albertville. For more experienced cyclists, there is the massif des Aravis which is a fantastic playground. Anancy Mountains is a region made for cycling."

1 cycling destination, 3 specialty labels

TERRITOIRE
VÉLO
Fédération française de cyclotourisme



BASE VTT
Fédération française de cyclotourisme

Ville et Territoire Vélotouristiques

Set up by the French Cycle Tourism Federation (FFCT), the "Cycling City and Territory" label recognizes local authorities that 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 tourist structures and communities that offer mountain bikers a warm welcome 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 trails available to all skill levels, better safety conditions, and a system to ensure that all participating mountain bikers are mindful of other trail users and respectful to the environment.



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Cycling between lake and mountains



Bicycle tourism

Between lake and mountains, Annecy 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 with marked routes that have many delights for the curious and contemplative traveler. From the shores of Lake Annecy to the green hills buttressed against the high mountains bordering Geneva, cycling here offers ample opportunities to escape the ordinary.



Cyclosportive

Annecy 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.



Départ des parcours balisés Start of marked routes

ANNECY

Parcours «Les classiques» «The classics» routes			Parcours «Les routes secrètes» «The secret routes» routes
Parcours «Gravel» «Gravel» routes			Voie Verte / Véloroute V62 Greenway / Véloroute V62
Parcours à relief modéré ou accentué Moderate to steep routes			Sens des parcours à relief modéré ou accentué Direction of the moderate to steep routes
Parcours sportif Sporty route			Sens des parcours sportifs Direction of the sporty route
Parcours athlétique Athletic route			Sens des parcours athlétiques Direction of the athletic route
Etape du Tour de France Stage of Tour de France			Territoire Vêlo «Vélo» territory
Office de tourisme Tourist office			Point info Information point
Gare Station			Gare routière Bus station
Aire de camping car Camper van area			Camping Camping
Hébergement Accommodation			Station de ski Ski resort
Borne de recharge VAE Electric bike charging point			Prestataires labellisés Accueil Vêlo Labelled service providers: Accueil Vêlo points
Cascade, grotte Waterfall, cave			Château Castle
Embarcadère Embarkation/Disembarkation point			Patrimoine culturel : pont, abbaye Cultural heritage: bridge, abbey
Produit de terroir Local product			Musée Museum
Aire de décollage de parapente Paragliding take-off area			Site de baignade Swimming site
Point de vue Viewpoint			Aire d'atterrissage de parapente Paragliding landing area
Remontées ouvertes l'été Lifts open in summer			



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"A wonderful playground"

Antoine Dénériaz

PASSIONATE ABOUT CYCLING, THE OLYMPIC ALPINE DOWNHILL SKI CHAMPION DEVELOPS THE HIGH-END DÉNÉRIAZ SKIS, MANUFACTURED IN DOUSSARD ON THE SHORES OF LAKE ANNECY.

"Annecy Mountains is a great playground for cycling. It's varied, with beautiful quiet roads or cycle paths like the one that runs along the shores of Lake Annecy. Here, all cyclists are catered to, amateurs as well as the most experienced. You can ride from your front door for two, four or five hours. In the summer, I like to go riding at mealtimes. I find myself at the edge of the lake or at the col de la Forclaz above Talloires. We can enjoy from the col one of the most beautiful views of the lake. Cycling means staying in shape and also being able to clear your head while riding in magnificent landscapes. In this region, it's all possible."



The cycling gems to discover



Col du Marais • Plan Bois

Col de La Croix Fry

From the Sources of Lake Annecy to the summit of the Aravis, two destinations linked by three cols unite to form a single route. From Saint Ferréol, at the southern end of Lake Annecy, the col du Marais has a 10 km climb for a total elevation gain of 388 m. Rolling and enjoyable, it runs along the massif de la Tournette. It remains a popular gateway to reach the col de Plan Bois. Lesser known and more of a secret, the Plan Bois is actually more difficult than the col du Marais. Over the 10 km ascent at an average of 7.5%, the Aravis range discreetly reveals its most beautiful features. Mesmerized, we come to nestle up at its foot after crossing Manigod and embarking on the switchbacks of the col de la Croix Fry. A mythical pass of the Tour de France, it's a climb in a dream setting with a panoramic view of the surrounding mountains. From the col de la Croix Fry, it is possible to move onto the col des Aravis or continue your route to the col de la Colombière to complete a full crossing of the massif des Aravis.

Col de Leschaux • Mount Semnoz

The perfect combo. Between lake and mountains, the succession of the cols de Leschaux and du Crêt de Châtillon, at the top of Semnoz, is a route recognized and prized by amateur cyclists. The climb to col de Leschaux begins at the edge of the lake. It goes for 12 km with 441 m of elevation gain, which is something anyone can accomplish with an average gradient of just 3.7%. Once you leave Annecy, the road rises in between a row of houses before dipping into the forest. While you climb, you can glimpse the lake below before finally getting the full view of the turquoise waters once you reach the top of the col. Located 897 m above sea level, the col de Leschaux allows you to head towards the massif des Bauges or the Sources du Lac d'Annecy. It is from its summit that the ascent of the col de Semnoz (1660 m) begins. Long straight sections initially continue on a slope that reaches 9% in places. On a road cut for climbers, the climb stretches over 13.4 km. From the summit of Semnoz, an alpine and Nordic ski resort in winter, the view is magnificent and takes in all the massifs de la Tournette and des Aravis.



Choose le Bon Wagon

Located in Duingt, on the edge of the Lake Annecy cycle path, "le Bon Wagon" is a relaxing place to take a break. With its wooden terrace, the cycling café is a place entirely dedicated to cycling and anyone who rides a bike. You can grab something to eat, recharge your electric bike, or even rent an e-bike hybrid or mountain bike. Tools are available free of charge for any type of bicycle repair. Le Bon Wagon also offers for sale a range of bicycles intended for the different sorts of terrain (road, e-bike, mountain bike, gravel) that is available in the region around Annecy Mountains.

Gravel race La Resistance

La Résistance is a non-timed one-day cycle-tourist event, organized by the Basecamp of Talloires-Montmin. It is scheduled for September 24, 2022. Departing from Talloires beach, two routes are offered (90 km and 130 km). Each of them takes the most beautiful gravel routes in Haute-Savoie, including the ascent of the col de l'Arpettaz and the discovery of the Route de la Soif, a gravel route in the heart of the massif des Aravis. The long route crosses the Glières plateau, a center of resistance during the Second World War. On a white and rocky road, this route is an invitation to get a better understanding of history when you pass by the Resistance Monument. Designed to honor the memory of Resistance fighters, men and women, the two routes, which pass in front of the Resistance Museum and the Necropolis at the foot of the Glières plateau, are a tribute to those who fought for freedom.

The Rhodos at the Col des Aravis

Built at the top of the col des Aravis (1498 m), the Chalet des Rhodos offers a total change of scenery in a grandiose panorama with a breathtaking view of Mont Blanc. Its "Sport Vintage" or "Music Studio" themed hotel rooms and its gourmet restaurant are a welcome break after a day on the alpine roads. The Chalet des Rhodos also provides free recharging for electric bike batteries, an inflation point to pump up tires, and a repair station.



Cycling, an economic animator



“An economy that generates jobs”

Richard Collomb Patton

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

“The Annecy Mountains area is a real economic basin for the cycling market. More and more brands are offering and innovating on products intended for cycling. These companies, which bring together both manufacturers and distributors, have adapted and improved their skills over the years. They thus offer wide ranges of accessories, textiles, components, bicycles, and VAE (electrically assisted bicycles). It is a whole economy around the bicycle market that is developing and generating jobs in the area. All the companies are also involved between lake and mountains with consumers to promote their practice in the best conditions.”

COMPANIES THAT ROLL!



Matchy Cycling

Based in Annecy and created by two cycling enthusiasts, Matchy Cycling has been developing and creating cycling clothing since 2016. The brand markets women's and men's products from recycled materials, favoring local production. The approach meets strict specifications aimed at reducing the carbon footprint as much as possible.

Mavic

Founded in 1889 in Lyon, Mavic is a major player in the sport of cycling. The brand, whose headquarters are now in Annecy, designs and builds high-end components (wheels, tires, rims) for bicycles. The success of the brand has been reflected in its providing free and neutral assistance to Tour de France riders.

SCOTT Sports

SCOTT Sports France, located in the heart of the parc des Glaisins, located in Annecy-le-Vieux, is the subsidiary of SCOTT Sports. SCOTT Sports is a Swiss sports equipment manufacturer, founded in 1958 in the United States. The manufacture, development, marketing, and sale of bicycles are the main activities 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 (e-bikes) centers on the enjoyment and freedom bikes offer, no matter how the bikes are powered.

Yuba Bicycles France

Yuba Bikes 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.



“The ideal playground for testing our products”

Geoffrey Baudouin

GEOFFREY BAUDOUIN IS CO-FOUNDER OF MATCHY CYCLING AND OF THE ASSOCIATION LA BRIGADE, A CYCLING COMMUNITY BASED IN THE ANNÉCIAN BASIN.

“Annecy Mountains is a sports-friendly region where cycling is strongly established. The French image of cycling with the Alps and the Tour de France is very strong here. We have an exceptional heritage. For Matchy Cycling, it is a banner and a showcase. We were keen to settle in this region for its dynamism. We have a wide range of products and here, between lake and mountains, we have the ideal playground to test them. In addition, Matchy Cycling is sold online and we wanted a local footprint so that the brand has a strong social image. To do this, in 2018 we created the association la Brigade, which invites amateur cyclists to ride together. We are 60 members including 15 women. All information from la Brigade is published on the Matchy Cycling website. Through the association, the brand has established itself locally.”



Cycling and sustainable development

THE BIKE BELONGS TO THE CATEGORY OF SO-CALLED "SOFT" MODES OF TRANSPORTATION. THEY ALSO ARE OFTEN REFERRED TO AS "ACTIVE" MODES. RIDING A BIKE TENDS TO REDUCE THE IMPACT ON THE ENVIRONMENT. LOCAL AUTHORITIES ARE IMPLEMENTING SEVERAL INITIATIVES TO PROMOTE THE USE OF SOFT MODES OF TRANSPORTATION IN AND AROUND THE ANNECY MOUNTAINS DESTINATION AND THUS MAKE THEM ACCESSIBLE TO ALL (ATHLETES, TOURISTS, EMPLOYEES).

Thônes project for 4.5 kilometers of protected bike lanes

The Municipality of Thônes, in the Massif des Aravis, is working on creating a network of three secure cycleways known as du Nom, du Fier and du Sud by 2025. The 4.5km network will be dedicated to cycling of all types on a daily basis. The first section will be completed in 2022, and as part of the cycling project, additional infrastructure such as bicycle storage and parking shelters will be built in support as well.

Two certifications for the Sources of Lake Annecy

In June 2017, Les Sources du lac d'Annecy obtained the "Base VTT Randonnée" certification. This label offers cyclists of all skill levels access to marked and secure routes. In 2020, this approach was completed by obtaining the "Territoire vélo" certification. The agreement was signed in 2021 and it promotes the development of cycling in the Annecy Mountains territory.

Adapted services by the lake

To facilitate the use of bicycles in the region, two washing and tire inflation stations have been installed in Faverges-Seythenex and at the Marlens lake. These services complete the offer throughout the Sources du Lac d'Annecy territory, which has 8 mountain bike and hybrid bike routes and dedicated cycling routes, including the tour of Lake Annecy.

Summer shuttles accessible to cyclists to visit the Sources of Lake Annecy

During the summer season, the Community of the Sources du lac d'Annecy communes offers free shuttles, equipped to transport up to 10 bicycles. The network put in place makes it possible to connect the end of the lake to the mountain and serve the various tourist sites.

A self-service bicycle rental system in Grand Annecy

A self-service bicycle rental system, Vélonécyc 60 minutes, was established on the shores of Lake Annecy in 2021. It offers attractive solutions and alternatives to everyone interested in getting away from using a car. This initiative distributed 10 self-service stations around the lake and focuses on developing dedicated subscribers. In 2022, the Grand Annecy Agglomération is building on the early progress by deploying "virtual" stations.

Financial assistance for cycling equipment purchases

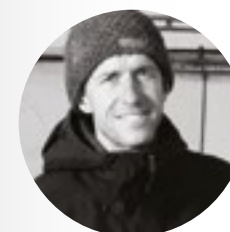
The bicycle is a means of transportation for many people on a daily basis around the greater Annecy area. Establishing a system by which financial assistance can be given to people who want to have bicycles for commuting will help develop the use of bikes in the entire region. This aid is directed at the inhabitants of Grand Annecy and offers the opportunity to buy an "urban" type bicycle in one of the partner shops of Grand Annecy.

A network of summer shuttles 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 shuttle network, which serve the main locations of activity and residence around the Aravis resorts. They are equipped with a device to accommodate bicycles (between 3 and 5).

A "Faites du Vélo" day in Thônes

On May 21, 2022, the Municipality of Thônes will hold for the second consecutive year a "Faites du vélo" day dedicated to getting around on two wheels.. The proposed events are intended to be fun, sporting, and entertaining. The day is intended to raise awareness regarding the choices in mobility. The municipal youth council, for example, plans to survey citizens on mobility issues. The day will end with a bicycle acrobatics show.



"A territory at the forefront of environmental actions"

Sylvain Leroux

A MEMBER OF THE ASSOCIATION CEUX QUI SÈMENT, AN AGRO-ECOLOGICAL VEGETABLE FARM IN THE HEART OF ANNECY, SYLVAIN LEROUX MAKES ALL OF HIS DELIVERIES BY CARGO BIKE.

Sylvain Leroux, market gardener at the agro-ecological market garden "Ceux qui sèment" in the heart of Annecy, makes most of his deliveries by cargo bike.

"With 'Ceux qui sèment', the idea is that we are starting from the small seed until the harvest of our own seeds for the following year. By being in the heart of the city, we are committed to making agriculture more respectful by consuming a minimum of carbon-based resources. In addition to practicing organic farming, we want to have the least possible impact on the environment by not using plastic in crops and during our sales, by sowing our seeds, by recovering and reusing the pots of our plants every year... Given this commitment, it was only natural that we make our deliveries using the most carbon-free means of transport possible. We are based in the heart of the city, our customers are too. It just makes sense to use a simple and effective way to be able to make deliveries to them. Hence we turned to the bike. We are lucky to be in an innovative region and at the forefront of environmental initiatives. The welcome we receive is extremely warm and the products we deliver are ultra fresh."





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