H.H. Sheikh Mohammed bin Rashid Al Maktoum
Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai
THE ONE AND ONLY WORLD TOUR RACE IN THE MIDDLE EAST.
A ROAD TO THE ETERNAL GLORY THROUGH THE DESERT, THE SHINING CITY LIGHTS, LIVE THE CHALLENGE MAKE HISTORY.
THE FIRST EDITION

THE VISION

TOP RIDERS
Primož Roglič

2019 UAE Tour Champion
THE FIRST EDITION

The One and Only World Tour Race in the Middle East. A road to the eternal glory through the desert, the shining city lights, live the challenge make history.
Alejandro Valverde

2018 UCI Race World Champion
THE VISION

To Show to THE WHOLE WORLD the beauty of the United Arab Emirates

The One and Only World Tour Race in the Middle East
To enhance the PASSION for cycling amongst amateurs and fans in the United Arab Emirates
7 STAGES

1,073 km

40.546 km/h

AVERAGE SPEED of the UAE Tour

7 EMIRATES

more than 4,000 NIGHTS of accommodation

more than 16,000 kg of TEAM EQUIPMENT from all the five continents
18 UCI World Teams

2 UCI Professional Continental Teams

Over 2,000 Students from ten different schools in Abu Dhabi, Al Ain, Hatta and Dubai attended the Educational Project supported by Mubadala

More than 1,000 Amateurs took part in the four stages of the UAE Tour Challenge

More than 2,000 Accreditations, including riders, team staff, VIPs, officials, media, TV production and sponsors
70 OFFICIAL CARS provided by Audi Al Nabooda for teams, jury and race management
TOP RIDERS

TOM DUMOULIN

VINCENTO NIBALI

ALEJANDRO VALVERDE

ELIA VIVIANI

FERNANDO GAVIRIA

MARK CAVENDISH
UAE TOUR
THE SYMBOLS
LOGO
THE STAGES
OFFICIAL TROPHY
OFFICIAL JERSEYS
FANS

UAE TOUR 2019
THE STAGES

1. ADNOC STAGE
   - FROM Al Hudayriat Island
   - TO Al Hudayriat Island
   - SUN, FEBRUARY 24TH 2019
   - STAGE WINNER: TEAM JUMBO - VISMA (NED)

2. SPECIAL OLYMPICS WORLD GAMES ABU DHABI STAGE
   - FROM Yas Island - Yas Mall
   - TO Abu Dhabi Breakwater, Big Flag
   - MON, FEBRUARY 25TH 2019
   - STAGE WINNER: FERNANDO GAVIRIA RENDON (CO)
     UAE TEAM EMIRATES | UAE

UAE TOUR 2019
DEPARTMENT OF TRANSPORT
STAGE

FROM Al Ain - UAE University
TO Jebel Hafeet

TUE, FEBRUARY 26TH 2019

STAGE WINNER
ALEJANDRO VALVERDE (ESP)
MOVISTAR TEAM | ESP

MOUNTAIN STAGE
179 KM

DUBAI MUNICIPALITY
STAGE

FROM The Pointe - Palm Jumeirah
TO Hatta Dam

WED, FEBRUARY 27TH 2019

STAGE WINNER
CALEB EWAN (AUS)
LOTTO SOUDAL | BEL

MEDIUM MOUNTAIN STAGE
197 KM
THE STAGES

5

SHARJAH STAGE
FROM Sharjah - Flag Island
TO Khor Fakkan
THU, FEBRUARY 28TH 2019

STAGE WINNER
ELIA VIVIANI (ITA)
DECEUNINCK-QUICK-STEP | BEL

181 KM

6

RAK PROPERTIES STAGE
FROM Ajman
TO Jebel Jais
FRI, MARCH 1ST 2019

STAGE WINNER
PRIMOZ ROGLIC (SLO)
TEAM JUMBO - VISMA / NED

180 KM
DUBAI STAGE

FROM DUBAI SAFARI PARK TO CITY WALK

SAT, MARCH 2ND 2019

STAGE WINNER
SAM BENNETT (BEL)
BORA - HANSGROHE | GER

145 KM
OFFICIAL TROPHY

Gold is not just a colour
It is the sand where our roots run deeper
It is the metal that forges our vision
The symbol of a future already here

Be inspired by the greatest
Dream the impossible
Fight for gold

Ride to become the champion
Of the champions
OFFICIAL JERSEYS

RED JERSEY
GENERAL TIME CLASSIFICATION
LEADERSHIP ● ENERGY

GREEN JERSEY
GENERAL POINTS CLASSIFICATION
CHALLENGE ● STRENGTH

WHITE JERSEY
BEST YOUNG RIDER CLASSIFICATION
FUTURE ● HOPE

BLACK JERSEY
INTERMEDIATE SPRINT CLASSIFICATION
SPRINT ● EFFORT
TV PRODUCTION

TV COVERAGE

MEDIA ATTENDANCE

MEDIA COVERAGE

ONLINE PRESENCE
TV PRODUCTION

2 CINEFLEX HELICOPTERS

4 CAMERAS AT START AREA
TV COVERAGE

MORE THAN 200 COUNTRIES

2.777H 56M BROADCASTED TIME
TV COVERAGE
UAE & MENA REGION

223
HOURS OF DEDICATED TV PROGRAMS
- Full live coverage of each stage
- Pre and post-race studio shows from fan zones everyday
LIVE PRESS CONFERENCES

STUDIO PROGRAM
Everyday during the event
TV COVERAGE
FOCUS EUROSport
+54 Hours of coverage on Eurosport in Europe

+38 Hours of coverage on Eurosport in Asia-Pacific

95 TV spots of 20 seconds promoting the UAE Tour

106 TV sponsorship elements of 6 seconds broadcast around the UAE Tour

15.8 Million different viewers reached

+25% Increase in viewers compared to 2018 Abu Dhabi Tour and Dubai Tour
MEDIA ATTENDANCE

86 JOURNALISTS

41 PHOTOGRAPHERS

127 MEDIA
MEDIA COVERAGE

4,744 ARTICLES

LEQUIPE / FRANCE

LA GAZZETTA DELLO SPORT / ITALY

HNL / BELGIUM

GULF NEWS / UNITED ARAB EMIRATES

UAE Tour: Sharif Mohammad attends fourth stage of cycling race

Ciclismo. UAE Tour: Roglic trascina la Jumbo-Visma. Nibali 3' con la Bahrain-Merida

WORLDWIDE MEDIA COVERAGE
from 72 COUNTRIES & 5 CONTINENTS
#UAETOUR

88,000
AVG. number of PAGES VIEWED during the race per day

493,892
AVG. PAGES VIEWED per day during the race

+65,000 FANS

+3,000 FOLLOWERS

+20,000 FOLLOWERS

+3,000 VIEWS
UAE TOUR
ONLINE PRESENCE

GT: Yeah that was so well done because when I was into hip-hop, and
UAE TOUR
THE RACE
ROUTE AND JERSEYS PRESENTATION
STAGES
TEAMS PRESENTATION
JERSEYS AND WINNERS
TEAMS
THE SHOW
START
RACE
FINISH
HOSPITALITY PROGRAM
PROMOTIONAL ACTIVITIES
ROUTE AND JERSEYS PRESENTATION
STAGE 1
ADNOC STAGE

FROM Al Hudayriat Island TO Al Hudayriat Island
STAGE 2
SPECIAL OLYMPICS WORLD GAMES ABU DHABI STAGE

FROM Yas Island - Yas Mall TO Abu Dhabi Breakwater, Big Flag
STAGE 3
DEPARTMENT OF TRANSPORT STAGE
FROM Al Ain - UAE University TO Jebel Hafeet
STAGE 4
DUBAI MUNICIPALITY STAGE
FROM The Pointe - Palm Jumeirah TO Hatta Dam
STAGE 5
SHARJAH STAGE

FROM Sharjah - Flag Island TO Khor Fakkan

100 UAE TOUR 2019
STAGE 6
RAK PROPERTIES STAGE

FROM Ajman TO Jebel Jais

UAE TOUR 2019
STAGE 7
DUBAI STAGE
FROM Dubai Safari Park TO City Walk
TEAMS PRESENTATION
LOUVRE ABU DHABI
Emirates is pleased to sponsor the inaugural edition of the UAE Tour, as the Official Sponsor of the race’s Red Jersey, the most prestigious jersey worn throughout the Tour by the leader of the general classification. We believe our support of the UAE Tour over the next few years will boost the UAE’s position as a world-class venue on the global stage of cycling offering a scenic terrain that is unique in its own right.

Mohammed Alnahari Alhashmi
Emirates Corporate Sales
Manager Dubai

PRIMOZ ROGLIC (SLO)
TEAM JUMBO - VISMA / NED
GREEN JERSEY
GENERAL POINTS CLASSIFICATION

At ADNOC, we’re always supporting partners and driving initiatives that positively impact the UAE, strengthen the fabric of the Abu Dhabi community and celebrate the pride of our people. Building on the success of the ADNOC Abu Dhabi Marathon, the UAE Tour enables ADNOC to deepen its support of healthy and active lifestyles, while further solidifying our nation’s position as a globally renowned, multicultural sporting destination, warm in our welcome of those looking for a place of respect, inclusion and tolerance.

Omar Suwaina Al Suwaidi
ADNOC Executive Office Director

ELIA VIVIANI (ITA)
DECEUNINCK-QUICK-STEP / BEL
Our sponsorship of the White Jersey for UAE Tour 2019 follows four consecutive years as a Stage Sponsor of the Dubai Tour, and highlights our commitment to supporting this world-class event. One of the most prestigious competitions in the global sporting calendar, it is a unique platform from which to showcase the UAE and its world-famous landmarks to millions of spectators, whether they are watching live on the course or through media across the globe.

Aqil Kazim
Nakheel Chief Commercial Officer

DAVID GAUDU (FRA)
GROUPAMA - FDJ / FRA
BLACK JERSEY

INTERMEDIATE SPRINT CLASSIFICATION

It's a privilege to be part of the 2019 UAE Tour. Abu Dhabi Aviation always aims to support sports and athletes, and has been taking part in these events for a number of years. Abu Dhabi is witnessing a significant shift in the international championships it's hosting, which comes from the directives of HH President Sheikh Khalifa bin Zayed, and HH Crown Prince Sheikh Mohamed bin Zayed.

His Excellency Nader Ahmed Al Hammadi
Chairman of Abu Dhabi Aviation

STEPAN KURIANOV (RUS)

GAZPROM - RUSVELO / RUS
START

SIGNATURE CHECK

JERSEYS PARADE

TROPHY PARADE

LINE UP

START
HOSPITALITY PROGRAM

IT TAKES PLACE DURING THE THREE MOST IMPORTANT MOMENTS OF EACH STAGE:

The hospitality program takes guests “inside” the UAE Tour. The guest’s day begins with access to the reserved area at the starting line followed by a chance to watch the race from a VIP car. Guests will enjoy the end of the race at a prime location near the finish line to catch the final moments from a front row seat.
<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Walk</td>
<td>1,500 people daily&lt;br&gt;900 selfies taken over the 7 days&lt;br&gt;800 kids joined the area&lt;br&gt;400 riders joined the game&lt;br&gt;80 riders joined the Audi Wattage Challenge on Swift on the main stage&lt;br&gt;1,000 t-shirts handed out as prizes for sliding tabs and games</td>
</tr>
<tr>
<td>Yas Mall</td>
<td>2,000 people daily&lt;br&gt;1,500 selfies taken over the 7 days&lt;br&gt;3,500 pieces of paper&lt;br&gt;3,000 t-shirts handed out as prizes</td>
</tr>
</tbody>
</table>
EDUCATIONAL PROJECT PRESENTED BY MUBADALA

Over 2,000 students from ten different schools in Abu Dhabi, Al Ain, Hatta and Dubai attended the Educational Project supported by Mubadala. The UAE Tour Educational Project is aimed at introducing children aged between 8 and 12 years old to cycling as a part of a healthy lifestyle and safety on the road. It is geared to be a first step into developing an interest in cycling at a young age, with the UAE Tour becoming a major event, inspiring and creating a connection for the youth of tomorrow.

OVER 2,000 STUDENTS

10 DIFFERENT SCHOOLS
The UAE Tour Challenge consists of four races, across which male and female amateur racers contest different jerseys for Time and Points races.

The first round of the UAE Tour Challenge, an Individual Time Trial on Thursday 24 January was on the same course the professional riders will face on 24 February.

The second event, Friday 1 February, was in the environs of the city of Al Ain. The course was a tribute to the UAE Tour stage 3, the Department of Transport Stage, with the finish line at 1025m above sea level on top of Jebel Hafeet.

In the third stage last week, Wednesday 13 February, in Dubai, at the Dubai Autodrome, participants had a precise time to finish each lap which is reduced for each subsequent new lap.

In the final stage on Friday 1 March the amateurs faced the highest mountain of the UAE territory, Jebel Jais.
CITIES EXPOSURE
SPONSORS

TOP SPONSORS

STAGE SPONSORS

HOST BROADCASTERS
INSTITUTIONAL PARTNERS