



Issy les Moulineaux,  
15th of June 2007

## MONDOVELO title sponsor of l'Étape du Tour

MONDOVELO, the new specialist brand of Groupe Sport 2000 entirely and exclusively devoted to cycling, will be the title partner of the famous « Etape du Tour » cyclo-sporting race from 2007 to 2010.

L'Étape du Tour is one of the most celebrated cyclo-sporting events, organised in conjunction with the Tour de France, and open to all keen and hardened amateurs. The 15<sup>th</sup> edition of the race will be held on the 16<sup>th</sup> of July 2007 between Foix and Loudenvielle.

Title partner of « L'Étape du Tour », MONDOVELO will benefit from strong visibility throughout the race; this partnership is an ideal opportunity for MONDOVELO to promote its brand name among amateur participants (8 500) and cycling enthusiasts (35 000 visitors in the pre-race village).

This legendary and popular sports event has, over the years, developed its distinct identity, a manifestation of conviviality, performance and pleasure in perfect harmony with the values endorsed by Mondovélo. It is known as « The Mecca of Cyclo-Sporting Races ».

A few places are still available if you wish to participate.

All information on **L'Étape du Tour MONDOVELO** is available at the official web site:

[www.letapedutour.com](http://www.letapedutour.com)

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