



## Ford RideLondon–Essex 100, 2024 fact sheet

We're delighted the world's greatest festival of cycling is returning in 2024 and we can't wait to have you on board for the 100-mile event on Sunday 26 May.

### Background

RideLondon was established by the Mayor of London in 2013 as an Olympic legacy event from the London 2012 Games. In addition to the 100-mile challenge, 2024 Ford RideLondon will feature shorter, family-oriented rides on traffic-free roads – stay tuned for further details over the coming months.

In 2022 RideLondon saw a brand new partnership with Essex County Council come to fruition and an exciting new three-day UCI Women's WorldTour race take place – this will also be back in 2024.

The immensely popular Ford RideLondon FreeCycle will also return in 2024, with traffic-free, family-friendly routes in central London and festival sites set to be announced in due course.

### The route

The route will start in central London before heading out into the Essex countryside and making its way back to the capital for a spectacular finish on Tower Bridge.

The full route for this year's event will be published in due course. What is certain is that we will be ensuring the route is very accessible for riders with a wide range of cycling abilities – we want this to be the most inclusive Ford RideLondon yet!

### Key Ford RideLondon–Essex 100 info

- **Welfare provision across the 100 miles**
- **Riders have eight-and-a-half hours to complete their ride from the departure of the last start wave**
- **Start times will be between 06:00 and 09:30 on the day**
- **All riders to complete the 100-mile ride by 18:00**