THE ONE AND ONLY WORLD TOUR RACE IN THE MIDDLE EAST
H.H. Sheikh Hazza bin Tahnoun Al Nahyan
Undersecretary of the Court of the Abu Dhabi Ruler's Representative in Al Ain Region
H.H. Sheikh Mansour Bin Mohammed Bin Rashid Al Maktoum
THE ONE AND ONLY WORLD TOUR RACE IN THE MIDDLE EAST
To show the beauty and iconic landmarks of the UAE

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
UAE TOUR 2020

[Image of cyclists and spectators]
Adam Yates

2020

UAE Tour

Champion
THE SECOND 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.
THE UAE TOUR 2020

/ ADVERTISING CAMPAIGN
/ KEY HIGHLIGHTS
/ TOP RIDERS
/ LOGO
/ THE STAGES
ADVERTISING CAMPAIGN
7 STAGES
*Last 2 stages were cancelled due to Covid-19*

1.122 km

4.000+ NIGHTS of accommodation

18 UCI WORLD TEAMS

2 UCI PROFESSIONAL CONTINENTAL TEAMS

more than 21.000 kg of TEAM EQUIPMENT

more than 4.000+ ACCREDITATIONS,
including riders, team staff, VIPs, officials, media, TV production and sponsors

more than 1.100 AMATEURS took part in the three stages of the UAE Tour Challenge

4000+ students from over 20 schools across the Emirates took part in the UAE Tour Mubadala Educational Project
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

DYLAN GROENEWEGEN

CALEB EWAN

TADEJ POGACAR

CHRIS FROOME

UAE TOUR 2020
THE STAGES

1. DUBAI SILICON OASIS STAGE
   FROM THE POINTE
   TO DUBAI SILICON OASIS
   SUN, FEBRUARY 23RD 2020
   STAGE WINNER
   BORA - HANSGROHE (GER)

2. DUBAI MUNICIPALITY STAGE
   FROM HATTA
   TO HATTA DAM
   MON, FEBRUARY 24TH 2020
   STAGE WINNER
   LOTTO SOUDAL (BEL)
THE EMIRATES STAGE

FROM AL QUDRA CYCLE TRACK TO JEBEL HAFEET

TUE, FEBRUARY 25TH 2020

STAGE WINNER
MITCHELTON - SCOTT (AUS)

EMIRATES NBD STAGE

FROM ZABEEL PARK TO DUBAI CITY WALK

WED, FEBRUARY 26TH 2020

STAGE WINNER
MITCHELTON - SCOTT (AUS)
THE STAGES

5
AL AIN WATER STAGE
FROM AL AIN
TO JEBEL HAFEET
THU, FEBRUARY 27TH 2020
STAGE WINNER
MITCHELTON - SCOTT (AUS)
MOUNTAIN STAGE
162 KM

6
ADNOC STAGE
FROM AL RUWAIS
TO AL MIRFA
FRI, FEBRUARY 28TH 2020
*Cancelled due to Covid-19*
SPRINT STAGE
160 KM

7
ABU DHABI FIND WONDER STAGE
FROM AL MARYAH ISLAND
TO ABU DHABI BREAKWATER
SAT, FEBRUARY 29TH 2020
*Cancelled due to Covid-19*
SPRINT STAGE
127 KM
THE SYMBOLS

/ TROPHY

/ JERSEYS

UAE TOUR 2020
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
THE RACE

/ DATE AND ADVERTISING
CAMPAIGN REVEAL PRESS CONFERENCE

/ ROUTE AND JERSEY PRESENTATION

/ TEAMS

/ TEAMS PRESENTATION

/ START

/ RACE

/ FINISH

/ JERSEY WINNERS

/ HOSPITALITY PROGRAM
TEAMS

AG2R LA MONDIALE
FR | EUROPE

ASTANA PRO TEAM
KAZ | ASIA

BAHRAIN - MCLAREN
BRN | ASIA

BORA - HANSGROHE
GER | EUROPE

CCC TEAM
POL | EUROPE

COFIDIS, SOLUTIONS CREDITS
FRA | EUROPE

DECEUNINCK - QUICK - STEP
BEL | EUROPE

GROUPAMA - FDJ
FRA | EUROPE

ISRAEL START - UP NATION
ISR | ISRAEL

LOTTO SOUDAL
BEL | EUROPE

MITCHELTON - SCOTT
AUS | OCEANIA

MOVISTAR TEAM
ESP | EUROPE

NTT PRO CYCLING TEAM
RSA | REPUBLIC OF SOUTH AFRICA

TEAM INEOS
GBR | EUROPE

TEAM JUMBO - VISMA
NED | EUROPE

TEAM SUNWEB
GER | EUROPE

TREK SEGAFREDO
USA | NORTH AMERICA

UAE TEAM EMIRATES
UAE | ASIA

GAZPROM - RUSVELO
RUS | EUROPE

VINI ZABÙ KTM
ITA | ITALY
TEAMS PRESENTATION
FINISH

FINISH LINE

AWARDING CEREMONY

UAE TOUR 2020
STAGE 1

DUBAI SILICON OASIS STAGE

FROM THE POINTE TO DUBAI SILICON OASIS
STAGE 2

DUBAI MUNICIPALITY STAGE
FROM HATTA TO HATTA DAM

UAE TOUR 2020
STAGE 3

THE EMIRATES STAGE

FROM AL QUDRA CYCLE TRACK TO JEBEL HAFEET
STAGE 4

EMIRATES NBD STAGE
FROM ZABEEL PARK TO DUBAI CITY WALK
STAGE 5

AL AIN WATER STAGE

FROM AL AIN TO JEBEL HAFEET
STAGE 6

ADNOC STAGE
FROM AL RUWAIS
TO AL MIRFA

*Cancelled due to Covid-19*
STAGE 7

ABU DHABI FIND WONDER STAGE

FROM AL MARYAH ISLAND
TO ABU DHABI BREAKWATER

*Cancelled due to Covid-19*
“Emirates is pleased to be a sponsor of the 2020 UAE Tour and the Official Sponsor of the race’s Red Jersey. One of our main reasons for being involved in the UAE Tour is because it showcases the best of the UAE, our home, to a global audience.”

Khalid Al Hassan
*Emirates District Manager for Sharjah and the Northern Emirates*
"Mubadala has always been actively involved in sports tournaments on a local and international level, and it brings us great pride to be the nation that is hosting the only World Tour race in the Middle East. Building on the success of the first edition, this year’s UAE Tour is set to be even bigger, highlighting the UAE on the global stage and as a go-to destination for some of the biggest sports tournaments in the world. We are also a proud sponsor of the Green Jersey for the fastest sprinter, and we are excited to offer such opportunities to athletes. We wish the best of luck to all the riders and we look forward to an exciting race."

Saoud Karmastaji
Senior Assistant Manager
Corporate Communications at Mubadala Investment Company
“We are proud to reinforce our commitment to supporting the UAE Tour by sponsoring the White Jersey for the second consecutive year. This world class event is one of the most prestigious competitions in the global sporting calendar, and the perfect platform from which to showcase the UAE and its world-famous landmarks to millions of spectators, whether they are watching live at the scene or through global media. The UAE Tour takes in some of the country’s most beautiful, iconic locations, including our own world-famous, flagship development, Palm Jumeirah, which also has the honour of being the starting point for day two’s The Pointe - Hatta leg of the tour. We are delighted to be on board, and wish the Dubai, Abu Dhabi and Sharjah Sports Councils, RCS Sport and all of the competitors every success.”

Aqil Kazim
Nakheel Chief Commercial Officer
“By hosting such events, the United Arab Emirates elevates and prospers. Abu Dhabi Aviation, the largest helicopter operator in the Middle East and North Africa, is honoured to be the official sponsor for the UAE Tour 2020 in its second edition. Abu Dhabi Aviation’s participation in the UAE Tour is in support of sporting activities and events hosted by Abu Dhabi, in addition to cooperation in the development of sporting activities and activities in line with Abu Dhabi Vision 2030. Abu Dhabi Aviation is also keen to carry out its corporate social duties by supporting and sponsoring major sporting events that contribute to the development of the community. Through its fleet, capabilities, and expertise, Abu Dhabi Aviation is going to provide two vertical planes for local and international TV channels to show the entire UAE Tour, which is going to also depict UAE’s heritage, historical and touristic landmarks. Abu Dhabi Aviation aircraft will accompany the competitors in all stages of the tour.”

Arwa Al Kindi
Abu Dhabi Aviation Board Member
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.
## IN NUMBERS

- TV PRODUCTION
- TV COVERAGE
- MEDIA ATTENDANCE
- MEDIA COVERAGE
- SOCIAL MEDIA
- WEBSITE AND APP
- PROMO ACTIVITIES
TV PRODUCTION

2 CINEFLEX HELICOPTERS

4 CAMERAS AT START AREA

9 CAMERAS AT START AREA

4 VIDEO MOTORBIKES
TV COVERAGE

MORE THAN 200 TERRITORIES

1.980H WORLDWIDE TV COVERAGE

BROADCASTED IN

UAE TOUR 2020
TV COVERAGE

UAE & MENA REGION

347 HOURS OF TV COVERAGE IN THE MENA REGION (56% INCREASE COMPARED TO 2019)

- Full live coverage of each stage
- Pre and post event race studio shows everyday
LIVE PRESS CONFERENCES

Everyday during the event
TV COVERAGE

FOCUS EUROSPORT

+45 HOURS OF COVERAGE ON EUROSPORT IN EUROPE

+58 HOURS OF COVERAGE ON EUROSPORT IN ASIA-PACIFIC

38 TV SPONSORSHIP ELEMENTS OF 6 SEC BROADCAST AROUND THE UAE TOUR
17.3 M VIEWERS REACHED (9% INCREASE COMPARED TO 2019)

+12% INCREASE IN HOURS OF COVERAGE (COMPARED TO 2019)

115 TV SPOTS OF 20 SEC PROMOTING THE UAE TOUR
JOURNALISTS AND PHOTOGRAPHERS
38% increase in media attendance
compared to 2019 UAE Tour
MEDIA COVERAGE

UAE Tour Stage 3: Adam Yates solo to stage win, takes over lead

Yates took the stage by just over a minute ahead of Tao Geoghegan Hart, and now leads overall in the general classification.
90 COUNTRIES IN 6 CONTINENTS

- GULF NEWS
  UNITED ARAB EMIRATES
- SOHU
  CHINA
- MARCA
  SPAIN
- KHALEEJ TIMES
  UNITED ARAB EMIRATES
- L’EQUIPE
  FRANCE
- LA GAZZETTA DELLO SPORT
  ITALY
- HLN
  BELGIUM
- SPORT360
  UNITED ARAB EMIRATES
- CYCLING NEWS
  UNITED KINGDOM
- VELONEWS
  USA

4,640 ARTICLES

+17,000 ARTICLES MENTIONING UAE TOUR FOLLOWING THE CANCELLATION OF THE RACE DUE TO COVID-19
SOCIAL MEDIA

Here's presenting The Golden Heptagon!
An incredible 16,000kg of equipment is needed to keep the wheels of the riders turning during the #UAETour.
Hope you haven't taken your eyes off the prize. Stay tuned for an exciting announcement about #UAETour Mubadala Challenge!

EXCITING ANNOUNCEMENT
COMING SOON

On Your Marks...

The stage is set for an epic week of racing. Eight of the world's top riders have helped officially kick off #UAETour 2020 - stay tuned all week to see them and the rest of the field in action all over the country.

And off the Junior racers go!

YAS MARINA CIRCUIT
108,000 AVERAGE NUMBER OF PAGES PER DAY
23% INCREASE IN AVERAGE NUMBER OF PAGE VIEWS PER DAY compared to 2019

-8% NUMBER OF PAGE VIEWS

Compared to UAE Tour 2019 during race days. Impacted due to cancellation of last two stages due to Covid-19.
FAN ZONE

20TH - 26TH FEBRUARY 2020
KITE BEACH
Dubai

- Trophy display
- Wheel of Fortune
- Scaletrix game
- LED screen
- Sponsor and partner booths
- Kids area
Trophy display
Inflatable Jerseys
Wheel of Fortune
Scaletrix game
LED screen
Cycle the Emirates game
Sponsor and partner booths
Kids area

23RD - 29TH FEBRUARY 2020
GALLERIA MALL
Al Maryah Island, Abu Dhabi
Over 4,000 STUDENTS from 23 different schools in ABU DHABI, AL AIN, HATTA and DUBAI attended the UAE Tour Mubadala 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.
+23 DIFFERENT SCHOOLS FROM

IN

ABU DHABI, AL AIN, HATTA and DUBAI

UAE TOUR 2020
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 Mubadala Challenge, took place on 17 January in the iconic LIWA area of Abu Dhabi. This was followed by the Regular road race second Challenge which took place in Al Qudra, Dubai. The third Challenge took place during the week of the professional race at Yas Marina Circuit on 20 February and was Knockout format.
1st Challenge
LIWA, Abu Dhabi
17th January
Stage Hilly

2nd Challenge
AL QUODRA, Dubai
25th January
Stage Regular
Road Race

3rd Challenge
YAS MARINA, Circuit Abu Dhabi
26th February
Knockout

4th Challenge
AL QUODRA, Dubai
*Cancelled due to Covid-19*
Stage ITT & Sportive

UAE TOUR 2020
1110 PARTICIPANTS ACROSS THREE CHALLENGES
SPONSORS
SEE YOU IN 2021