

FOR IMMEDIATE REPORTING



## JONAS VINGEGAARD CONFIRMED FOR TOUR DE FRANCE PRUDENTIAL SINGAPORE CRITERIUM

- *Leading life insurer and title sponsor Prudential Singapore (“Prudential”) will hold complimentary cycling clinics as part of its Prudential Seeker’s Society*
  - *Public sign-ups announced for the two-day cycling spectacular*
  - *Singapore Airlines, DHL and OUE come onboard as main sponsors*

**SINGAPORE, 24 August 2022** – The official schedule for the first ever Tour De France Prudential Singapore Criterium, to take place at The Float@Marina Bay for one weekend only – Saturday 29<sup>th</sup> and Sunday 30<sup>th</sup> October, has been unveiled. Tour de France 2022 winner Jonas Vingegaard has also confirmed his participation at the Tour de France Prudential Singapore Criterium. He’s the latest cyclist to confirm his participation of the event alongside decorated British rider Mark Cavendish, who holds the joint record for the most Tour de France stage wins (34).

Cycling and event fans in Singapore and from around the world will also have the chance to be a part of sporting history at the inaugural Tour de France Prudential Singapore Criterium, with race formats catering to all levels of the cycling community here.

In addition to the professional criterium race featuring 32 of the world’s top cyclists, there will also be a selection of rides that the public can sign up to be a part of through the various event partners. All races will take place on a specially-designed street circuit in the heart of the city. Singapore will be represented in the pro race, with Team SCF (Singapore Cycling Federation). National cyclist Yeo Boon Kiak, who most recently won the bronze medal at this year’s SEA Games Criterium, will be part of the team.

Yeo said: “It’s an honour to race among the world’s best. The Tour de France is the pinnacle of our sport and being part of this incredible event promises to be an amazing experience which I will never forget. We’ve cycled through the city countless times, but this will probably be our most challenging and exciting ride yet. We’re looking forward to seeing how our race strategy and familiarity with the street circuit measures up against the skills of the best cyclists in the world – we’re sure it will be an amazing experience.”

Dr Hing Siong Chen, President of the Singapore Cycling Federation commented: “The Singapore Cycling Federation is proud to support the Tour de France Prudential Singapore Criterium. An event like this not only gives those in Singapore the chance to watch a thrilling professional criterium race up close, but also presents many opportunities for greater engagement and awareness. We know the cycling community in Singapore is an enthusiastic one, and those who want to be a part of the races can join the SCF TDFSG Amateur Championship. Beyond the competitive races, recreational cyclists can also participate in the community rides and enjoy the other fun fringe activities that are on during the event weekend. We hope that everyone, whether or not they are cyclists, enjoys their outing at the Tour de France Prudential Singapore Criterium.”

### **Public sign-ups and programme**

Two amateur races will be organised in partnership with the Singapore Cycling Federation (SCF) – the Men’s Open and Men’s Masters criterium. The public can also be a part of the Tour de France Prudential Singapore Criterium by signing up for rides organised by Brompton and title sponsor Prudential.

### Prudential Seeker’s Society

Leading life insurer and title sponsor Prudential has launched the Prudential Seeker’s Society to help cyclists become better riders, and to build a community of like-minded individuals. Seeker’s Society members will enjoy access to a series of complimentary cycling clinics, designed and held in partnership with SCF. These clinics are led by professional coaches and athletes from SCF to help cyclists improve as athletes, and be race-ready for a criterium format. Besides access to coaching, members will receive exclusive club merchandise and an opportunity to be selected to race in a special Prudential Criterium during the race weekend.

To encourage more people to get active, Prudential has also launched *Challenge Your Pulse* on the Pulse by Prudential app with exciting rewards up for grabs. Users can check in at various pit stops around Singapore using their Pulse app to earn points, which can be redeemed for prizes and vouchers. To find out more, visit <https://www.prudential.com.sg/campaigns/tdfsg-criterium>.

Prudential Singapore’s Chief Customer Officer, Goh Theng Kiat, said: “We are elated to be the title sponsor of Tour de France’s very first criterium event in Southeast Asia. Both Tour de France and Prudential are well-known brands with over a hundred years of history, and we wanted to partner Tour de France to encourage Singaporeans to lead active lifestyles. We look forward to welcoming families and friends at the inaugural Tour de France Prudential Singapore Criterium, where they can come together to stay active, have fun and bond with one another. *Prudential Seeker’s Society’s* cycling clinics and *Challenge Your Pulse* are great examples of how Prudential is helping Singaporeans lead healthier lifestyles and get the most out of life through sports and wellness.”

### Brompton World Championships

Brompton, the London-based manufacturer of the iconic folding bicycle, is bringing its well-loved Brompton World Championship (“BWC”) to Singapore for the first time. BWC will start at The Float @ Marina Bay and loop around some of the most Singapore’s most iconic streets and sights. The race will have a total capacity of 450 participants across 3 categories of Male, Female and Veteran. BWC will also include a Community Ride with a capacity of 400 participants. Race participants stand the chance to win medals in each category of the races.

BWC tickets will be available on a ballot basis. Interested participants should register their interest online. Following balloting, successful participants will be informed via email with a link to the Tour de France Prudential Singapore Criterium ticketing platform for registration. Registration format applies to both the category races and community ride.

### Entertainment

Fans can select from a variety of two-day grandstand offerings and hospitality packages that will enable them to experience the exciting race action and off-track entertainment from different parts of the Circuit Park over the race weekend. Children 12 and under will be able to attend the event for free. Tickets and hospitality packages will go on sale next Wednesday on 31 August via Ticketek Singapore.

Attendees to the two-day cycling spectacular can also look forward to a unique collaboration with Absolute Cycle Singapore. The team at Absolute will be bringing its signature rhythm cycling classes to The Float@Marina Bay on Saturday. More than 100 spin bikes will be available for attendees keen for a full music festival-esque workout experience against an iconic outdoor setting. In addition to the themed rides, participants can enjoy cycling challenges at Absolute Cycle's booth and walk away with attractive prizes.

### **Strong support from sponsors and partners**

The ***Tour de France Prudential Singapore Criterium*** is supported by SCF and the Singapore Tourism Board, and is promoted by TEG Sport in conjunction with Evoke EXP.

In addition to title sponsor Prudential, DHL and Singapore Airlines and OUE have also come on board as the event's main sponsors. DHL is also the official logistics partner. The other event partners are; 100PLUS; Mandarin Oriental, Singapore; ŠKODA; Brompton; Absolute Cycle; Shimano; Mediacorp; and Sport Singapore.

(Quotes from the full list of partners and sponsors are available at [Annex B.](#))

Brendon Bainbridge, Managing Director TEG Asia, said: "Part of the fun of putting together a world-class sport and lifestyle event like this is getting everyone in the community involved, so that we can all celebrate the making of sporting history on our doorstep. Team SCF's presence in the pro criterium race is definitely one of the highlights, and we've also planned and designed the activities so that they can be accessible to as many people as possible. The Tour de France Prudential Singapore Criterium will have something for everyone to enjoy, and we're so pleased to be working together with like-minded partners and supporters to bring this spectacular event to life."

The Tour de France is the pinnacle of professional cycling – watched by over a billion viewers annually. Elite cyclists compete in a gruelling test as they cover an average of 3,500 kilometres over three weeks in their quest for sporting glory. In contrast, the Criterium is a shorter race on a closed circuit, which makes the format more suited to Singapore streets. The ***Tour de France Prudential Singapore Criterium*** race weekend, comprising races for both professionals and amateurs, is expected to reach millions of viewers through a variety of international broadcasters.

Visit [www.singaporecriterium.com](http://www.singaporecriterium.com) for more details and updates about the Tour de France Prudential Singapore Criterium. Register your interest on Ticketek Singapore. Latest updates are also available on [Facebook](#) and [Instagram](#).

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**About Prudential Assurance Company Singapore (Pte) Ltd (Prudential Singapore)**

Prudential Assurance Company Singapore (Pte) Ltd is one of the top life insurance companies in Singapore, serving the financial and protection needs of the country's citizens for 91 years. The company has an AA- Financial Strength Rating from leading credit rating agency Standard & Poor's, with S\$53.3 billion funds under management as at 31 December 2021. It delivers a suite of well-rounded product offerings in Protection, Savings and Investment through multiple distribution channels including a network of more than 5,000 financial consultants.

**About Amaury Sport Organisation**

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events.

A.S.O. organises 250 days of competition per year, with 90 events in 30 countries.

A.S.O. is involved in 5 major sports including cycling with the Tour de France, motor sports with the Dakar, mass events with the Schneider Electric Marathon de Paris, golf with the Lacoste Ladies Open de France and sailing with production and distribution of images for prestigious races.

Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.

**About Evoke Exp**

Evoke Exp Pte Ltd is an event consultancy and rights holder for globally impactful live-experience based properties in the areas of sport, F&B and lifestyle.

**About TEG Sport**

TEG Sport is owned by TEG, a leading global live entertainment, ticketing and technology business which operates worldwide out of seven country offices. TEG also includes TEG Live, TEG Experiences, TEG Dainty, TEG Europe, TEG Van Egmond, Laneway Festival, Handsome Tours, TEG Rockefeller, Qudos Bank Arena, Ticketek, Ticketek Marketplace, Eventopia, Softix, TicketCharge, TicketWorld, Ticketek Singapore and Ovation.

*Life is Better Live. Whether it's Sport, Concerts, Musicals, Theatre or Exhibitions, nothing beats the live experience!* For more information, visit [www.teg.com.au](http://www.teg.com.au).

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**Event programme**29 October, Saturday

- Absolute Cycle spin class
- Parade of Tour de France Prudential Singapore Criterium cyclists

30 October, Sunday

- SCF Men's Open and Men's Masters races
- Prudential Criterium
- Brompton World Championship
- Tour de France Prudential Singapore Criterium pro race

**Tour de France Prudential Singapore Criterium**  
*Event Partners and Stakeholders*

Title Sponsor  
 Prudential Singapore

Main Sponsors  
 DHL  
 Singapore Airlines  
 OUE

Event Partners  
 100PLUS  
 Brompton  
 Mandarin Oriental, Singapore  
 Shimano  
 Singapore Cycling Federation  
 Singapore Tourism Board  
 ŠKODA  
 Absolute Cycle  
 Mediacorp  
 Sport Singapore.

*Prudential Singapore – Title Sponsor*

	<p><i>“We are elated to be the title sponsor of Tour de France’s very first criterium event in Southeast Asia. Both Tour de France and Prudential are well-known brands with over a hundred years of history, and we wanted to partner Tour de France to encourage Singaporeans to lead active lifestyles. We look forward to welcoming families and friends at the inaugural Tour de France Prudential Singapore Criterium, where they can come together to stay active, have fun and bond with one another. Prudential Seeker’s Society’s cycling clinics and Challenge Your Pulse are great examples of how Prudential is helping Singaporeans lead healthier lifestyles and get the most out of life through sports and wellness.” – Mr Goh Theng Kiat, Chief Customer Officer, Prudential Singapore</i></p> <p><b>About Prudential Singapore</b>          Prudential Assurance Company Singapore (Pte) Ltd is one of the top life insurance companies in Singapore, serving the financial and protection needs of the country’s citizens for 91 years. The company has an AA- Financial Strength Rating from leading credit rating agency Standard &amp; Poor’s, with S\$53.3 billion funds under management as at 31 December 2021. It delivers a suite of well-rounded product offerings in Protection, Savings and Investment through multiple distribution channels including a network of more than 5,000 financial consultants.</p>
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**DHL – Main Sponsor**

	<p><i>“As DHL Express celebrates its 50 years of connecting people and improving lives in Singapore, we are marking this milestone by supporting an event that fulfills our purpose and encourages sustainability. As the official logistics partner of the Tour de France criterium, we are bringing the event to Singapore’s shores for the very first time, while inspiring more individuals to take up this environmentally friendly sport that brings people together. This inaugural partnership symbolizes our commitment to making a difference within the communities we serve and complements DHL Express Singapore’s sustainability commitment of achieving net-zero emissions by 2050.” – Mr Christopher Ong, Managing Director, DHL Express Singapore</i></p> <p><b>About DHL</b></p> <p>DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfilment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing &amp; energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”. DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.</p>
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**Singapore Airlines – Main Sponsor**

	<p><i>“Singapore Airlines’ sponsorship of the inaugural Tour de France Prudential Singapore Criterium signals our strong support for both tourism and world-class sports events in Singapore. This exhilarating event will enhance Singapore’s reputation as a major international hub, and provide a platform for world-class athletes and fans to come together.” – Mr Lee Lik Hsin, Executive Vice President, Commercial, Singapore Airlines</i></p> <p><b>About Singapore Airlines</b></p> <p>The SIA Group’s history dates to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group that is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity.</p> <p>For more information, please visit <a href="http://www.singaporeair.com">www.singaporeair.com</a>.</p>
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**100PLUS – Event Partner**

	<p><i>“As a co-sponsor and the Official Isotonic Partner, 100PLUS is proud to welcome the world’s top cyclists to Singapore and look forward to cheering them on as they outdo themselves at the first-ever Tour De France Prudential Singapore Criterium.</i></p> <p><i>From recreational cyclists to commuters, the love of cycling is evident everywhere in Singapore. 100PLUS is delighted that local and international fans of the sport will be entertained at this year’s event by a diverse range of activities for all to enjoy. The cyclists and their supporters can look forward to staying hydrated, refreshed and re-energised with Singapore’s No.1 isotonic drink, 100PLUS.”– Jennifer See, Managing Director, F&amp;N Foods Pte Ltd</i></p>
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*Brompton – Event Partner*

<div data-bbox="209 779 619 875" data-label="Image"> </div>	<p><i>“We are honoured to be part of Tour de France Prudential Singapore Criterium. Brompton has a large following in Singapore, and we are so excited to finally bring the Brompton World Championship to them. This paves the way for us to engage more with our community through events in the Asia Pacific region.” – Mr Will Butler-Adams, Chief Executive Officer, Brompton Bicycle</i></p> <p><b>About Brompton</b>          Made for cities, Brompton bikes are sold in 47 countries around the world and over 70% of production is exported. The company produces over 100,000 bikes a year and over 850,000 have hit the roads since the first bike was made in 1975 by the inventor Andrew Ritchie. A Brompton bike is perfect for those that live, work or play in cities:</p> <p>The bike folds up to a third of its size, and weighs on average just 7.95kg for the T Line, 11kg for the standard model and from 16.6kg for the Brompton Electric, which means a Brompton is suitable to take on all forms of transport – perfect for commuting on trains, popping in the boot of the car and taking out of the city for some fresh air, hailing a taxi when the weather changes or you want to get home late at night.</p> <p>One Brompton bike takes 6.2 tonnes less carbon than a car to make and 42 folded Brompton bikes can be parked in the space it takes to park one car. 15 flagship Brompton Junction retail stores in cities across the world, including London, Paris, New York, Beijing, Tokyo, Milan, Kobe, Hamburg, Shanghai, Amsterdam, Munich, Valencia, Melbourne, Tel Aviv and Singapore. Brompton sells to a selected 1,500 independent bike stores worldwide.</p>
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## Mandarin Oriental, Singapore – Event Partner



*“We are delighted to be the official hotel partner for the inaugural Tour de France Prudential Singapore Criterium. The cycling theme of this event aligns with our Cycle For MOre experience we curate for our guests at Mandarin Oriental, Singapore, a sustainable travel journey where a mix of luxury and cycling adventure await as they explore Singapore with our fleet of customised Foldie and City bicycles, discovering the Lion City on six different routes. Along with this prestigious cycling race in Singapore, we look forward to an exciting weekend of fun and exquisite indulgence for all.” – Mr Christopher Kang, Director of Commercial Strategy, Mandarin Oriental Singapore*

**About Mandarin Oriental**

Mandarin Oriental, Singapore is one of the world’s foremost luxury hotels. It is the only hotel in the city that has been awarded Five Star status for both accommodation and spa in the prestigious Forbes Travel Guide for eleven consecutive years (2012 to 2022). This award-winning property has a prime location, close to the financial hub with easy access to luxury boutiques and entertainment venues, and minutes away from Suntec Singapore International Convention & Exhibition Centre. The hotel features an impressive atrium lobby with 527 rooms and suites. There is a premium Oriental Club Lounge, an indulgent and intimate spa, extensive meeting and banqueting facilities, five renowned restaurants, an award-winning bar and a lounge overlooking the spectacular Marina Bay.

*Shimano – Event Partner*

	<p><i>“Shimano is proud to be providing neutral service at the Tour de France Singapore criterium. When the racers require our help with any mechanical issues, they can look for support from our Shimano neutral service team. This ensures that races are decided by the riders’ strategy and the strength in their legs, not potholes or crashes. We’re there to help riders, both professionals and amateurs, get back on their bikes so they can chase their dream again.” – Mr Aaron Wong, Manager, Shimano (Singapore)</i></p> <p><b>About Shimano</b>          Established in 1921 and incorporated in 1940 in Japan (Sakai City, Osaka), Shimano Inc. designs, conducts R&amp;D, manufactures and sells high quality bicycle components, rowing and fishing equipment. In 1973, Shimano established its first factory in Singapore outside of Japan. By leveraging on the quality workforce here, Shimano has since grown into a full-fledged manufacturing plant with R&amp;D, product design and engineering, as well as a complete line-up of manufacturing capabilities. Shimano Singapore set up its sales office in 1996 and is the regional headquarters for sales and marketing of all Shimano products in South-East Asia.</p>
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*Singapore Cycling Federation – Event Partner*

	<p><i>“The Singapore Cycling Federation is proud to support the Tour de France Prudential Singapore Criterium. An event like this not only gives those in Singapore the chance to watch a thrilling professional criterium race up close, but also presents many opportunities for greater engagement and awareness. We know the cycling community in Singapore is an enthusiastic one, and those who want to be a part of the races can join the SCF TDFSG Amateur Championship. Beyond the competitive races, recreational cyclists can also participate in the community rides and enjoy the other fun fringe activities that are on during the event weekend. We hope that everyone, whether or not they are cyclists, enjoys their outing at the Tour de France Prudential Singapore Criterium.” – Dr Hing Siong Chen, President, Singapore Cycling Federation</i></p>
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Singapore Tourism Board – Event Partner



*“Cycling is an environmentally-friendly sport that has gained prominence and popularity globally, including in Singapore, and the Tour De France Prudential Singapore Criterium increases the range of sustainability offerings for our locals and visitors. We look forward to welcoming participants, fans and spectators to Singapore, and hope they will enjoy the strong line-up of quality programming that takes place in the heart of the city. Such world-class events add to Singapore’s vibrancy, complement our exciting calendar of experiences, and reinforce Singapore’s position as a leading destination for sports in the region.”* – Ms Ong Ling Lee, Executive Director, Sports and Wellness, Singapore Tourism Board

#### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) |  
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or <https://www.linkedin.com/company/singapore-tourism-board/mycompany>

**ŠKODA – Event Partner**

	<p><i>“ŠKODA has been the official main partner and car supplier for the Tour de France since 2004. With a heritage that stems from manufacturing bicycles 120+ years ago to cars today, ŠKODA has always been there for those who ride. Excelling in reliability, performance and design, ŠKODA cars are made for cyclists. The Tour de France Prudential Singapore Criterium will be a test for not just the cyclists but the drivers too in ensuring safety for all – and we are honoured to provide our cars to support the event.” – Mr Ricky Tay, Managing Director, Volkswagen Group Singapore</i></p> <p><b>About ŠKODA</b></p> <ul style="list-style-type: none"> <li>• ŠKODA is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.</li> <li>• Aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.</li> <li>• Is emerging as the leading European brand in important growth markets such as India and North Africa.</li> <li>• Currently offers its customers twelve car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA and KUSHAQ.</li> <li>• delivered over 870,000 vehicles to customers around the world in 2021.</li> <li>• Has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.</li> <li>• Independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.</li> <li>• Operates at three sites in the Czech Republic; has additional production capacities in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.</li> <li>• Employs 45,000 people globally and is active in over 100 markets.</li> </ul>
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