



# TUDOR

PRO CYCLING TEAM

INTRODUCING THE TUDOR PRO CYCLING TEAM

# A DARING NEW APPROACH TO PRO CYCLING

Partnering with cyclist Fabian Cancellara, winner of multiple Olympic and World Championships, Swiss watchmaker TUDOR brings its founding daring spirit to the professional cycling world, charting a course that will impact many aspects of this exciting global sport.







## TUDOR IS GOING PRO!

TUDOR and Swiss cycling legend Fabian Cancellara are joining forces to summit the top level of international cycling with a new team. TUDOR's signature is #Borntodare, it tells the story of the watchmaking vision of the brand's founder, Hans Wilsdorf, and how that vision was brought to life... daringly. The TUDOR Pro Cycling Team will embody this distinctly daring perspective, combining TUDOR's no-compromise attitude and history of innovation with Cancellara's unparalleled experience and vision.

At the core of the vision is a human-centric approach to cycling, a sport known for its punishing physical and psychological challenges. TUDOR and Cancellara envision a team motivated by pushing themselves to be better every single day, facing their fears, and daring to go beyond perceived limits. Performance is the ultimate measure of success, but *how* you get to the finish line matters just as much as *when* you get there. Guided by Cancellara, The TUDOR Pro Cycling Team will develop a roster of skilled cyclists who embody these ideals, shared values, and team spirit, going well beyond the current field of known competitors.





The sleek black jerseys of The TUDOR Pro Cycling Team will be adorned with simple red TUDOR shields on front and back. The focus will be on the athletes, their pursuit of success, and the road that lies ahead of them. Likewise, the team's equipment will be based on the expertise of Swiss cycling companies, including the team's main technical partner, BMC premium bikes. There will be no mistaking who this team is and who they ride for.

As with all good things, it will take time for The TUDOR Pro Cycling Team to reach its full potential of capturing podiums in the world's greatest cycling races. However, the journey begins with the very first TUDOR Pro Cycling Team taking their saddles for the Paris-Roubaix U23 race on May 15, 2022. The team will continue to compete in the UCI Continental class for the remainder of the 2022 season, setting the tone for what lies ahead.

From there, the team will apply and gear up for the 2023 UCI ProTeam season with the goal of qualifying for the world's most famous and prestigious races by the 2024 season. The TUDOR Pro Cycling Team will also maintain a development structure for scouting and training the next generation of cyclists.

It's time to dare. It's time to lead. It's time to win.

**#BornToDare**





## ABOUT TUDOR

TUDOR is an award-winning Swiss watch brand, offering mechanical watches with refined aesthetics, proven reliability and unique value for money. The origins of TUDOR date back to 1926, when “The Tudor” was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He created the Montres TUDOR SA Company in 1946 to offer watches with the quality and dependability of a Rolex, at a more affordable price point. Because of their robustness and affordability, throughout their history TUDOR watches have been chosen by the boldest adventurers on land, underwater and on ice, throughout their history. Today, the TUDOR collection includes emblematic models such as Pelagos, Black Bay, 1926 and Royal. Since 2015, TUDOR has also offered mechanical Manufacture Calibres with multiple functions and superior performance

## ABOUT FABIAN CANCELLARA

Fabian Cancellara is a renowned cyclist hailing from the Canton of Bern, Switzerland, who has two Olympic medals, four World Titles, seven Monument Classic wins, and more to his name. As if that wasn't enough, Cancellara has long been a leader in the world of youth cycling and is an advocate for cycling enthusiasts and the next generation of cycling pioneers through programs like the Granfondo 'Chasing Cancellara' series and 'Kids on Wheels.' While his days competing in the saddle might be over, great achievements will keep coming.



# THE TUDOR PRO CYCLING TEAM / INFO SHEET



Alex Baudin (France, 22)



Robin Froidevaux (Switzerland, 24)



Robin Donzé (Switzerland, 20)



Yannis Voisard (Switzerland, 24)



Jakob Klahre (Switzerland, 21)



Arnaud Tendon (Switzerland, 20)

## Status

Swiss Licence, UCI Continental Level

## Athletes

Alex Baudin (France, 22), Nils Brun (Switzerland, 22), Aloïs Charrin (France, 22), Filippo Colombo (Switzerland, 25), Robin Donzé (Switzerland, 20), Ruben Eggenberg (Switzerland, 22), Sean Flynn (Great Britain, 22), Robin Froidevaux (Switzerland, 24), Petr Kelemen (Czech Republic, 22), Jakob Klahre (Switzerland, 21), Lorenzo Rinaldi (Italy, 19), Arnaud Tendon (Switzerland, 20), Loris Trastour (France, 21), Alex Vogel (Switzerland, 23), Yannis Voisard (Switzerland, 24), Fabian Weiss (Switzerland, 20)

## Staff

General Manager: Thibault Hofer, Head of Sports: Sylvain Blanquefort, Head Trainer: Guillaume Bonnafond, Head Soigneur: Clément Ceyret, Head Mechanic: Simon Lepoittevin-Dubost, Service Course: Simon Meier, Team Doctor: Andreas Gösele

## Governing Entity

Sette Sports, CEO Raphael Meyer

## Sponsors & Partners

Main Sponsor: TUDOR Watches / Patronage: Fabian Cancellara  
Main Technical Partner: BMC Switzerland / Group sets & components: SRAM / Wheels: DT Swiss / Tires: Schwalbe / Nutrition: Eurosport Nutrition / Helmets: ABUS / Cycling Apparel: CUORE of Switzerland / Casual Wear: Strellson / Socks: Dirtysox / Glasses: Ride 100% / Saddles & bar tape: Selle Italia / Turbos & computers: Wahoo / Training Software: TrainingPeaks / Bike Care: MucOff / Events: Chasing Cancellara / Medical Care & Follow up: Cross Klinik Basel / IT: ATOS Switzerland / Car: Mercedes-Benz

## Race Program, Main Upcoming Events 2022:

15.05 Paris Roubaix Espoirs  
11-18.06 Giro D'Italia Giovanni  
22-26.06 Swiss National Championships