



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





THE / UAE TOUR 2020 24

ADVERTISING CAMPAIGN
KEY HIGHLIGHTS
TOP RIDERS
LOGO
THE STAGES

THE / SYMBOLS 48

TROPHY
JERSEYS

THE / RACE 56

DATE AND ADVERTISING CAMPAIGN
REVEAL PRESS CONFERENCE
ROUTE AND JERSEY PRESENTATION
TEAMS
TEAMS PRESENTATION
START
RACE
FINISH
JERSEY WINNERS
HOSPITALITY PROGRAM

IN / NUMBERS 118

TV PRODUCTION
TV COVERAGE
MEDIA ATTENDANCE
MEDIA COVERAGE
SOCIAL MEDIA
WEBSITE AND APP
PROMO ACTIVITIES





H.H. Sheikh Hazza bin Tahnoun Al Nahyan

*Undersecretary of the Court of the Abu Dhabi Ruler's
Representative in Al Ain Region*





**H.H. Sheikh Mansour Bin Mohammed
Bin Rashid Al Maktoum**





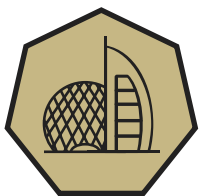


UAE
TOUR



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

THE VISION



To show the beauty and iconic landmarks of the UAE



The One and Only World Tour Race in the Middle East



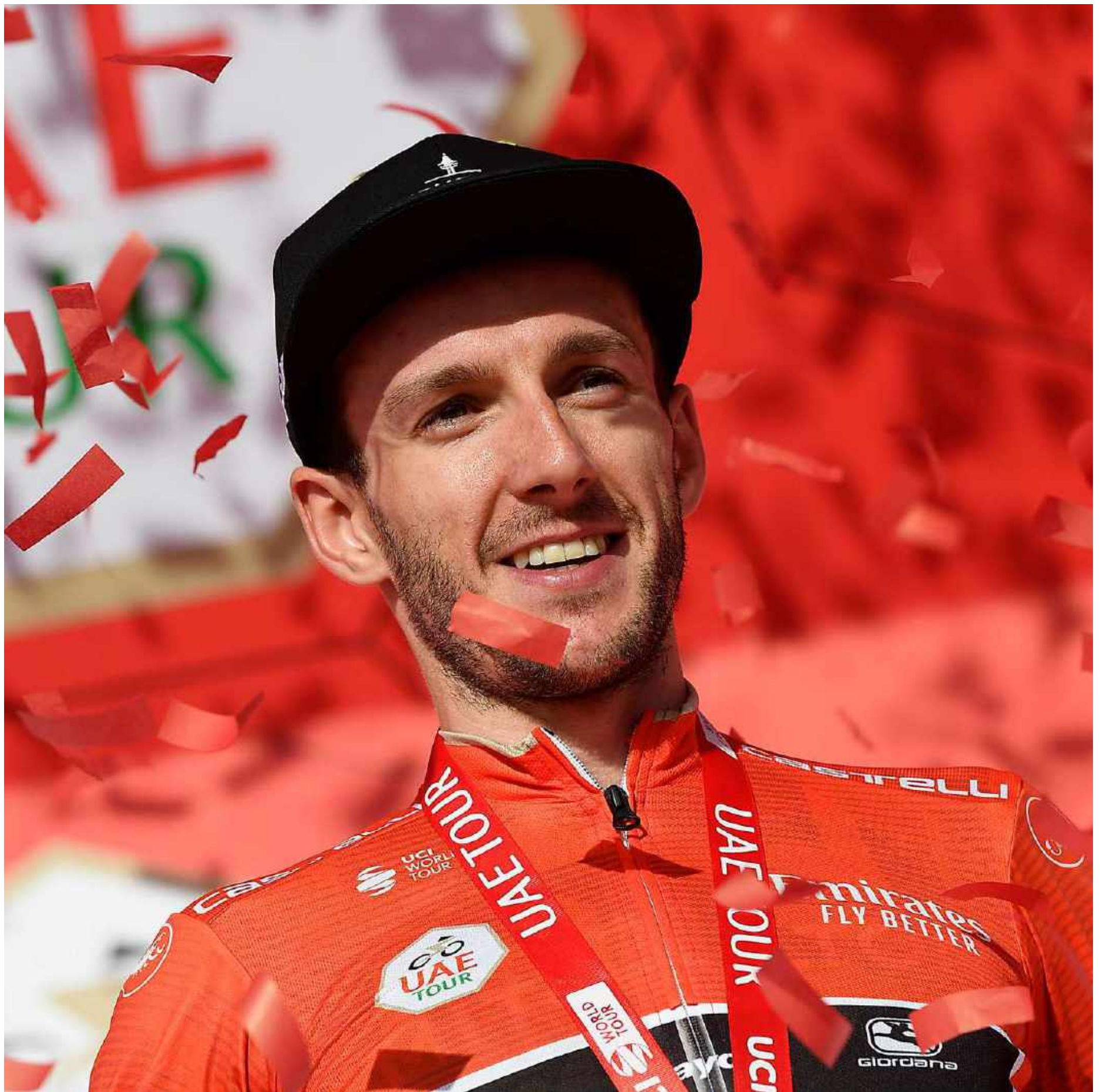
To enhance the passion for cycling amongst amateurs and fans in the United Arab Emirates













Adam Yates

2020
UAE Tour
Champion

THE SECOND 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.



FANS









23 FEB 2020

23 FEB 2020



in part of it

of the





THE UAE TOUR 2020

/ ADVERTISING CAMPAIGN

/ KEY HIGHLIGHTS

/ TOP RIDERS

/ LOGO

/ THE STAGES



ADVERTISING CAMPAIGN



23RD — 29TH
FEBRUARY
2020

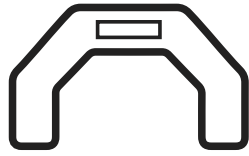


   #uae2020 uae2020.com









7 STAGES

Last 2 stages were cancelled due to Covid-19

KM
1.122 km



18 UCI WORLD TEAMS



more than

2.000+

ACCREDITATIONS, including riders, team staff, VIPs, officials, media, TV production and sponsors



more than
4.000+
NIGHTS of accommodation



2 UCI PROFESSIONAL CONTINENTAL TEAMS



more than
1.100
AMATEURS took part in the three stages of the UAE Tour Challenge



4000+
students from over 20 schools across the Emirates took part in the UAE Tour Mubadala Educational Project



more than
21.000 kg
of TEAM EQUIPMENT







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

النابودة
للشباب
AL NABOODA
AUTOMOBILES









TOP RIDERS

#UAETOUR

UAE
TOUR

DYLAN GROENEWEGEN



CALEB EWAN



TADEJ POGACAR



CHRIS FROOME



#UAETOUR

SAM BENNETT



PASCAL ACKERMANN

MARK CAVENDISH

ALEJANDRO VALVERDE





Logo on the grey hoodie.

BORA
Professional Sports

deceuninck
QUICK-STEP
PRO CYCLING TEAM
established
2003

LOGO



بلدية دبي
DUBAI MUNICIPALITY



UAE
TOUR

DUBAI MUNICIPALITY
STAGE

FINISH LINE

STAGE 2

16

#UAETOUR

#UAETOUR

BADALA

البيان

NABOODA
MOBILITIES



WORLD
TOUR



MUBA

90هـ

الزاد

AL N
AUTO

THE STAGES

1



DUBAI SILICON OASIS STAGE

FROM THE POINTE
TO DUBAI SILICON OASIS

SUN, FEBRUARY 23RD 2020



STAGE WINNER

BORA - HANSGROHE (GER)



سلطة واجهة دبي للسيليكون
Dubai Silicon Oasis Authority

SPRINT STAGE

148 KM

2



DUBAI MUNICIPALITY STAGE

FROM HATTA
TO HATTA DAM

MON, FEBRUARY 24TH 2020



STAGE WINNER

LOTTO SOUDAL (BEL)

بلدية دبي

DUBAI MUNICIPALITY



HILLY STAGE

168 KM

3



THE EMIRATES STAGE

FROM **AL QUDRA CYCLE TRACK**
TO **JEBEL HAFEET**

TUE, FEBRUARY 25TH 2020



STAGE WINNER

MITCHELTON - SCOTT (AUS)



الإمارات
THE EMIRATES

MOUNTAIN STAGE

184 KM

4



EMIRATES NBD STAGE

FROM **ZABEEL PARK**
TO **DUBAI CITY WALK**

WED, FEBRUARY 26TH 2020



STAGE WINNER

MITCHELTON - SCOTT (AUS)



بنك الإمارات دبي الوطني
Emirates NBD

SPRINT STAGE

173 KM

THE STAGES

5



AL AIN WATER STAGE

FROM **AL AIN**
TO **JEBEL HAFEET**

THU, FEBRUARY 27TH 2020



STAGE WINNER
MITCHELTON - SCOTT (AUS)



MOUNTAIN STAGE

162 KM

6



ADNOC STAGE

FROM **AL RUWAIS**
TO **AL MIRFA**

FRI, FEBRUARY 28TH 2020

Cancelled due to Covid-19



SPRINT STAGE

160 KM

7



ABU DHABI FIND WONDER STAGE

FROM **AL MARYAH ISLAND**
TO **ABU DHABI BREAKWATER**

SAT, FEBRUARY 29TH 2020

Cancelled due to Covid-19



SPRINT STAGE

127 KM





DUBAI MUNICIPALITY
STAGE
STAGE 2

MUBADALA

بلديات دبي
AL MUBADALA



UCI

MUBADALA

MUBADALA

MUBADALA

BORA

BORA

BORA

BORA

بلديات دبي

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THE SYMBOLS

/ TROPHY

/ JERSEYS

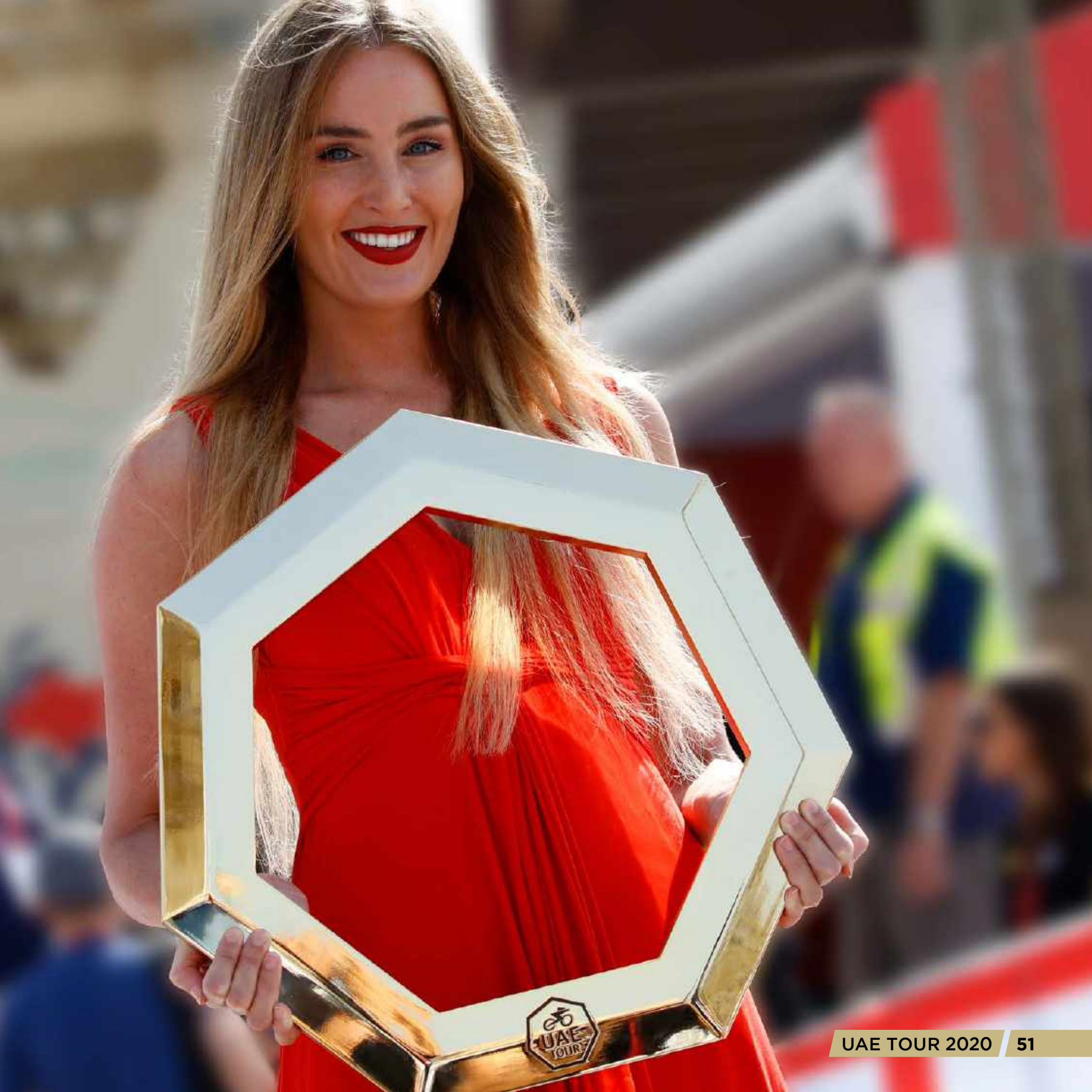


OFFICIAL TROPHY

**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



GREEN JERSEY
GENERAL POINTS CLASSIFICATION
CHALLENGE ● STRENGTH



WHITE JERSEY
BEST YOUNG RIDER CLASSIFICATION
FUTURE ● HOPE



BLACK JERSEY
INTERMEDIATE SPRINT CLASSIFICATION
SPRINT ● EFFORT













THE RACE

/ DATE AND ADVERTISING
CAMPAIGN REVEAL PRESS
CONFERENCE

/ ROUTE AND JERSEY
PRESENTATION

/ TEAMS

/ TEAMS PRESENTATION

/ START

/ RACE

/ FINISH

/ JERSEY WINNERS

/ HOSPITALITY PROGRAM

DATE AND ADVERTISING CAMPAIGN REVEAL PRESS CONFERENCE



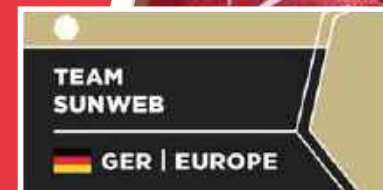
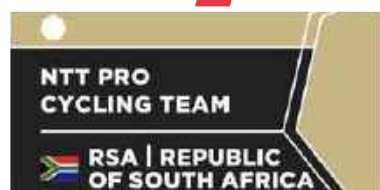
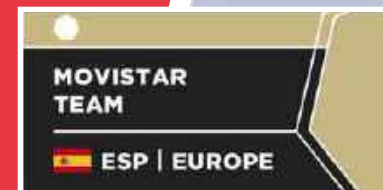


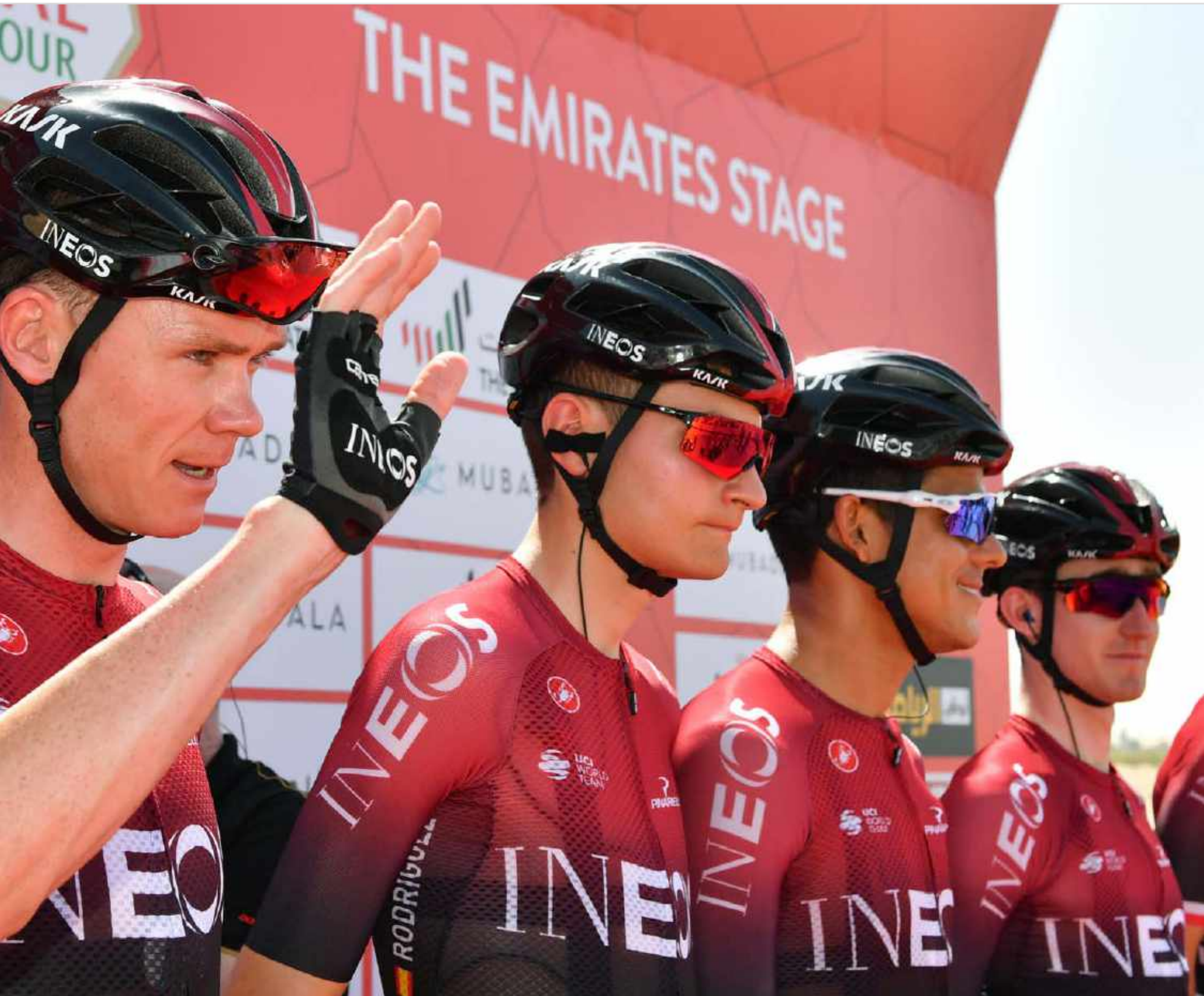
ROUTE AND JERSEY PRESENTATION





TEAMS



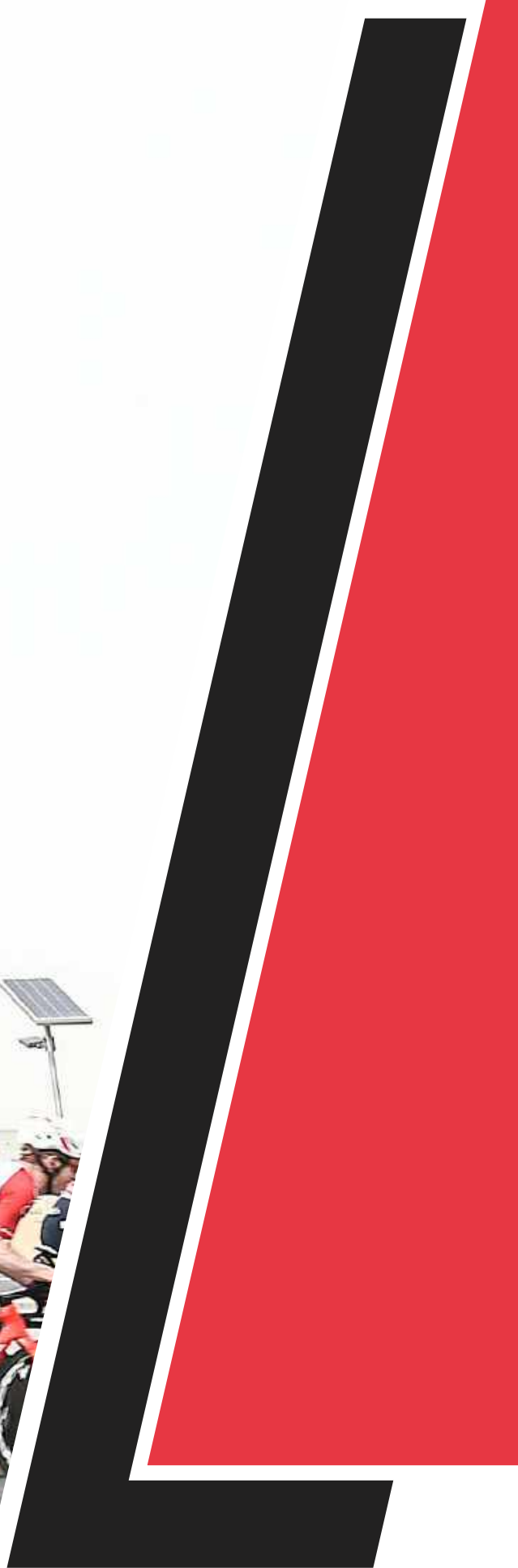


TEAMS PRESENTATION









START



**SIGNATURE
CHECK**



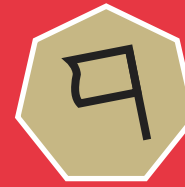
**JERSEYS
PARADE**



**TROPHY
PARADE**



LINE UP



START



RACE





FINISH



**FINISH
LINE**



**AWARDING
CEREMONY**









STAGE 1

DUBAI SILICON OASIS STAGE

FROM THE POINTE
TO DUBAI SILICON OASIS



سلطة فاحة دبي للسيليكون
Dubai Silicon Oasis Authority









STAGE 2

DUBAI MUNICIPALITY STAGE

FROM HATTA
TO HATTA DAM

بلدية دبي

DUBAI MUNICIPALITY





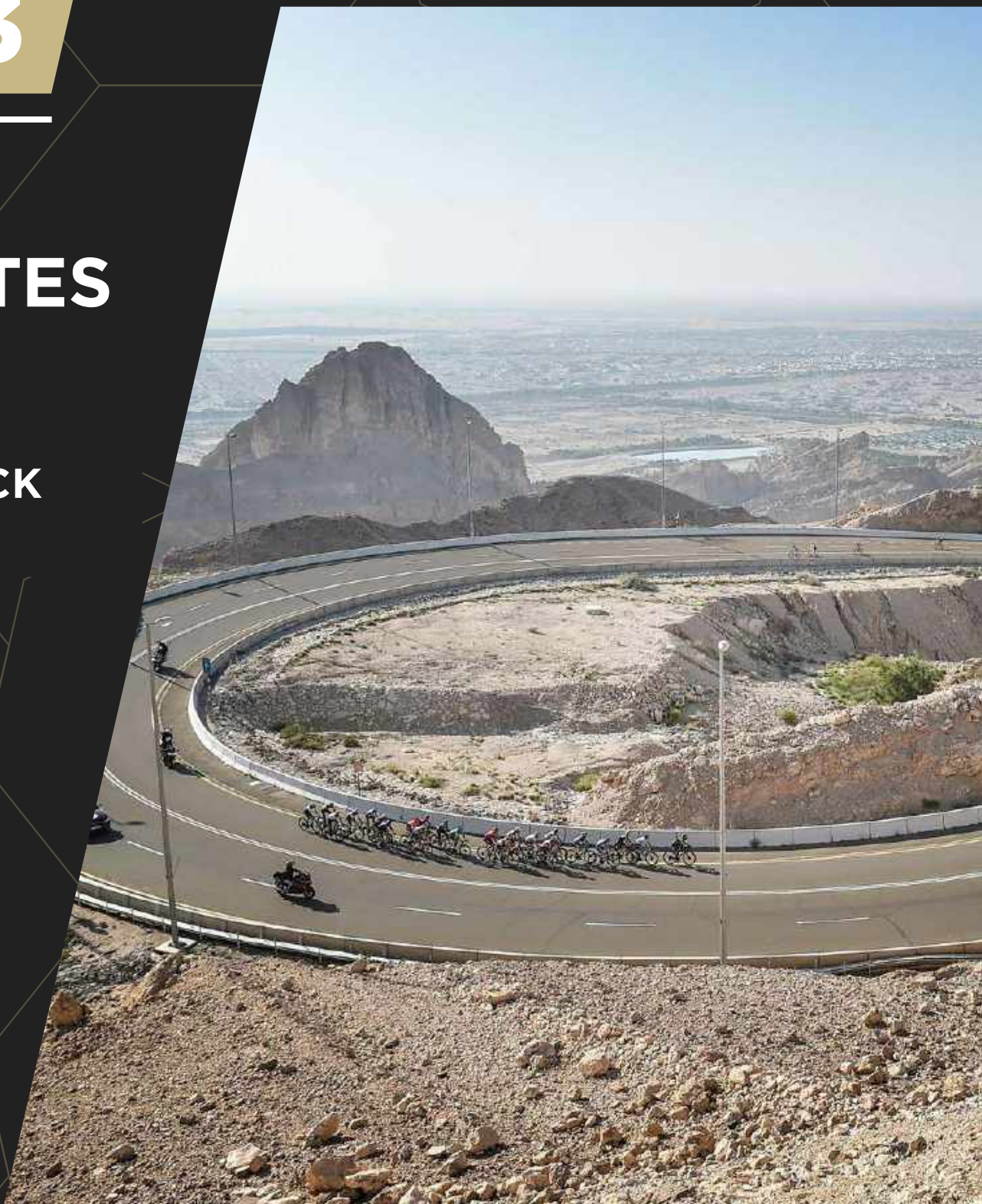




STAGE 3

THE EMIRATES STAGE

FROM **AL QUDRA
CYCLE TRACK**
TO **JEBEL HAFEET**







أهلاً بكم في محمية المرموم
WELCOME TO AL MARMOOM CONSERVATION RE



#UAE100

Emirates

Emirates

Emirates



STAGE 4

EMIRATES NBD STAGE

FROM ZABEEL PARK
TO DUBAI CITY WALK



بنك الإمارات دبي الوطني
Emirates NBD









STAGE 5

AL AIN WATER STAGE

FROM AL AIN
TO JEBEL HAFEET









STAGE 6

ADNOC STAGE

FROM **AL RUWAIS**
TO **AL MIRFA**



*Cancelled
due to Covid-19*







STAGE 7

ABU DHABI FIND WONDER STAGE

FROM **AL MARYAH
ISLAND**
TO **ABU DHABI
BREAKWATER**

Abu Dhabi 
Find Wonder

*Cancelled
due to Covid-19'









RED JERSEY

GENERAL TIME CLASSIFICATION

“Emirates is pleased to be a sponsor of the 2020 UAE Tour and the Official Sponsor of the race’s Red Jersey. One of our main reasons for being involved in the UAE Tour is because it showcases the best of the UAE, our home, to a global audience.”

Khalid Al Hassan

Emirates District Manager for Sharjah and the Northern Emirates



ADAM YATES (GBR)

MITCHELTON-SCOTT / AUS



GREEN JERSEY

GENERAL POINTS CLASSIFICATION

“Mubadala has always been actively involved in sports tournaments on a local and international level, and it brings us great pride to be the nation that is hosting the only World Tour race in the Middle East. Building on the success of the first edition, this year’s UAE Tour is set to be even bigger, highlighting the UAE on the global stage and as a go-to destination for some of the biggest sports tournaments in the world. We are also a proud sponsor of the Green Jersey for the fastest sprinter, and we are excited to offer such opportunities to athletes. We wish the best of luck to all the riders and we look forward to an exciting race.”

Saoud Karmastaji

Senior Assistant Manager

*Corporate Communications at Mubadala
Investment Company*



CALEB EWAN (AUS)

LOTTO SOUDAL / BEL



UAE
TOUR

SOCIAL
Lotto
CAPS RIDLEY
UAE

WHITE JERSEY

BEST YOUNG RIDER CLASSIFICATION

“We are proud to reinforce our commitment to supporting the UAE Tour by sponsoring the White Jersey for the second consecutive year. This world class event is one of the most prestigious competitions in the global sporting calendar, and the perfect platform from which to showcase the UAE and its world-famous landmarks to millions of spectators, whether they are watching live at the scene or through global media. The UAE Tour takes in some of the country’s most beautiful, iconic locations, including our own world-famous, flagship development, Palm Jumeirah, which also has the honour of being the starting point for day two’s The Pointe – Hatta leg of the tour. We are delighted to be on board, and wish the Dubai, Abu Dhabi and Sharjah Sports Councils, RCS Sport and all of the competitors every success.”

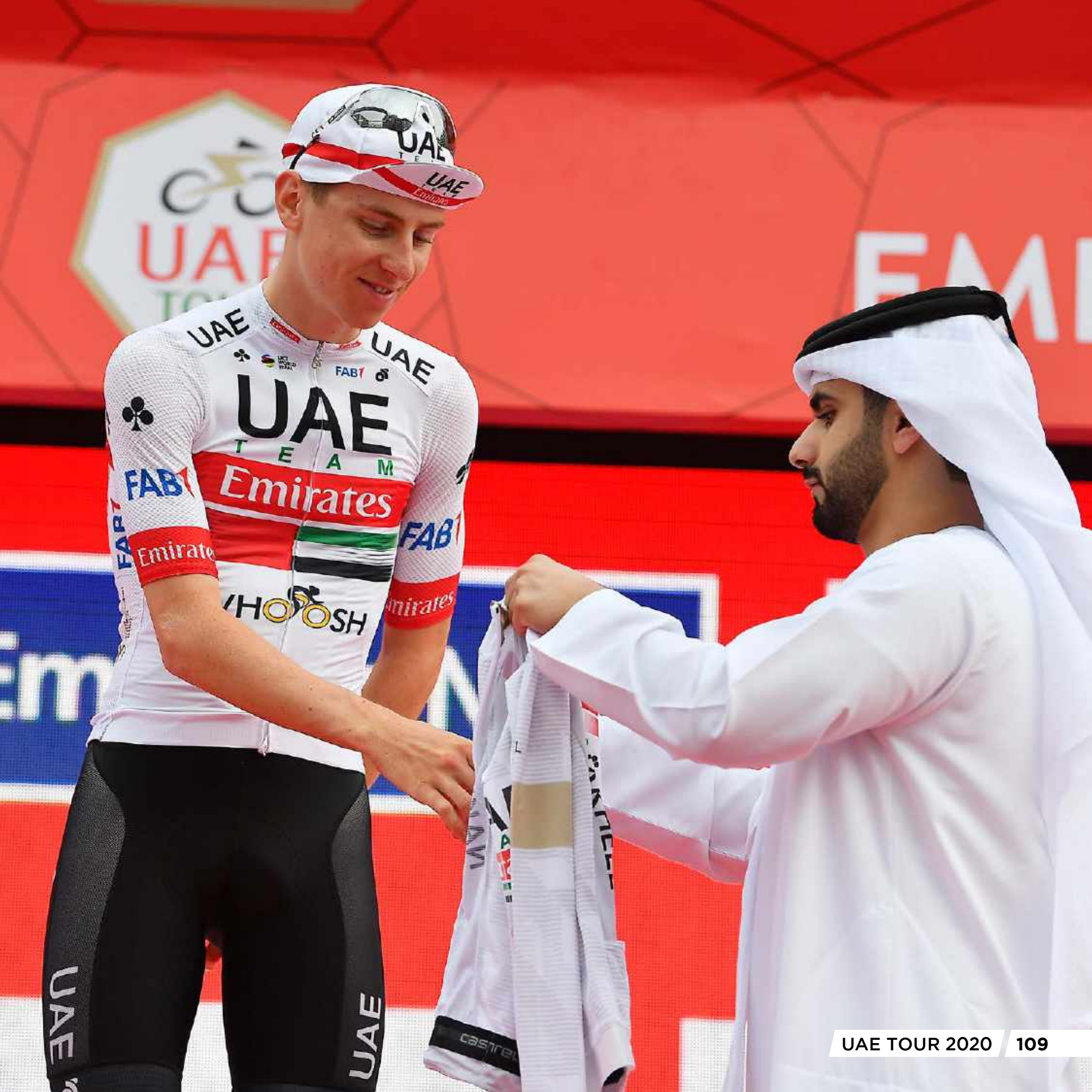
Aqil Kazim

Nakheel Chief Commercial Officer



TADEJ POGACAR (SLO)

UAE TEAM EMIRATES / UAE



BLACK / JERSEY

INTERMEDIATE SPRINT CLASSIFICATION

“By hosting such events, the United Arab Emirates elevates and prospers. Abu Dhabi Aviation, the largest helicopter operator in the Middle East and North Africa, is honoured to be the official sponsor for the UAE Tour 2020 in its second edition. Abu Dhabi Aviation’s participation in the UAE Tour is in support of sporting activities and events hosted by Abu Dhabi, in addition to cooperation in the development of sporting activities and activities in line with Abu Dhabi Vision 2030. Abu Dhabi Aviation is also keen to carry out its corporate social duties by supporting and sponsoring major sporting events that contribute to the development of the community. Through its fleet, capabilities, and expertise, Abu Dhabi Aviation is going to provide two vertical planes for local and international TV channels to show the entire UAE Tour, which is going to also depict UAE’s heritage, historical and touristic landmarks. Abu Dhabi Aviation aircraft will accompany the competitors in all stages of the tour.”

Arwa Al Kindi

Abu Dhabi Aviation Board Member



VELJKO STOJNIC (SRB)

VINI ZABÙ KTM / ITA

TOUR





Emirates NBD

FINISH LINE

MUBADALA

البنابودة للسيارات
AL NABOODA
AUTOMOBILES



UCI WORLD TOUR

#UAETOUR

Emirates NBD

بنك الإمارات دبي الوطني

Emirates NBD

بنك الإمارات دبي الوطني

MUBADALA

MUBADALA

بنك الإمارات دبي الوطني



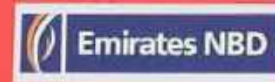
EMIRATI

STAGE 4

4:16:14
#UAETOUR
#UAETOUR



#UAETOUR



MUBADALA

MUBADALA

#UAET

23RD - 29TH
FEB 2020

EMIRATES NBD STAGE



OUR

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.

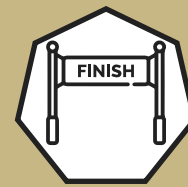




START



RACE



FINISH

IN NUMBERS

- / TV PRODUCTION
- / TV COVERAGE
- / MEDIA ATTENDANCE
- / MEDIA COVERAGE
- / SOCIAL MEDIA
- / WEBSITE AND APP
- / PROMO ACTIVITIES





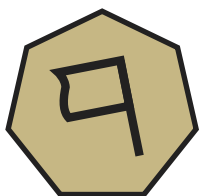




TV PRODUCTION



2 CINEFLEX
HELICOPTERS



4 CAMERAS
AT START AREA



9 CAMERAS
AT START AREA



4 VIDEO
MOTORBIKES





TV COVERAGE



BROADCASTED IN



MORE THAN
200
TERRITORIES



1.980H
WORLDWIDE TV
COVERAGE







FEB 2020
TV COVERAGE

UAE & MENA REGION



**347 HOURS OF TV COVERAGE
IN THE MENA REGION
(56% INCREASE COMPARED TO 2019)**

- Full live coverage of each stage
- Pre and post event race studio shows everyday

SPORTS أبوظبي

دبي

DUBAI SPORTS



LIVE PRESS CONFERENCES



STUDIO PROGRAM
Everyday during the event

TV COVERAGE

FOCUS EUROSPORT

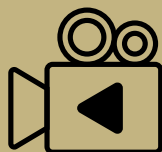


+45 HOURS
OF COVERAGE
ON EUROSPORT
IN EUROPE



+58 HOURS
OF COVERAGE
ON EUROSPORT
IN ASIA-PACIFIC

38
TV SPONSORSHIP
ELEMENTS OF 6 SEC



BROADCAST AROUND THE UAE TOUR



★EUROSPORT 1

★EUROSPORT 2



17.3 M
VIEWERS
REACHED
(9% INCREASE
COMPARED
TO 2019)



+12%
INCREASE
IN HOURS
OF COVERAGE
(COMPARED
TO 2019)



115 TV SPOTS
OF 20 SEC

PROMOTING THE UAE TOUR





MEDIA ATTENDANCE

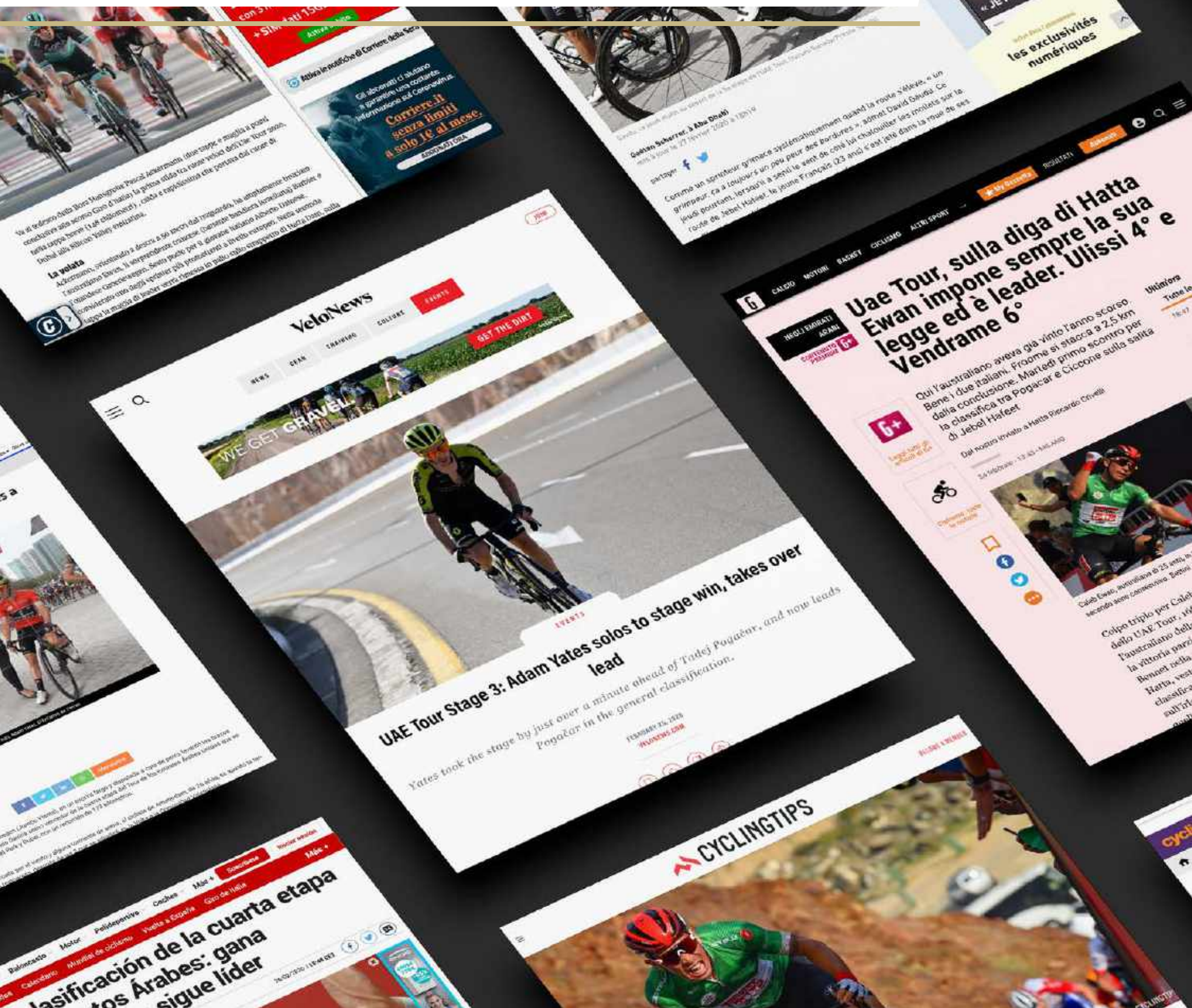


170

JOURNALISTS AND PHOTOGRAPHERS
38% increase in media attendance
compared to 2019 UAE Tour



MEDIA COVERAGE



4.640 ARTICLES



+17.000

ARTICLES MENTIONING
UAE TOUR FOLLOWING
THE CANCELLATION OF
THE RACE DUE TO COVID-19



90 COUNTRIES IN 6 CONTINENTS

- **GULF NEWS**
UNITED ARAB EMIRATES
- **SOHU**
CHINA
- **MARCA**
SPAIN
- **KHALEEJ TIMES**
UNITED ARAB EMIRATES
- **L'EQUIPE**
FRANCE
- **LA GAZZETTA DELLO SPORT**
ITALY
- **HLN**
BELGIUM
- **SPORT360**
UNITED ARAB EMIRATES
- **CYCLING NEWS**
UNITED KINGDOM
- **VELONEWS**
USA



SOCIAL MEDIA





#UAETOUR



+91.000
SOCIAL
MEDIA FANS



OVER
11.000
NEW FANS



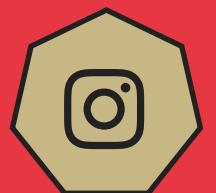
+1M
VIDEO VIEWS

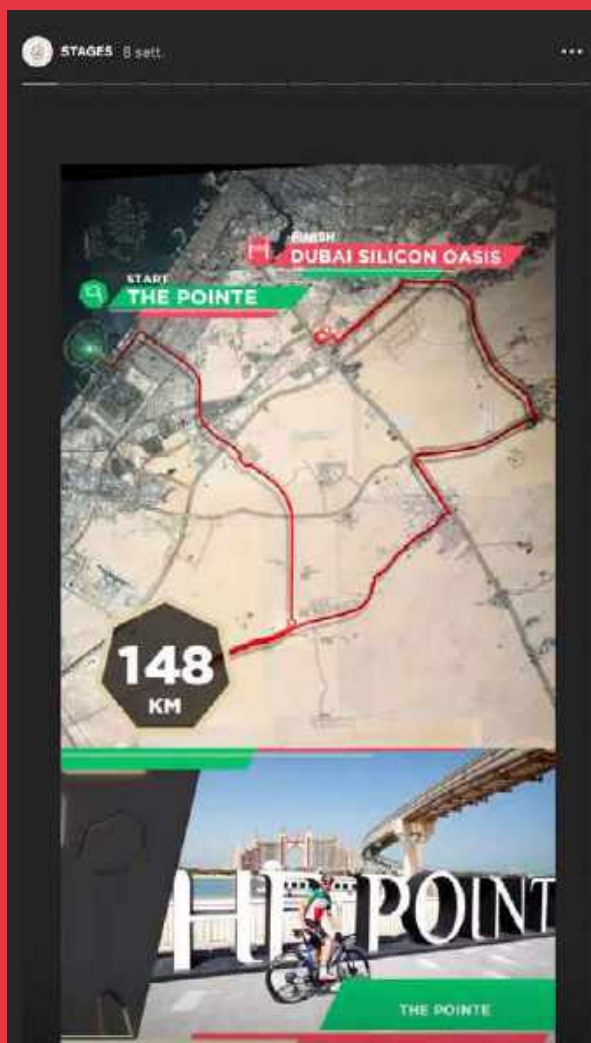


221,6K
SNAPCHAT
FILTER VIEWS



657,587
INSTAGRAM
STORY REACH







UAE Tour Official @uae_tour · 20 apr

Hope you haven't taken your eyes off the prize. Stay tuned for an exciting announcement about #UAETour Mubadala Challenge!

EXCITING ANNOUNCEMENT
COMING SOON

2

CHALLENGE 13 sett.

On Your Marks...

YAS CYCLING
GMA
746

Invia messaggio

UAE Tour

20 apr

Commenti: 4 Condivisioni: 2

CHALLENGE 7 sett.

UAE TOUR
MUBADALA CHALLENGE
@MUBADALA

And off the Junior racers go!

YAS MARINA CIRCUIT

Invia messaggio

UAE Tour

22 febbraio ·

The stage is set for an epic week of racing. Eight of the world's top riders have helped officially kick off #UAETour 2020 - stay tuned all week to see them and the rest of the field in action all over the country

Visualizza traduzione

20 apr

Hope you haven't taken your eyes off the prize. Stay tuned for an exciting announcement about #UAETour Mubadala Challenge!

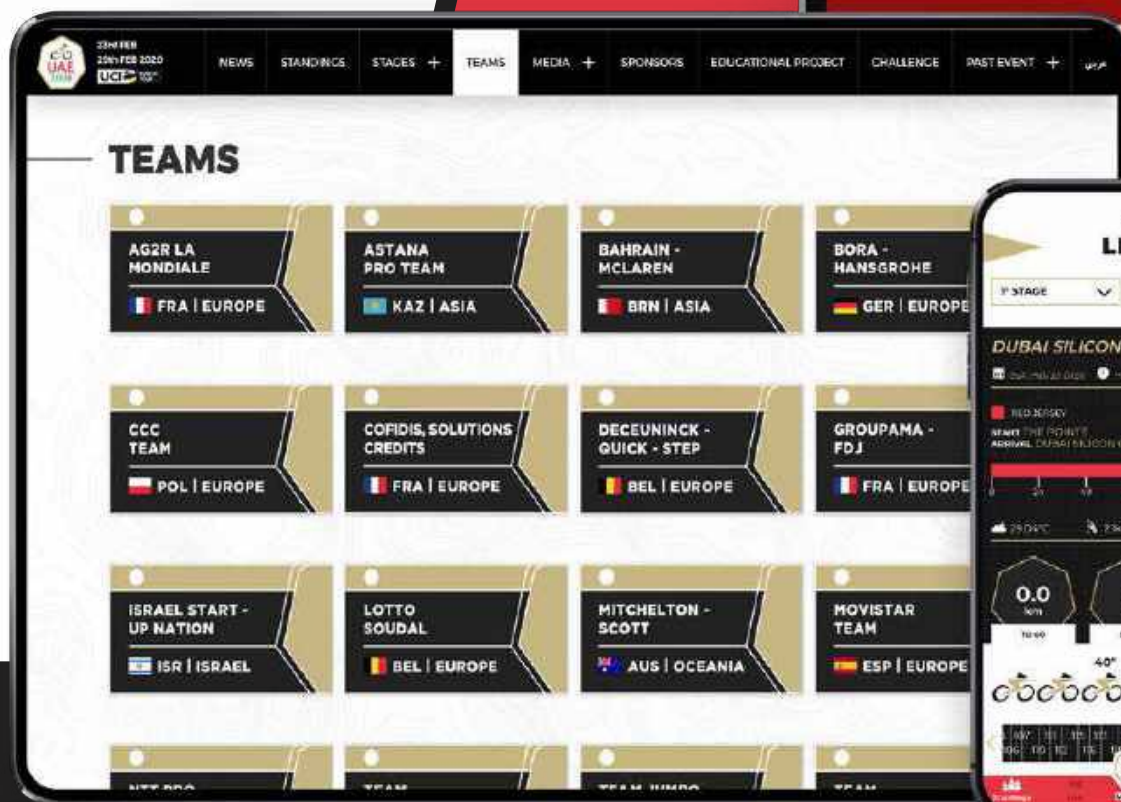
ANNOUNCEMENT
COMING SOON

2

UAE TOUR 2020 141

WEBSITE & APP

108.000
AVERAGE
NUMBER
OF PAGES
PER DAY

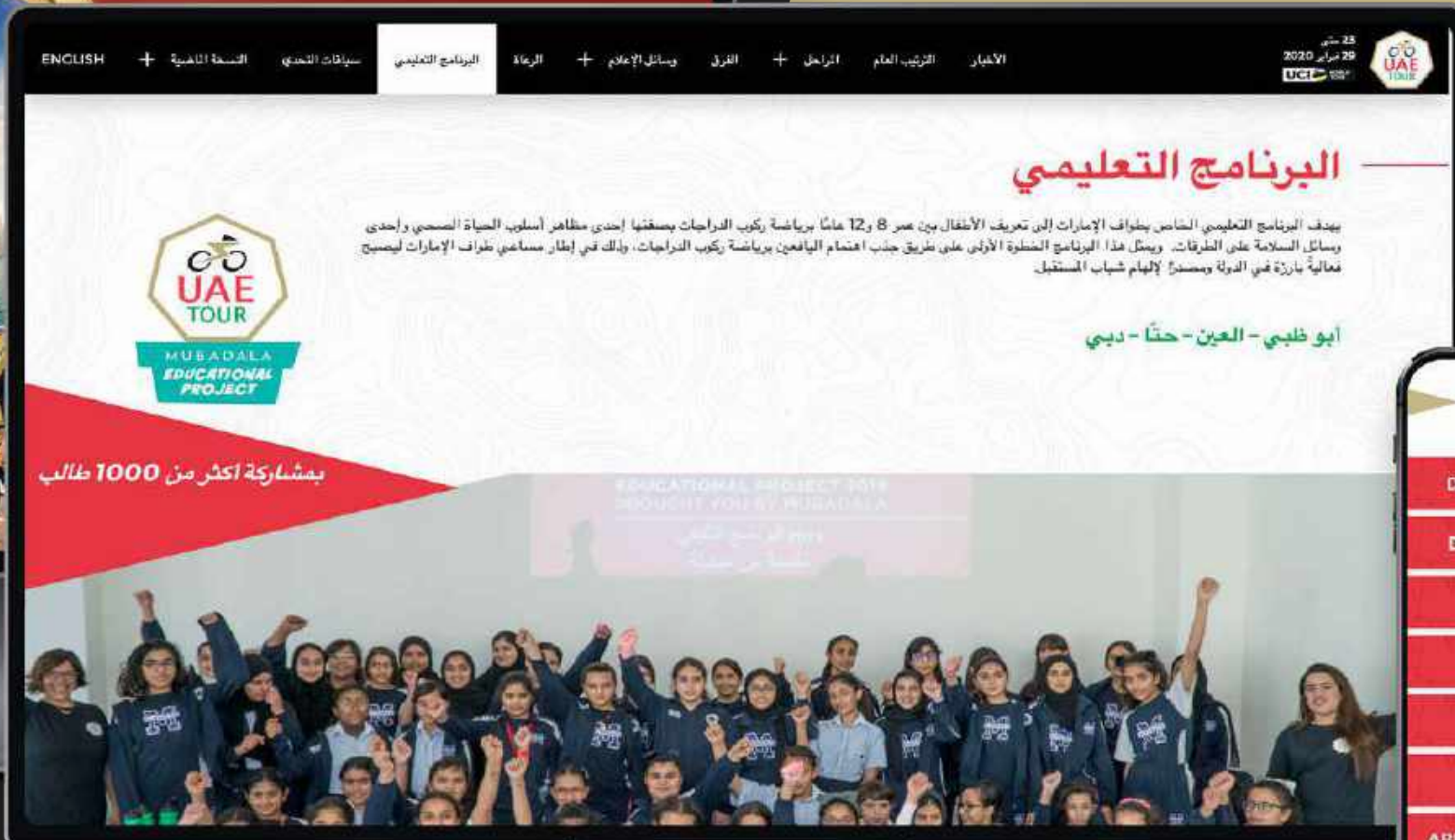
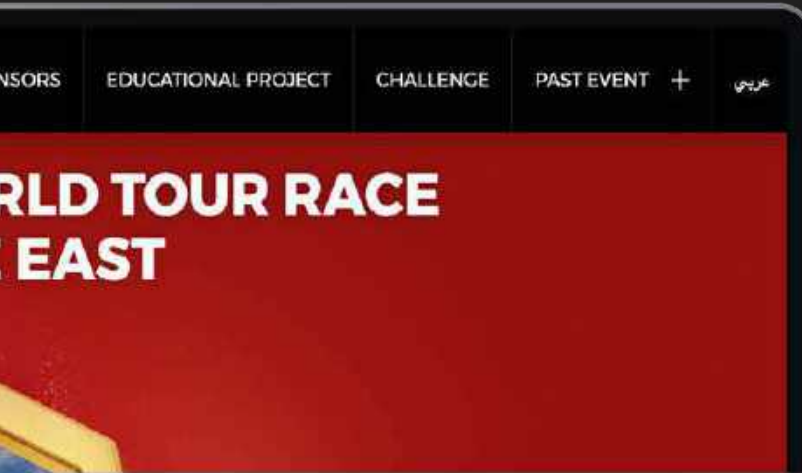


23% INCREASE IN AVERAGE NUMBER OF PAGE VIEWS PER DAY compared to 2019



-8% NUMBER OF PAGE VIEWS

Compared to UAE Tour 2019 during race days. Impacted due to cancellation of last two stages due to Covid-19.







FAN ZONE



**20TH - 26TH
FEBRUARY 2020
KITE BEACH
Dubai**

- Trophy display
- Wheel of Fortune
- Scaletrix game
- LED screen
- Sponsor and partner booths
- Kids area



- Trophy display ●
- Inflatable Jerseys ●
- Wheel of Fortune ●
- Scaletrix game ●
- LED screen ●
- Cycle the Emirates game ●
- Sponsor and partner booths ●
- Kids area ●

23RD - 29TH
FEBRUARY 2020
GALLERIA MALL
Al Maryah Island,
Abu Dhabi







UAE TOUR MUBADALA EDUCATIONAL PROJECT

Over **4,000 STUDENTS** from 23 different schools in **ABU DHABI, AL AIN, HATTA** and **DUBAI** attended the UAE Tour Mubadala 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
+4.000
STUDENTS

BETWEEN
8 and 12
YEARS OLD

+13 SCHOOLS
COMPARED TO 2019



MUBADALA
EDUCATIONAL
PROJECT



FROM



+23 DIFFERENT
SCHOOLS

IN

ABU DHABI, AL AIN,
HATTA and DUBAI





UAE TOUR MUBADALA CHALLENGE



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 Mubadala Challenge, took place on 17 January in the iconic LIWA area of Abu Dhabi.

This was followed by the Regular road race **second Challenge** which took place in Al Qudra, Dubai. The **third Challenge** took place during the week of the professional race at Yas Marina Circuit on 20 February and was Knockout format.





LIWA, Abu Dhabi
17TH January

 **STAGE HILLY**



AL QUDRA, Dubai
25TH January

 **STAGE REGULAR
ROAD RACE**



YAS MARINA,
Circuit Abu Dhabi
26TH February

 **KNOCKOUT**



AL QUDRA, Dubai

Cancelled due to Covid-19

 **STAGE ITT
& SPORTIVE**







1110 PARTICIPANTS ACROSS THREE CHALLENGES







#UAETOUR



23RD - 29TH
FEB 2020

UCI WORLD TOUR



DUBAI SILICON OASIS STAGE

Emirates

Emirates

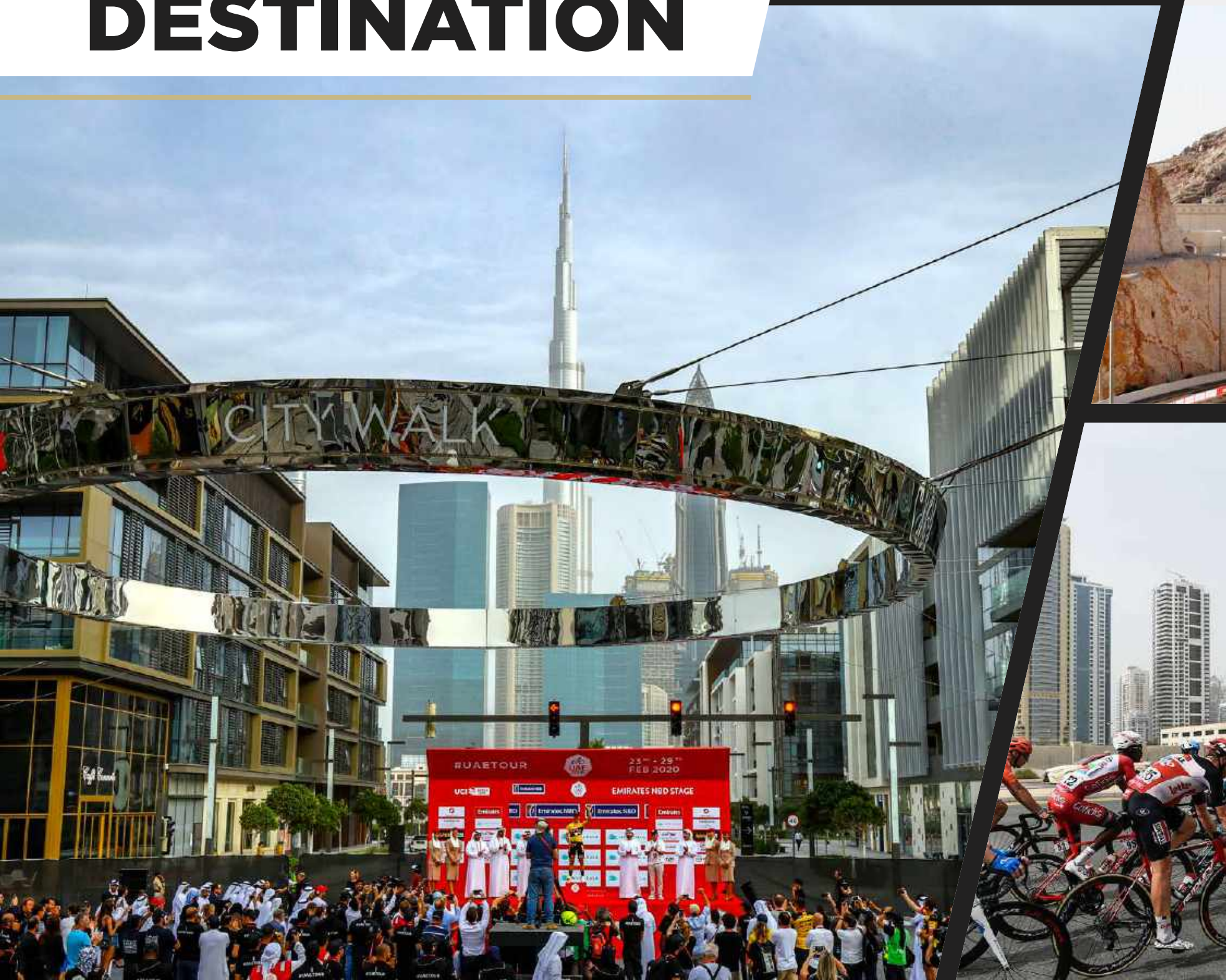


#UAETOUR

UBADALA

UAE TOUR

DESTINATION





SPONSORS





SPONSORS



TOP SPONSORS



STAGE SPONSORS



HOST BROADCASTERS



OFFICIAL CAR



OFFICIAL PARTNERS



MEDIA PARTNERS

OFFICIAL SUPPLIERS



OFFICIAL SUPPORTERS



STRATEGIC PARTNERS





***SEE YOU
IN 2021***



