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FORD RIDELONDON FREECYCLE RETURNS TO THE MALL IN 2023

- **Registration now open for free inspirational ride in central London on Sunday 28 May**
- **Route covers eight miles of traffic-free roads including The Mall, Piccadilly and Victoria Embankment**
- **First 4,000 people to register will receive free Ford RideLondon FreeCycle tabard**
- **Ford Led Rides return to bring participants from all 32 London boroughs to Ford RideLondon FreeCycle**

Ford RideLondon FreeCycle – the biggest, free inspirational bike ride in the UK – returns on Sunday 28 May and registration is [open now](#).

Established by the Mayor of London in 2013 as an Olympic legacy event from the 2012 Games, this unique event offers riders of all ages, abilities and backgrounds the chance to cycle on eight miles of traffic-free roads in the heart of London, along some of the capital's historic streets and past world-famous landmarks.

For 2023, the landmarks on the event will include the iconic royal residence of Buckingham Palace as the route returns to The Mall for the first time since 2019, enabling people to cycle along one of the world's most famous stretches of roads, from Buckingham Palace to Trafalgar Square.

Other notable roads and landmarks on the 2023 route include:

- Bank of England
- Guildhall Yard
- Holborn Viaduct
- Piccadilly
- Pall Mall
- Somerset House
- St Paul's Cathedral
- The Strand
- Trafalgar Square
- Victoria Embankment
- Westminster (Big Ben, Palace of Westminster, Parliament Square)

To see the full route for the 2023 Ford RideLondon FreeCycle, [click here](#).

This year's event will include two Festival Zones, located at Bank and St Paul's, where riders can stop for mechanical help, food and drink and enjoy activities such as music, games and face painting. At the St Paul's Festival Zone, there will be an opportunity to try a different form of wheel-based activity with the RollaDome All Skate charity offering recreational skating sessions and information.

Hugh Brasher, Event Director of Ford RideLondon, said: *“Ford RideLondon FreeCycle is a unique and wonderful event that can be enjoyed for free by people of all ages and backgrounds. It's the perfect way to explore central London by bike, cycling on traffic-free roads and passing some of our capital's most stunning landmarks including Buckingham Palace, Big Ben and St Paul's Cathedral.”*

Will Norman, London's Walking and Cycling Commissioner, said: *“FreeCycle is my favourite part of Ford RideLondon. It offers people of all ages, abilities and backgrounds the amazing opportunity to cycle through central London's streets traffic-free and take in the capital's world-famous landmarks. Cycling and other forms of active travel play a vital role in building a cleaner, greener and more prosperous London for everyone. It's really important that we increase participation in cycling from more diverse groups, so if you are considering cycling for the first time why not get involved and take part in this fantastic free event. I hope to see you there”*

The 2023 Ford RideLondon FreeCycle will start at 10:00 and finish at 15:00.

Anyone can join the ride but the first 4,000 people registering in advance will receive a free Ford RideLondon FreeCycle tabard. The tabard, designed to make cyclists more visible, can be worn on event day as well as throughout the year while out cycling. You can register for Ford RideLondon FreeCycle [here](#).

The popular Ford RideLondon FreeCycle Led Rides also return this year. The Led Rides see experienced riders from London Cycling Campaign bring groups of riders from every London borough into the centre of the capital to join Ford RideLondon FreeCycle. It is the perfect way for new or inexperienced cyclists – or those lacking confidence cycling on roads – to join the ride.

The Led Rides are supported by Ford's Park the Car campaign, which encourages drivers to leave their car at home for short journeys and to cycle instead. Riders interested in joining a Led Ride will need to register [here](#) before the event.

It is not necessary to own a bike to take part in Ford RideLondon FreeCycle. TfL's Santander Cycles will be available to hire at docking stations across the city with their bikes serviced throughout the day. To find a TfL Santander Cycle docking station, [click here](#).

In addition to Ford RideLondon FreeCycle, three other mass participation rides will take place as part of the festival on Sunday 28 May: the Ford RideLondon-Essex 100, 60 and 30.

The Ford RideLondon Classique, a three-day UCI Women's World Tour stage race (Friday 26 May to Sunday 28 May), features the best women's cyclists in the world. The first two stages will take place in Essex before the final stage is held on a circuit, largely similar to the Ford RideLondon FreeCycle route, on Sunday 28 May between 15:30 and 18:00.

ENDS

NOTES TO EDITORS

Images from RideLondon-Essex 2022 are available to [download here](#) (password: RL2022, credit: RideLondon-Essex)

About RideLondon

- [RideLondon](#), the world's greatest festival of cycling, was developed by the Mayor of London and his agencies. It was first held in August 2013 and is a legacy event from the London 2012 Olympics.
- In the first seven years of the world's greatest festival of cycling (2013-2019) more than 467,000 participants have taken part including more than 140,000 new or lapsed cyclists who were inspired to start cycling. More than £80 million was raised for more than 1,000 charities.
- RideLondon partnered with Essex County Council for the first time in 2022. Surrey County Council previously partnered with the event from 2013 to 2020.
- RideLondon-Essex saw 22,367 cyclists take part in either the RideLondon-Essex 100, 60 or 30 mile events
- In January 2023, [Ford was announced as the title partner of RideLondon from 2023 to 2025](#)
- London Marathon Events gifts its surplus each year to The London Marathon Foundation (LMF). LMF has granted £1 million to Essex via Active Essex in the first year of the partnership
- London Marathon Foundation is the operating name of The London Marathon Charitable Trust, the parent company of London Marathon Events
- Since 1981, The London Marathon Foundation has awarded grants totalling in excess of £98.3 million to more than 1,500 projects in London and across the UK.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.

Ford of Britain has been number one commercial vehicle brand for over 55 years, and is rolling out an electrified range so that, by 2026, 100% of our cars will be zero-emissions capable, all-electric or plug-in hybrid. The UK is Ford's third-largest global market and accounts for around 30% of total Ford vehicle sales in Europe. Ford directly employs 6,500 people in the UK, with thousands more employed in its extensive dealer network. The Ford Britain Dunton Campus in Essex is the home of its European commercial vehicle business group, the Ford of Britain & Ireland sales company and Ford's banking arm – Ford Credit Europe.

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MAYOR OF LONDON



TRANSPORT
FOR LONDON
EVERY JOURNEY MATTERS



Essex County Council

