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TUDOR BECOMES OFFICIAL TIMING PARTNER OF FORD RIDELONDON

London Marathon Events (LME) announced today a three-year partnership with TUDOR that will see the luxury Swiss watch brand become the Official Timing Partner of Ford RideLondon, the world's greatest festival of cycling, from 2023 to 2025.

TUDOR's partnership will begin for this year's Ford RideLondon, taking place between Friday 26 May and Sunday 28 May, which includes the Ford RideLondon Classique, the three-day UCI Women's World Tour race, the Ford RideLondon-Essex 100, 60 and 30-mile challenge rides and Ford RideLondon FreeCycle.

Swiss watch brand TUDOR was established in 1926 and over the course of history has become the watch choice of adventurous and daring individuals. The TUDOR collection offers high quality watches powered by exclusive mechanical Manufacture calibres with varied functions and includes lines from the iconic Black Bay, Pelagos and 1926.

The partnership with Ford RideLondon continues TUDOR's commitment to cycling. The brand co-created the TUDOR Pro Cycling Team, a men's professional UCI ProTeam with multiple former world time trial champion Fabian Cancellara. Cancellara completed the RideLondon 100-mile sportive in 2019.

TUDOR also announced this year that it is to be the Official Timekeeper of the Giro d'Italia and all cycling races organised by RCS Sport.

A TUDOR spokesperson said: *"We are excited to be joining forces with Ford RideLondon as part of TUDOR's extended commitment to the world of cycling. Aligning the TUDOR brand to a key cycling event in a prominent city such as London further strengthens brand visibility and allows us to continue presenting the TUDOR narrative in an exciting setting."*

Hugh Brasher, Event Director of Ford RideLondon, said: *"Ford*

RideLondon is the world's greatest festival of cycling and, at its heart, is our ambition to inspire more people to cycle, more often. It is fantastic to welcome TUDOR as our Official Timing Partner, a brand that shares a similar commitment to promote cycling, from the professional peloton to the every day rider."

The Ford RideLondon Classique (Friday 26 May to Sunday 28 May) is part of the UCI Women's World Tour and became a three-day stage race for the first time in 2022 when Dutch sprinter Lorena Wiebes (then riding for Team DSM) won all three stages and the general classification in a dominant display.

For more information on this year's stages, which include a stunning final stage finish on The Mall in central London, [click here](#).

The mass participation events of Ford RideLondon take place on Sunday 28 May, the same day as the final stage of the Classique. The events include Ford FreeCycle, a free event for all that takes place on largely the same roads as the final stage of the Classique, and the Ford RideLondon-Essex 100, 60 and 30-mile rides.

For more information, visit www.ridelondon.co.uk

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ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with sophisticated style, proven reliability and unmatched value for money. The origins of TUDOR date back to 1926, when "The TUDOR" was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He officially set up the Montres TUDOR SA company in 1946 to produce watches that respect the traditional Rolex philosophy of quality at a more affordable price point. Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.

www.tudorwatch.com

About Ford 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. It is delivered by London Marathon Events (LME).
- The 2023 Ford RideLondon Classique is part of the UCI Women's World Tour.
- The Classique was granted UCI Women's WorldTour status in 2016. It was a one-day race between 2016 and 2019, becoming a three-day stage race in 2022 after returning following the Covid-19 pandemic which forced the cancellation of the 2020 and 2021 events.
- For a full history of the Classique including the full list of past winners, [click here](#).
- The 2023 Ford RideLondon also includes the mass-participation events: Ford RideLondon FreeCycle, Ford, RideLondon-Essex 100, Ford RideLondon-Essex 60 and Ford RideLondon-Essex 30.
- London Marathon Events gifts its surplus each year to The London Marathon Foundation. 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 London Marathon Events

London Marathon Events (LME) organises a series of mass participation events for more than 200,000 participants every year and an extensive programme of activity with schools, children and community groups across the UK. Its portfolio of world-class events includes the world's biggest marathon and the world's greatest festival of cycling. The mass participation events are:

- Brighton Marathon
- TCS London Marathon and TCS Mini London Marathon
- Ford RideLondon
- Standard Chartered Great City Race
- The Big Half, New Balance Big Relay and The Big Mile
- Vitality Westminster Mile
- Vitality London 10,000
- Swim Serpentine

The London Marathon is the world's biggest annual one-day fundraising event and has now raised more than £1.1 billion for thousands of charities.

Every year, LME gifts its trading surplus through corporate gift aid to the London Marathon Foundation (LMF). Both organisations share a vision of Inspiring Activity and a mission to inspire and enable people to become and remain physically active across all ages, demographics and abilities..

For further information, please contact:

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