



**A.S.O.** GERMANY

**PRESSEMITTEILUNG | PRESS RELEASE**

## Gesellschaft zur Förderung des Radsports becomes A.S.O. Germany

**The German branch of Tour de France organizer Amaury Sport Organisation (A.S.O.) is now trading under the name of its parent company. The Gesellschaft zur Förderung des Radsports mbH is now A.S.O. Germany GmbH.**

A.S.O. Germany GmbH is the largest organizer of cycling events in Germany. Based in Frankfurt am Main, the company organizes the two German races on the UCI WorldTour. The cycling classic Eschborn-Frankfurt and the Hamburg Cycclassics are part of the world's most prestigious race series. A.S.O. Germany also organizes the Lidl Deutschland Tour - the only German stage race in the men's category. In addition to the professionals, 25,000 amateur athletes take part in these three cycling events.

About A.S.O.: Amaury Sport Organisation, a subsidiary of the Amaury Group (owner of sports media L'Equipe), owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. manages more than 100 events across 37 countries, in 5 major sports: cycling (Tour de France), motorsports (Dakar), mass participation events (Schneider Electric Marathon de Paris, Adidas Manchester Marathon), golf (Lacoste Ladies Open de France), and sailing event TV production and distribution.