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TRAFALGAR SQUARE TO HOST INAUGURAL FORD RIDELONDON HUB

- Free celebration of cycling and active travel taking place at iconic location from Friday 26 May to Sunday 28 May
- Entertainment, displays and activities for everyone to enjoy as part of the world's greatest festival of cycling
- All three stages of Ford RideLondon Classique to be shown live on giant screen

London's iconic Trafalgar Square will host the inaugural Ford RideLondon HUB as part of the world's greatest festival of cycling, between Friday 26 May and Sunday 28 May.

Designed as a stunning focal point of this year's Ford RideLondon cycling weekend, the Ford RideLondon HUB at Trafalgar Square will provide a range of free entertainment and exciting bike-based activities for people to stop by and try out.

Created by Ford RideLondon in partnership with Greater London Authority (GLA) and Westminster City Council (WCC), the HUB aims to inspire more people to enjoy cycling and promote active travel in London. It will also include bike skills demonstrations, food and drink stalls and a giant screen showing live every stage of the [Ford RideLondon Classique](#), the three-day UCI Women's WorldTour race that is part of the Ford RideLondon weekend.

Its position in Trafalgar Square ensures the HUB will also be at the heart of the mass participation events that are part of Ford RideLondon on Sunday 28 May including [Ford RideLondon FreeCycle](#), the biggest, free inspirational bike ride in the UK. FreeCycle is held on eight miles of traffic-free roads in central London between 10:00 and 15:00 and includes Trafalgar Square where the HUB will have bike racks to ensure participants can safely store bicycles before exploring the venue.

The Ford RideLondon HUB in Trafalgar Square's focus on active travel and showcasing how bicycles can be a healthy and sustainable mode of transport will include Ford's [Park the Car initiative](#), which encourages people to walk or cycle rather than drive short journeys wherever possible.

In association with the Metropolitan Police, BikeRegister will also be in Trafalgar Square to give visitors the opportunity to mark their bikes with a unique registration number and register them online. The bike marking kits, which ensure any recovered stolen bike is returned to its owner, is available at a 10 per cent discount across the three days. For more information visit: bikeregister.com

For more information on the Ford RideLondon HUB at Trafalgar Square, [click here](#).

Hugh Brasher, Event Director of Ford RideLondon, said: *“The Ford RideLondon HUB in Trafalgar Square is an exciting new element to the world’s greatest festival of cycling. Taking place in one of the most iconic squares in the world, it will be a true celebration of all that is wonderful about cycling with activities to inspire people of all ages to get on a bike.”*

London Walking and Cycling Commissioner, Will Norman, said: *“It’s never been more important to switch our shorter car trips to using more sustainable ways to get around. We’re pleased that the Ford RideLondon HUB will be in Trafalgar Square as part of this year’s event. Come on down and try out some of the free cycling-related activities on offer, take part in the FreeCycle or join us to watch the professional Classique race as it makes its way through London’s streets”*

Cllr Max Sullivan, Westminster City Council's Cycling Champion, said: *“We’re very excited to welcome the Ford RideLondon HUB to the City of Westminster this year.*

“As a council we are investing in active travel and sustainable transport to support our work on the climate emergency and deliver greener neighbourhoods, cleaner air and healthier lives”

“In Westminster, cycling is very often the faster, cheaper alternative to driving a car or van. We hope that this spectacular weekend of cycling events and activities – alongside Westminster City Council’s significant investments in safer cycling infrastructure – will inspire people to start or return to cycling.”

Lisa Brankin, Managing Director of Ford of Britain and Ireland, said: *“Our first Ford RideLondon HUB brings cycling and electric cars to life for a wide range of people. Cyclists, walkers and other active travel enthusiasts are already sensible about their car use, and we want to bring those choices to even more people. Currently, 25 per cent of car journeys made are under a mile, and Ford’s [Park the Car](#) initiative, featured at the RideLondon HUB, is determined to change that. By making it easier for greater numbers to make the switch to electric vehicles, we avoid driven emissions and support Ford’s European goal of carbon-neutral vehicles and operations by 2035.”*

Ford RideLondon is the world’s greatest festival of cycling and includes a series of events. It begins with the UCI Women’s WorldTour race Ford RideLondon Classique, featuring the world’s best female riders, which starts with two stages in Essex on Friday 26 May and Saturday 27 May before a finale in central London on Sunday 28 May.

The Ford RideLondon Hub at Trafalgar Square will show all three stages of the Ford RideLondon Classique live on its big screens, starting at the following times:

- 13:00: Stage One, Friday 26 May
- 13:15: Stage Two, Saturday 27 May
- 15:00: Stage Three, Sunday 28 May

There are four mass participation events taking place on Sunday 28 May: the Ford RideLondon-Exeter 100, 60 and 30-mile rides and Ford RideLondon FreeCycle, an opportunity for riders of all ages and abilities to explore some of London’s most famous landmarks on traffic-free roads.

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NOTES TO EDITORS

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

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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