

With VITTEL, The Tour is Yours!



OFFICIAL PARTNER OF THE TOUR SINCE 2008, VITTEL ALLOWS SPECTATORS TO BECOME TOUR DE FRANCE VERY IMPORTANT FANS!

Whether simply spectators coming to watch the event or real cycling enthusiasts, **everyone can have a unique and unexpected personal experience on the Tour de France.**

At the heart of the action, whether at the starting line, on the course with the Caravan or on the finishing line, **the hearts of Tour de France fans will be beating that little bit faster in 2015!**

By providing an insider experience of the Tour de France, exclusive backstage access and, most importantly, sharing in the exhilaration of the champions, VITTEL will "reVITTELise" fans and their experience of this great event. **Once-passive spectators can now become "active".**

ANOTHER WAY TO EXPERIENCE THE TOUR DE FRANCE WITH VITTEL.



WITH VITTEL, SPECTATORS WILL BE AT THE HEART OF THE ACTION!

• AT THE STARTING LINE

It's their turn to experience the Tour as a VIP! Every morning, several fans will become VITTEL VIPs with special access to the Tour Village. Arriving to watch the start, they will experience an amazing morning at the heart of the official action, alongside riders past and present and officials from the so-called "Grande Boucle"!



• ON THE COURSE

It's their turn to set off in the VITTEL Caravan! A remarkable surprise will await 6 spectators who have come to cheer on the riders at the start. They will have the opportunity not only to experience a stage in the Caravan, but also to watch the finish and see the champions cross the line. First, they will take their place on board the VITTEL Caravan and experience the stage with the 39 "caravanners" who entertain public along the routes of the Tour.



• ON THE FINISHING LINE

It's their turn to cross the mythical finishing line with the VITTEL "Rand'Eau"! VITTEL will allow ten amateur cycling enthusiasts to ride the last kilometres of the day's stage and cross the finishing line like professional champions with the VITTEL "Rand'Eau". They will have the opportunity to be accompanied by French champion David Moncoutié.



THE "SMART" FRAME PLAQUE

Just like the stars on the jerseys of players whose country has won the World Cup, the brand new "smart" frame plaque will keep a record of each rider's victories to **compliment the rider's number.**



With just a glance, everyone will be able to **see the number of stages won by each of the 198 riders in the Tour de France.**

And, to honour the stage winners, in addition to the number plate attached to the bicycle, **VITTEL will add a new symbolic bicycle frame plaque at the Signature Podium every morning.**



Vittel – in brief

Nestlé Waters has been a principal partner of the Tour de France since 1933, with emblematic brands such as PERRIER (1933 to 1985), NESTLÉ AQUAREL (2001 to 2007) and VITTEL (from 2008 to 2018). VITTEL is therefore the Official Water of the Tour de France, an obvious partner, making sure that both riders and spectators stay hydrated for another four series of the Tour!

1 000 000 bottles distributed to followers

500 000 copies of "L'Eaufficiel"

14 Caravan vehicles

120 m Caravan (the longest in the procession)

39 people to assist the public

25 the record number of stage wins in the Tour de France, held by Mark Cavendish.



The "Rand'Eau" VITTEL coached by David Moncoutié



ON THE FINISHING LINE, AMATEUR CYCLISTS CAN BECOME CHAMPIONS

Over 13 stages, VITTEL will allow 10 cyclists per stage to ride the final kilometres of the official VITTEL "Rand'Eau" route. They will cross the finishing line like true professionals, guided by the extra"EAU"rdinary coach, David Moncoutié!

The cycling clubs chosen for this exhilarating event are those involved with the local communities hosting the Tour de France stage finishes.

Without a doubt, an unforgettable memory for these 130 cycling enthusiasts!



AN EXTRA"EAU"RDINARY COACH

DAVID MONCOUTIÉ

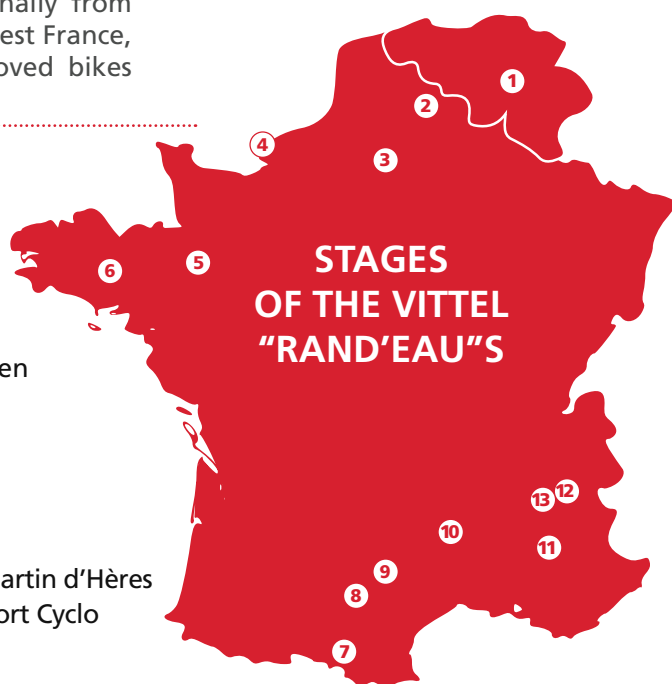
Freshly retired from the circuit, David Moncoutié is a high champion who has completed 11 Tour de France competitions and won numerous victories, including four Tour of Spain stages and two in the Tour de France, most famously on Bastille Day in 2004.

Despite his success, he has always kept a level head. Originally from the Lot region of Southwest France, Moncoutié has always loved bikes

and taken great pleasure from cycling. During his career, he used to say that he felt "like a weekend cyclist, just riding for fun".

Who could be a better coach for the cycling clubs than a champion who shares their values and approach to riding?

- 1 6/07 **HUY** with the Royal Cyclist's Pesant Club Liégeois
- 2 7/07 **CAMBRAI** with CCCambresien
- 3 8/07 **AMIENS** with AC Amiénois
- 4 9/07 **LE HAVRE** with HAC Cycliste
- 5 10/07 **FOUGERES** with COC Fougères
- 6 11/07 **MUR DE BRETAGNE** with Entente Cycliste de Rostrenen
- 7 16/07 **PLATEAU DE BEILLE** with Les Cycles de Lyon
- 8 17/07 **RODEZ** with Vélo Club Rodez
- 9 18/07 **MENDE** with Vélo Club Mende Lozère
- 10 19/07 **VALENCE** with SC Bourg-lès-Valence
- 11 20/07 **GAP** with Team 05 Serre-Ponçon
- 12 23/07 **SAINT-JEAN-DE-MAURIENNE** with Entente Cycliste St Martin d'Hères
- 13 24/07 **LA TOUSSUIRE-LES-SYBELLES** with Le Saint-Michel Sport Cyclo



VITTEL Press Contacts - Tour de France

Sarah : 06 08 26 47 61 - s.pitkowski@15love.net

Olivia : 06 80 10 62 62 - olivia@15love.net