



COO
UAE
TOUR





THE FIRST EDITION 08

THE FIRST EDITION
THE VISION
TOP RIDERS

THE SYMBOLS 28

LOGO
THE STAGES
OFFICIAL TROPHY
OFFICIAL JERSEYS
FANS

THE NUMBERS 50

TV PRODUCTION
TV COVERAGE
MEDIA ATTENDANCE
MEDIA COVERAGE
ONLINE PRESENCE

THE RACE 80

ROUTE AND JERSEYS PRESENTATION
STAGES
TEAMS PRESENTATION
JERSEYS AND WINNERS
TEAMS
START
RACE
FINISH
HOSPITALITY PROGRAM
PROMOTIONAL ACTIVITIES



H.H. Sheikh Mohammed bin Rashid Al Maktoum

Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai





**THE ONE AND ONLY
WORLD TOUR RACE
IN THE MIDDLE EAST.**

**A ROAD TO THE ETERNAL GLORY
THROUGH THE DESERT, THE SHINING CITY LIGHTS,
LIVE THE CHALLENGE MAKE HISTORY.**





UAE TOUR
THE FIRST
EDITION

**THE FIRST EDITION
THE VISION
TOP RIDERS**



Primoz Roglic

2019

UAE Tour

Champion

THE FIRST EDITION

The One and Only World Tour Race in the Middle East. A road to the eternal glory through the desert, the shining city lights, live the challenge make history.



24TH FEB
2ND MAR 2019



STAGE 4
DUBAI MUNICIPALITY STAGE

Emirates

Emirates

Emirates

Emirates

Emirates

Emirates

Emirates

Emirates

Emirates



WARNER BROS.
WORLD

THE WESTIN
Dubai
Mina Etihad





Alejandro
Valverde

2018
UCI Race
World
Champion



THE VISION



To Show to **THE WHOLE WORLD** the beauty of the United Arab Emirates



The One and Only World Tour Race in the Middle East





To enhance the
PASSION for cycling
amongst amateurs
and fans in the
United Arab
Emirates









7 STAGES



7 EMIRATES



KM **1.073** km



more than **4.000**
NIGHTS of accommodation



40.546 km/h
AVERAGE SPEED
of the UAE Tour



more than **16.000** kg
of TEAM EQUIPMENT
from all the five continents





18 UCI WORLD TEAMS



2 UCI PROFESSIONAL CONTINENTAL TEAMS



over **2.000** STUDENTS from ten different schools in Abu Dhabi, Al Ain, Hatta and Dubai attended the Educational Project supported by Mubadala



more than **1.000** AMATEURS took part in the four stages of the UAE Tour Challenge



more than **2.000** ACCREDITATIONS, including riders, team staff, VIPs, officials, media, TV production and sponsors





70 OFFICIAL CARS provided
by Audi Al Nabooda for teams, jury
and race management





TOP RIDERS

TOM DUMOULIN

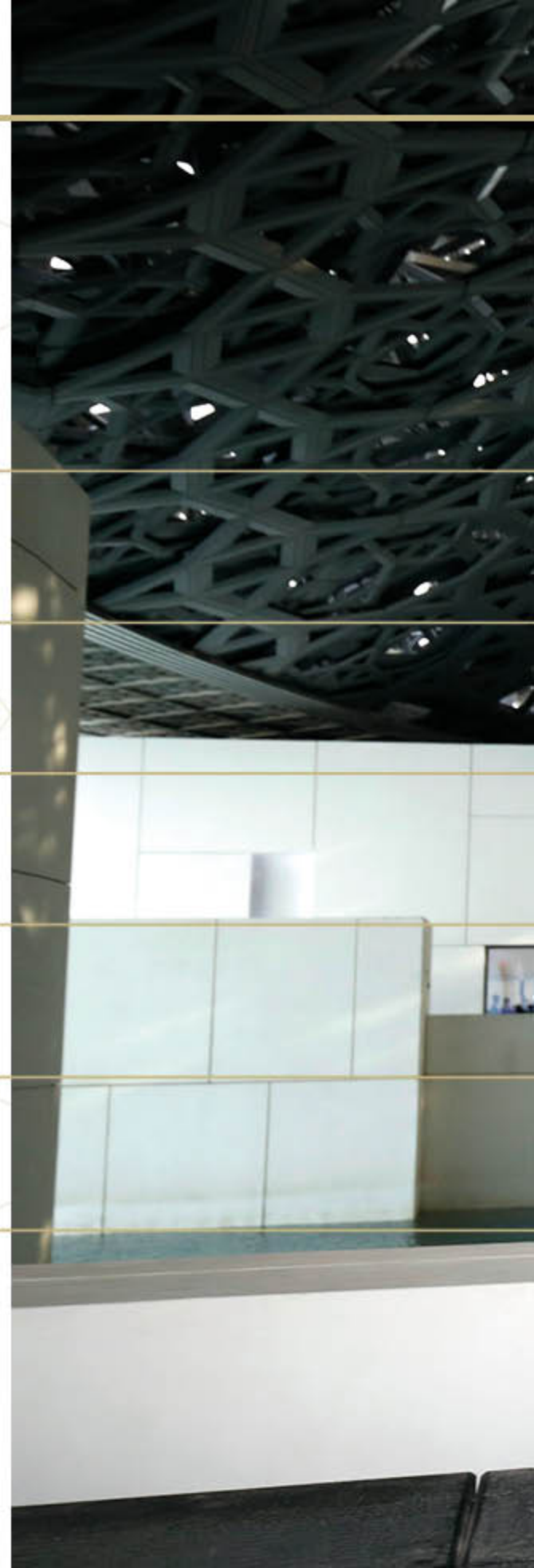
VINCENZO NIBALI

ALEJANDRO VALVERDE

ELIA VIVIANI

FERNANDO GAVIRIA

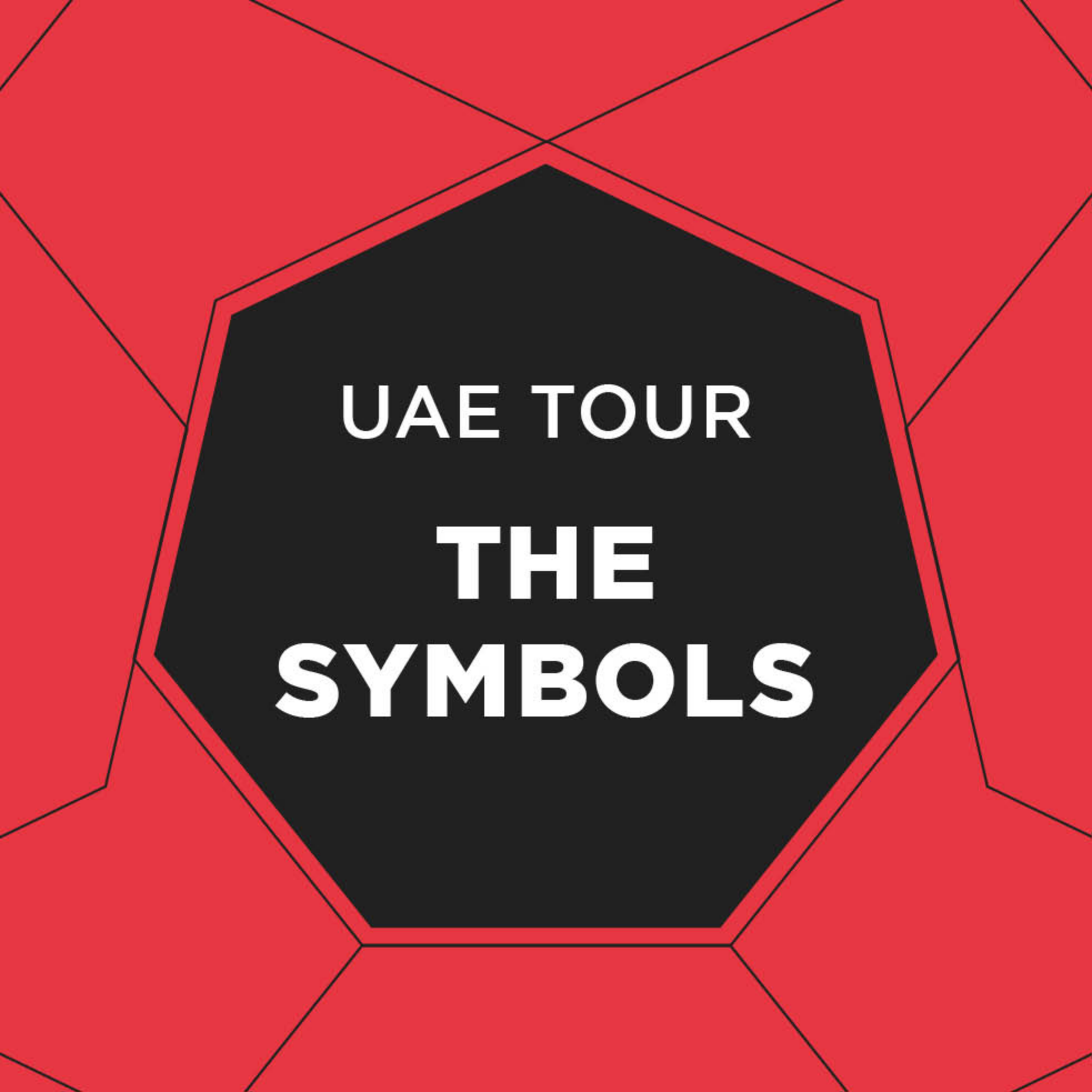
MARK CAVENDISH











UAE TOUR
THE
SYMBOLS

LOGO
THE STAGES
OFFICIAL TROPHY
OFFICIAL JERSEYS
FANS





LOGO





THE STAGES

1



ADNOC STAGE

FROM Al Hudayriat Island
TO Al Hudayriat Island

SUN, FEBRUARY 24TH 2019



STAGE WINNER

TEAM JUMBO - VISMA (NED)



TTT STAGE

16 KM

2



SPECIAL OLYMPICS WORLD GAMES ABU DHABI STAGE

FROM Yas Island - Yas Mall
TO Abu Dhabi Breakwater, Big Flag

MON, FEBRUARY 25TH 2019



STAGE WINNER

FERNANDO GAVIRIA RENDON (co)

UAE TEAM EMIRATES | UAE



SPRINT STAGE

184 KM

3



DEPARTMENT OF TRANSPORT STAGE

FROM Al Ain - UAE University
TO Jebel Hafeet

TUE, FEBRUARY 26TH 2019



STAGE WINNER

ALEJANDRO VALVERDE (ESP)

MOVISTAR TEAM | ESP

دائرة النقل
DEPARTMENT OF TRANSPORT



MOUNTAIN STAGE

179 KM

4



DUBAI MUNICIPALITY STAGE

FROM The Pointe - Palm Jumeirah
TO Hatta Dam

WED, FEBRUARY 27TH 2019



STAGE WINNER

CALEB EWAN (AUS)

LOTTO SOUDAL | BEL

بلدية دبي
DUBAI MUNICIPALITY



MEDIUM MOUNTAIN STAGE

197 KM

THE STAGES

5



SHARJAH STAGE

FROM Sharjah - Flag Island
TO Khor Fakkan

THU, FEBRUARY 28TH 2019

STAGE WINNER

ELIA VIVIANI (ITA)

DECEUNINCK-QUICK-STEP | BEL



حكومة الشارقة
مجلس الشارقة الرياضي
GOVERNMENT OF SHARJAH
SHARJAH SPORT COUNCIL



SPRINT STAGE

181 KM

6



RAK PROPERTIES STAGE

FROM Ajman
TO Jebel Jais

FRI, MARCH 1ST 2019

STAGE WINNER

PRIMOZ ROGLIC (SLO)

TEAM JUMBO - VISMA / NED



رأس الخيمة العقارية
RAK PROPERTIES

MOUNTAIN STAGE

180 KM



7



DUBAI STAGE

FROM DUBAI SAFARI PARK
TO CITY WALK

SAT, MARCH 2ND 2019



STAGE WINNER

SAM BENNETT (BEL)

BORA - HANS GROHE | GER

SPRINT STAGE

145 KM





OFFICIAL TROPHY

**GOLD IS NOT JUST A COLOUR
IT IS THE SAND WHERE OUR ROOTS RUN DEEPER
IT IS THE METAL THAT FORGES OUR VISION
THE SYMBOL OF A FUTURE ALREADY HERE**

**BE INSPIRED BY THE GREATEST
DREAM THE IMPOSSIBLE
FIGHT FOR GOLD**

**RIDE TO BECOME THE CHAMPION
OF THE CHAMPIONS**



OFFICIAL JERSEYS



RED JERSEY

GENERAL TIME CLASSIFICATION

LEADERSHIP ● ENERGY



Emirates



GREEN JERSEY

GENERAL POINTS CLASSIFICATION

CHALLENGE ● STRENGTH



ادنوك
ADNOC



WHITE JERSEY

BEST YOUNG RIDER CLASSIFICATION

FUTURE ● HOPE



NAKHEEL



BLACK JERSEY

INTERMEDIATE SPRINT CLASSIFICATION

SPRINT ● EFFORT



Abu Dhabi
طيران أبو ظبي



Emirates

Emi

TAG Heuer



MUBADALA

MUBADALA

Emira

Emira

Emira

Emira

Emira

Emira

Emira

Emira

Emira





ORGANIZATION

31

UAE
TOUR

Q DUBAI 51429

FANS











UAE TOUR
THE
NUMBERS

TV PRODUCTION
TV COVERAGE
MEDIA ATTENDANCE
MEDIA COVERAGE
ONLINE PRESENCE





TV PRODUCTION

2 CINEFLEX
HELICOPTERS

4 CAMERAS
AT START AREA





CAMERAS AT
FINISH AREA **9**

VIDEO
MOTORBIKES **4**

TV COVERAGE



BROADCASTED IN



MORE THAN **200** COUNTRIES



2.777H 56M BROADCASTED TIME







ياس مول
Yas Mall

ياس مول
Yas Mall

Hamley

UAE
TOUR

24TH FEB
2ND MAR 2019
#UAETO

SPECIAL OLYMPICS
WORLD GAMES
ABU DHABI STAGE
NON-FEBRUARY 25TH 2019
UAE TOUR

TV COVERAGE

UAE & MENA REGION



أبوظبي الرياضية
ad sports
DUBAI

الرياضية
دبي
DUBAI SPORTS

223 HOURS OF DEDICATED TV PROGRAMS

- Full live coverage of each stage
- Pre and post-race studio shows from fan zones everyday



LIVE PRESS CONFERENCES

2



STUDIO PROGRAM Everyday during the event

1



TV COVERAGE FOCUS EUROSPORT

★EUROSPORT 1

★EUROSPORT 2





+54Hours

OF COVERAGE ON
EUROSPORT IN EUROPE



+38Hours

OF COVERAGE ON
EUROSPORT IN ASIA-PACIFIC



95

TV SPOTS OF 20 SECONDS
PROMOTING THE UAE TOUR



106

TV SPONSORSHIP ELEMENTS OF 6 SECONDS
BROADCAST AROUND THE UAE TOUR



15.8

MILLION DIFFERENT VIEWERS REACHED



+25%

INCREASE IN VIEWERS COMPARED TO
2018 ABU DHABI TOUR AND DUBAI TOUR

#UAETOUR



24TH FEB
2ND MAR 2019

UCI

Emirates

Emirates



STAGE 2
SPECIAL OLYMPICS WORLD GAMES
ABU DHABI

#UAETOUR

Emirates

Emirates

TAG Heuer

Emirates

Emirates

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#UAETOUR





MEDIA ATTENDANCE



86

JOURNALISTS



41

PHOTOGRAPHERS

127
MEDIA





MEDIA COVERAGE



4.744 ARTICLES

GULF NEWS / UNITED ARAB EMIRATES

UAE Tour: Shaikh Mohammad attends fourth stage of cycling race



L'EQUIPE / FRANCE

Tour des Emirats arabes unis : Fernando Gaviria remporte la deuxième étape



LA GAZZETTA DELLO SPORT / ITALY

Ciclismo, Uae Tour: Roglic trascina la Jumbo-Visma, Nibali 3° con la Bahrain-Merida



HLN / BELGIUM

KOERS KORT (28/2). Viviani is Gaviria te snel af in UAE Tour - Degrendele snel uitgeschakeld in sprint, De Pauw tude op scratch - Pech voor Mohoric





from **72** COUNTRIES in **5** CONTINENTS



SOHU / CHINA



MARCA / SPAIN



KHALEEJ TIMES / UNITED ARAB EMIRATES



SPORT360 / UNITED ARAB EMIRATES



CYCLING NEWS / UNITED KINGDOM



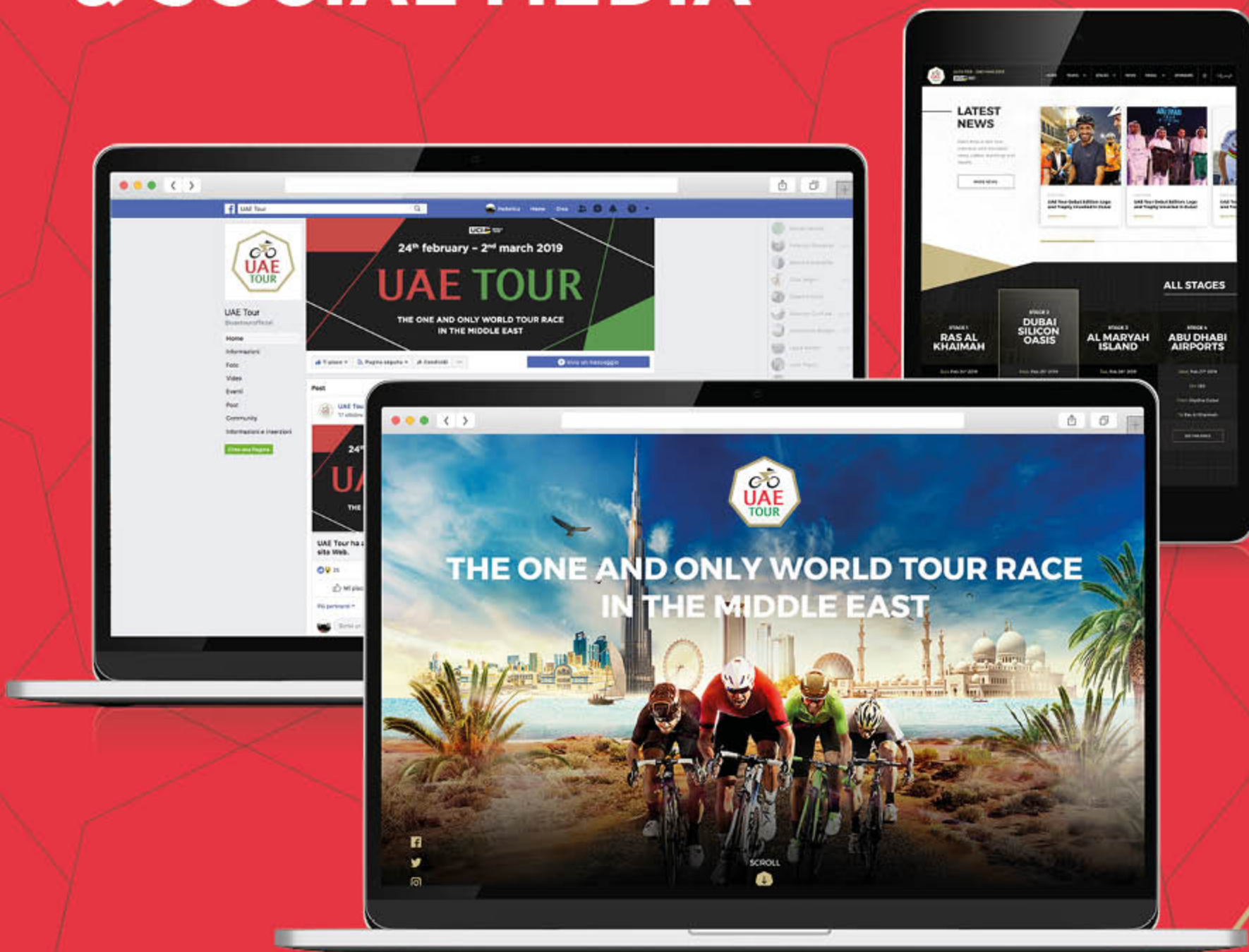
VELONEWS / USA







OFFICIAL WEBSITE & SOCIAL MEDIA



theuaetour.com

#UAETOUR



88.000

AVERAGE numbers of **PAGES VIEWED** during the race per day

493.892

AVERAGE **PAGES VIEWED** per day during the race

+65.000 FANS



+3.000 FOLLOWERS



+20.000 FOLLOWERS



+3.000 VIEWS



UAE TOUR ONLINE PRESENCE















UAE TOUR

**THE
RACE**

**ROUTE AND JERSEYS
PRESENTATION**

STAGES

**TEAMS
PRESENTATION**

**JERSEYS
AND WINNERS**

TEAMS

THE SHOW

START

RACE

FINISH

**HOSPITALITY
PROGRAM**

**PROMOTIONAL
ACTIVITIES**

ROUTE AND JERSEYS PRESENTATION









STAGE 1

ADNOC STAGE

FROM Al Hudayriat Island **TO** Al Hudayriat Island





أدنوك
ADNOC



STAGE 2

SPECIAL OLYMPICS WORLD GAMES ABU DHABI STAGE

FROM Yas Island - Yas Mall **TO** Abu Dhabi Breakwater, Big Flag









STAGE 3

DEPARTMENT OF TRANSPORT STAGE

FROM Al Ain - UAE University **TO** Jebel Hafeet



دائرة النقل
DEPARTMENT OF TRANSPORT







UAE

FAB7

UAE
TEAM
Emirates

FAB7

EMIRATES

FAB7
First Abu Dhabi Bank

STAGE 4

DUBAI MUNICIPALITY STAGE

FROM The Pointe - Palm Jumeirah **TO** Hatta Dam



بلدية دبي
DUBAI MUNICIPALITY



UAE
TOUR



24 FEB - 27 MAR 2019
THE ONE AND ONLY
WORLD TOUR RACE
IN THE MIDDLE EAST

UAE TOUR 2019

97



MUBADALA
UCI

10

باصحابه بلادي بلادي



STAGE 5

SHARJAH STAGE

FROM Sharjah - Flag Island **TO** Khor Fakkan









STAGE 6

RAK PROPERTIES STAGE

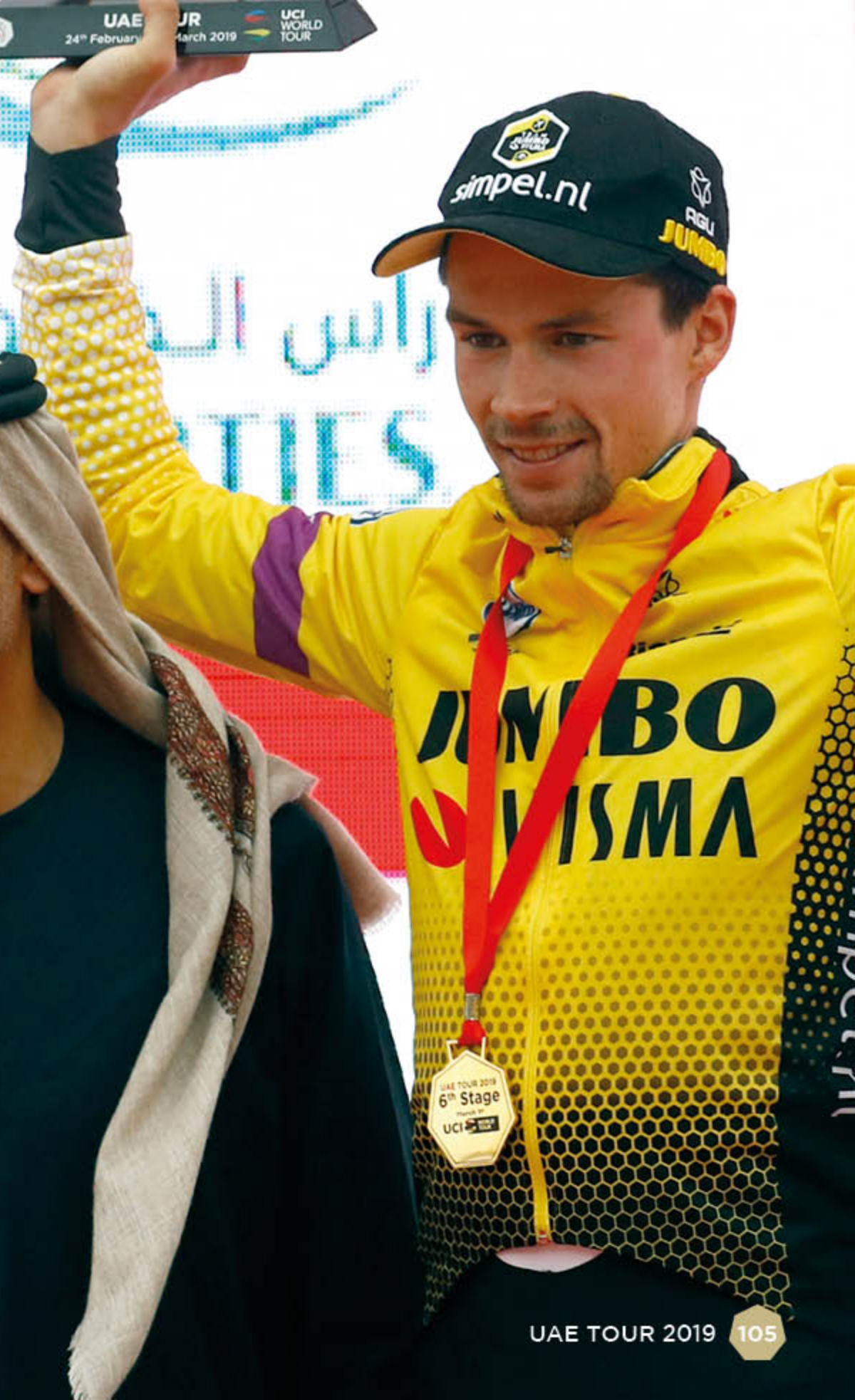
FROM Ajman **TO** Jebel Jais



رأس الخيمة العقارية
RAK PROPERTIES.

UAE TOUR 2019
24th February - 3rd March 2019
UCI WORLD TOUR

رأس الخيمة العقارية
RAK PROPERTIES



STAGE 7

DUBAI STAGE

FROM Dubai Safari Park TO City Walk









TEAMS PRESENTATION

LOUVRE ABU DHABI









RED JERSEY

GENERAL TIME CLASSIFICATION



Official Sponsor



Emirates is pleased to sponsor the inaugural edition of the UAE Tour, as the Official Sponsor of the race's Red Jersey, the most prestigious jersey worn throughout the Tour by the leader of the general classification. We believe our support of the UAE Tour over the next few years will boost the UAE's position as a world-class venue on the global stage of cycling offering a scenic terrain that is unique in its own right.

Mohammed Alnahari Alhashmi
*Emirates Corporate Sales
Manager Dubai*



PRIMOZ ROGLIC (SLO)

TEAM JUMBO - VISMA / NED



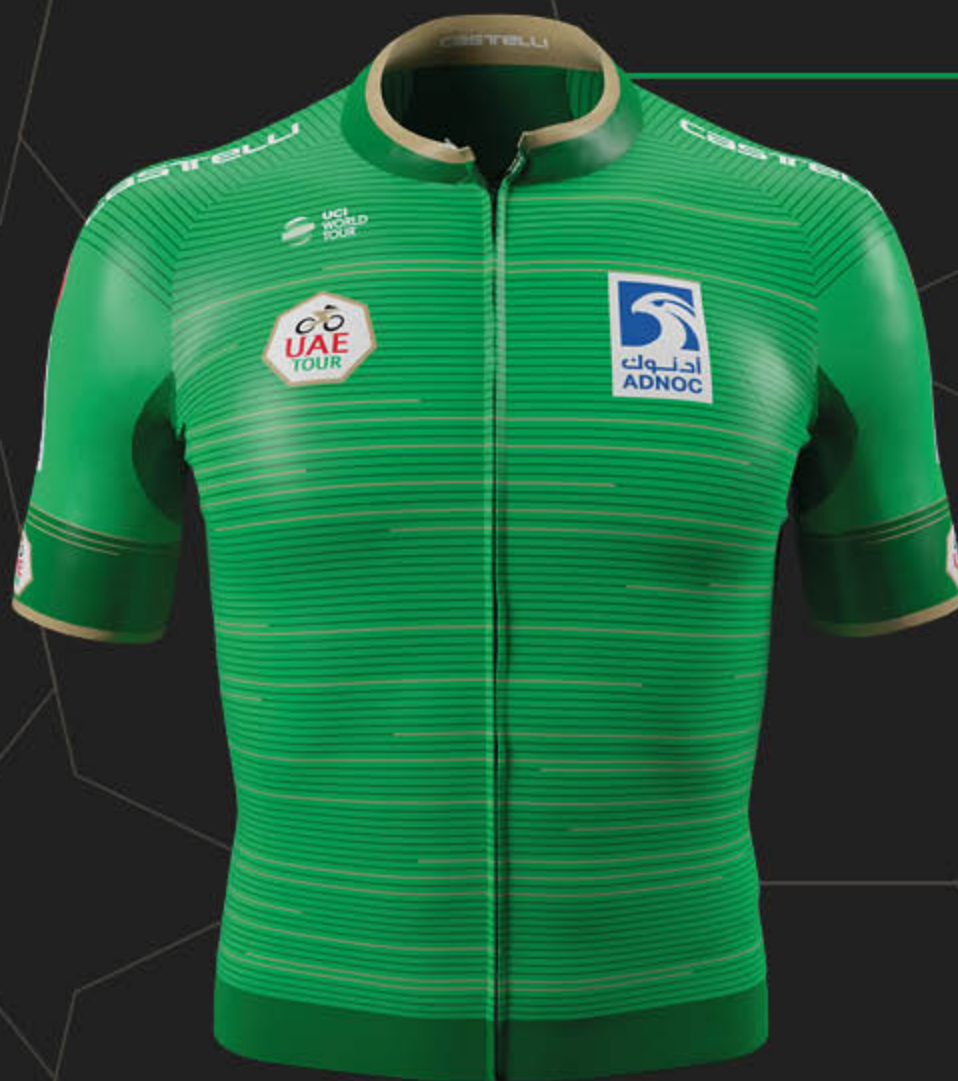
رأس الخيمة
RAK... PERTIES

GREEN JERSEY

GENERAL POINTS CLASSIFICATION



Official Sponsor



At ADNOC, we're always supporting partners and driving initiatives that positively impact the UAE, strengthen the fabric of the Abu Dhabi community and celebrate the pride of our people. Building on the success of the ADNOC Abu Dhabi Marathon, the UAE Tour enables ADNOC to deepen its support of healthy and active lifestyles, while further solidifying our nation's position as a globally renowned, multicultural sporting destination, warm in our welcome of those looking for a place of respect, inclusion and tolerance.

Omar Suwaina Al Suwaidi
ADNOC Executive Office Director



ELIA VIVIANI (ITA)

DECEUNINCK-QUICK-STEP / BEL



WHITE JERSEY

BEST YOUNG RIDER CLASSIFICATION



Official Sponsor



Our sponsorship of the White Jersey for UAE Tour 2019 follows four consecutive years as a Stage Sponsor of the Dubai Tour, and highlights our commitment to supporting this world-class event. One of the most prestigious competitions in the global sporting calendar, it is a unique platform from which to showcase the UAE and its world-famous landmarks to millions of spectators, whether they are watching live on the course or through media across the globe.

Aqil Kazim

Nakheel Chief Commercial Officer



DAVID GAUDU (FRA)

GROUPAMA - FDJ / FRA



Groupama
FDJ

NAKHEEL

UAE
TOUR

Groupama

FDJ

GLE

UAE TOUR 2019
4th Stage
February 27th
UCI

BLACK JERSEY

INTERMEDIATE SPRINT CLASSIFICATION



Official Sponsor



It's a privilege to be part of the 2019 UAE Tour. Abu Dhabi Aviation always aims to support sports and athletes, and has been taking part in these events for a number of years. Abu Dhabi is witnessing a significant shift in the international championships it's hosting, which comes from the directives of HH President Sheikh Khalifa bin Zayed, and HH Crown Prince Sheikh Mohamed bin Zayed.

**His Excellency Nader Ahmed
Al Hammadi**
Chairman of Abu Dhabi Aviation



STEPAN KURIANOV (RUS)

GAZPROM - RUSVELO / RUS



TOUR



24TH
2ND MA



STAGE 5
SHARJAH STAGE



UAE TOUR



MAR 2019

STAGE



TEAMS





Emirates

TAG Heuer

Emirates

UAE TOUR

Emirates

Emirates

Emirates

Em

COLNAGO

COLNAGO

COLNAGO

COLNAGO

COLNAGO

START



**SIGNATURE
CHECK**



**JERSEYS
PARADE**



**TROPHY
PARADE**



LINE UP



START





YAS MALL



ياس مول
Yas Mall

NAKHEEL

Abu Dhabi



ياس مول



ياس مول
Yas Mall

Hamleys

ياس مول

MUBADALA
MUBADALA
MUBADALA

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MUBADALA

MUBADALA
MUBADALA



150

UAE TOUR

UAE TOUR

UAE TOUR

UAE TOUR

UAE TOUR

RACE









10

UCCI

BORA
hansgrohe

sky

deceuninck

FRAS
MER

FINISH



**FINISH
LINE**



**AWARDING
CEREMONY**





UAE TOUR

24TH FEB
2ND MAR 2019

3:17:51
TAG Heuer

MUBADALA

النابودة
AL NABOODA
STANDSTAY

UCI

MUBADALA

10



STAGE 7
DUBAI STAGE
FINISH LINE

MUBADALA



UCI WORLD TOUR

CITY WALK

↑ شارع العنبر
Al Enjaz St.

← عيادة فالانت
Valant Clinic

MUBADALA

10

MERAAS

MERAAS



HOSPITALITY PROGRAM

IT TAKES PLACE DURING THE THREE MOST IMPORTANT MOMENTS OF EACH STAGE:

The hospitality program takes guests "inside" the UAE Tour. The guest's day begins with access to the reserved area at the starting line followed by a chance to watch the race from a VIP car. Guests will enjoy the end of the race at a prime location near the finish line to catch the final moments from a front row seat.



START



RACE



FINISH









FAN ZONE

24TH FEBRUARY – 2ND MARCH 2019

CITY WALK DUBAI

- / 1.500 PEOPLE DAILY
- / 900 SELFIES TAKEN OVER THE 7 DAYS
- / 800 KIDS JOINED THE AREA
- / 400 RIDERS JOINED THE GAME
- / 80 RIDERS JOINED THE AUDI WATTAGE CHALLENGE ON SWIFT ON THE MAIN STAGE
- / 1.000 T-SHIRTS HANDED OUT AS PRIZES FOR SLIDING TABS AND GAMES

YAS MALL ABU DHABI

- / 2.000 PEOPLE DAILY
- / 1.500 SELFIES TAKEN OVER THE 7 DAYS
- / 3.500 PIECES OF PAPER
- / 3.000 T-SHIRTS HANDED OUT AS PRIZES







EDUCATIONAL PROJECT PRESENTED BY MUBADALA



Over **2,000 students** from ten different schools in **Abu Dhabi, Al Ain, Hatta** and **Dubai** attended the Educational Project supported by Mubadala. The UAE Tour Educational Project is aimed at introducing children aged between **8 and 12 years** old to cycling as a part of a healthy lifestyle and safety on the road. It is geared to be a first step into developing an interest in cycling at a young age, with the UAE Tour becoming a major event, inspiring and creating a connection for the youth of tomorrow.



OVER
2.000 STUDENTS



10 DIFFERENT SCHOOLS









UAE TOUR CHALLENGE PRESENTED BY MUBADALA



The UAE Tour Challenge consists of **four races**, across which male and female amateur racers contest different jerseys for **Time** and **Points races**.

The **first round** of the UAE Tour Challenge, an Individual Time Trial on Thursday 24 January was on the same course the professional riders will face on 24 February.

The **second event**, Friday 1 February, was in the environs of the city of **Al Ain**. The course was a tribute to the UAE Tour stage 3, the Department of Transport Stage, with the finish line at 1025m above sea level on top of Jebel Hafeet.

In the **third stage** last week, Wednesday 13 February, in Dubai, at the **Dubai Autodrome**, participants had a precise time to finish each lap which is reduced for each subsequent new lap.

In the **final stage** on Friday 1 March the amateurs faced the highest mountain of the UAE territory, **Jebel Jais**.



**AL HUDAYRIAT ISLAND,
25TH January (16 Km)**

 INDIVIDUAL TIME TRIAL STAGE



**DUBAI AUTODROME,
13TH February (1 lap = 2.5 km)**

 CRITERIUM KNOCKOUT



**JEBEL HAFEET,
1ST February (47 or 67 Km)**

 CLIMB STAGE



**JEBEL JAIS,
1ST March**

 CLIMB STAGE

UAETOUR



24TH FEB
2ND MAR 2019

24TH FEB
2ND MAR 2019

STAGE 7
DUBAI STAGE

Emirates

Emirates



#UAETOUR





CITIES EXPOSURE





SPONSORS EXPOSURE





SPONSORS

TOP SPONSORS



STAGE SPONSORS



HOST BROADCASTERS



OFFICIAL PARTNERS



MEDIA PARTNERS



OFFICIAL SUPPLIERS



OFFICIAL SUPPORTERS



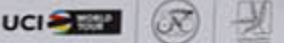
INSTITUTIONAL PARTNERS



#UAETOUR



24TH FEB
2ND MAR 2019



24TH FEB
2ND MAR 2019



STAGE 7
DUBAI STAGE

Emirates



Emirates







