

SUIVEZ-NOUS SUR



PRESS KIT

TOUR DE FRANCE

2019

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SÉM

SAINT-ÉTIENNE
la métropole

TOUR
de
FRANCE

SITE ÉTAPE - 13 ET 14 JUILLET



Gaël PERDRIAU

*Président de
Saint-Étienne Métropole*

Maire de Saint-Étienne

I told you, didn't I! That the Grand Départ of the Critérium du Dauphiné in 2017 was just a taster of more to come. That Paris-Nice in 2018 would just be a rehearsal. That the Tour would soon be back...

And here it is. Saint-Étienne Métropole is on the Tour de France route once again in 2019.

Better still! Saint-Étienne is one of the five departure/arrival cities in this 106th edition, along with Albi, Nîmes, Toulouse and Pau. And what a day for a departure: Sunday 14 July, the national holiday!

And the Tour will be passing through no 14 of the towns and villages in the Métropole during the stages concerned: Marcenod, Saint-Christo-en-Jarez, Valfleury, Saint-Héand, Sorbiers, l'Étrat, Saint-Priest-en-Jarez, Saint-Genest-Lerpt, La Fouillouse, Çaloire, Unieux, Saint-Paul-en-Cornillon, Saint-Maurice-en-Gourgois and last, but not least Rozier-Côtes-d'Aurec.

I believe it is essential that the enthusiasm for these great events should spill over and benefit the entire district. That's exactly what the Métropole project and the development that we are all working towards is all about.

And it's even truer for the Tour de France, a sporting event that brings to life the long drowsy summer with verve, joy, moments to share and general jubilation.

So now it's up to us to give the Tour's 176 riders the warmest welcome we can. And to really enjoy these two days of festivities.



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OUR TURN FOR THE TOUR DE FRANCE 2019 !

THE TOUR IN SAINT-ÉTIENNE MÉTROPOLE

This year, to everyone's delight, Saint-Étienne welcomes the Tour de France 2019! Saint-Étienne is one of the only cities, along with Pau, Albi, Nîmes and Toulouse, which is hosting both an arrival and a departure during this 106th edition of the Tour.

On Saturday 13 July, the eighth stage of the Tour de France, which starts in Macon, will finish in Saint-Étienne after a 199 km race.

On Sunday 14 July, the national holiday, the riders will head off from the famous Geoffroy Guichard stadium for Brioude to cover the 170 km of the ninth stage of the Tour de France.

No less than 14 other towns and villages in Saint-Étienne Métropole have the pleasure of being on the route of these 2 stages: Marcenod, Saint-Christo-en-Jarez, Valfleury,

Saint-Heand, Sorbiers, l'Etrat, Saint-Priest-en-Jarez, Saint-Genest-Lerp, La Fouillouse, Caloire, Unieux, Saint-Paul-en-Cornillon, Saint-Maurice-en-Gourgois and Rozier-cotes-d'Aurec.

On the occasion on the Tour's 26th visit to Saint-Étienne, lots of events and activities are organised over the weekend to ensure that this great sporting event is a festive time shared and enjoyed by all. Quizzes, games, goodies galore... but also performances by «La clique du tour» and a giant screen so that spectators won't miss any of the action and thrills of the race and the rest.

You will find the complete programme of events in the press kit and on the Saint-Étienne Métropole website.



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THE TOUR ROUTE THROUGH SAINT-ÉTIENNE MÉTROPOLE

SATURDAY 13 JULY

STAGE 8: MACON > SAINT-ÉTIENNE

199 KM - TOTAL ELEVATION DIFFERENCE 3,800 METRES

Where to see the riders?



Times based on the high average speed (42 km/h)

The stage arrives in Saint-Étienne!

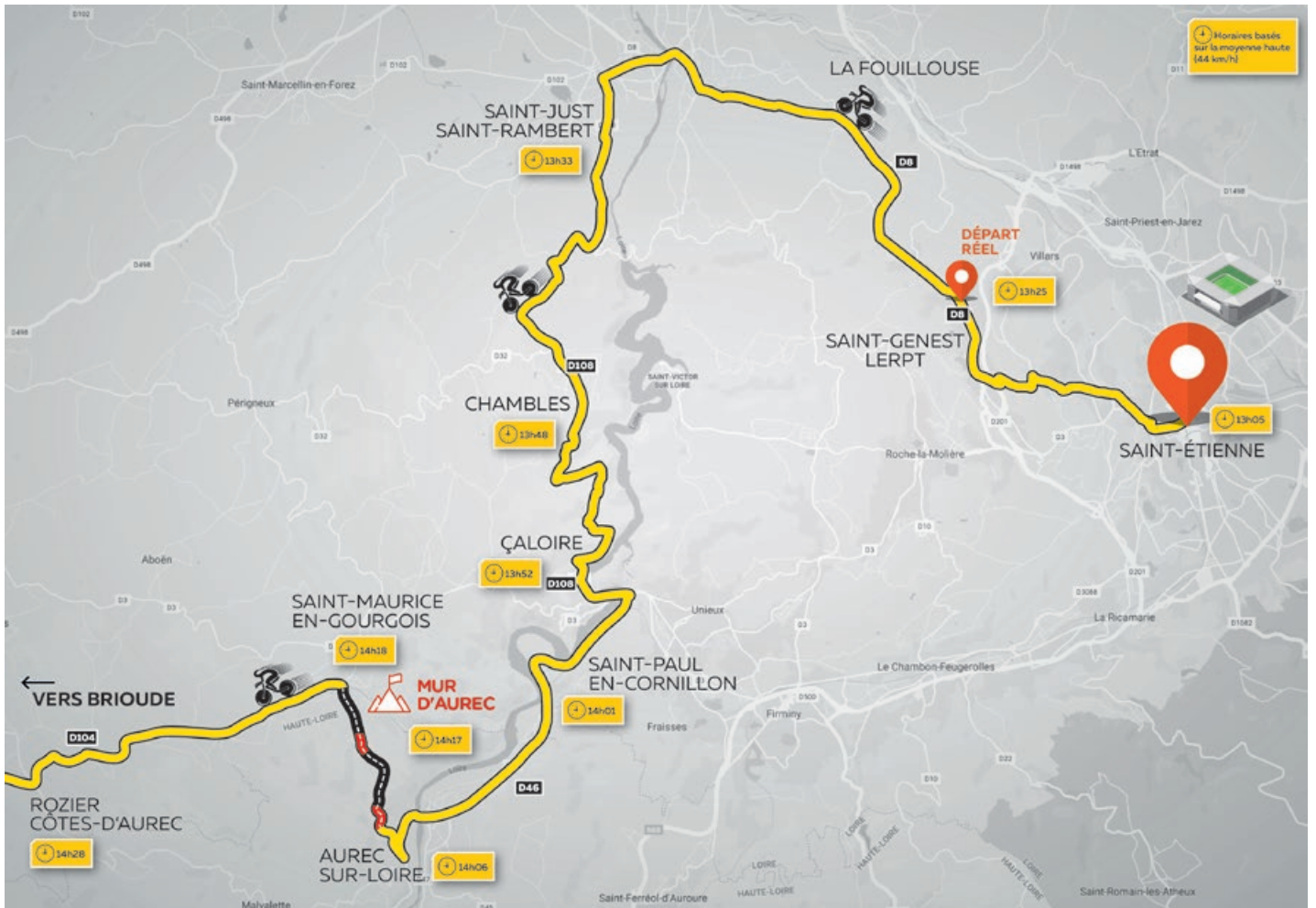


SUNDAY 14 JULY
STAGE 9: SAINT-ÉTIENNE BRIOUDE
190 KM

The stage arrives in Saint-Étienne!



Where to see the riders?



THE TOUR DE FRANCE 2019



106^e ÉDITION
6-28 JUILLET 2019

100 ANS
DU MAILLOT JAUNE



letour.fr @LeTour #TDF2019

THE TOUR DE FRANCE IN SAINT-ÉTIENNE MÉTROPOLE

Alongside the sporting events themselves and the amazing experience shared by the spectators, these great events are also important for the image of the Métropole as they can help to enhance its attractiveness as well as generating economic benefits.

In 2016, the UEFA EURO football tournament had a €45m economic impact on the district. €1 invested by Saint-Étienne in the organisation of the event generated €10 for the local economy (source: study by ATEXO Impact, public policy evaluation consultancy).

As far as the Tour de France is concerned, the passage of the Great Loop through Saint-Étienne Métropole is extremely beneficial to the vitality, renown and economy of the Metropolitan district.

The data for the last time the Tour de France passed through Saint-Étienne, in 2014, reveal what this event means for the Métropole and its inhabitants.

THE TOUR DE FRANCE 2014 IN SAINT-ÉTIENNE MÉTROPOLE

820 000 €



economic benefits
for the Métropole



13%

Foreigners, mainly:
British, Belgian
and Dutch



2,20€

Return on
investment
for €1 invested

30 €
Spent on
average by
each visitor
each day



69%

The number of first-time visitors
with a positive image of the city
after the Tour compared to 19% before



19 000

Spectators lining the
Tour de France route



190

countries
broadcast
the Tour de France

SAINT-ÉTIENNE MÉTROPOLE, A DISTRICT OF SPORT-LOVERS

A place where sport runs in the veins, that boasts high-quality facilities and has a reputation for the warmth of its welcome, Saint-Étienne Métropole regularly hosts major sporting events, many with an international dimension.

The city of the bicycle for over two centuries, Saint-Étienne also regularly hosts important cycling events, such as the Tour de France in 2014, the Critérium du Dauphiné in 2017 and the Paris-Nice in 2018. The district's rich character and diverse landscapes make it a crucial and unmissable stage in these races.

An ambitious and attractive district, Saint-Étienne Métropole will be hosting a number of key sports events over the next few years:

French Athletics Championships 2019

From 26 to 28 July 2019, Saint-Étienne will be the centre of planet athletics. All the stars of French athletics will be at the Henri Lux stadium in Saint-Étienne for the France Élite championships.

Rugby World Cup 2023

France is hosting the Rugby World Cup 2023, which will bring together the 20 best teams in the world. Saint-Étienne Métropole's Geoffroy-Guichard stadium has been selected to hold some of the competition matches.

Paris Olympics 2024

And don't forget, football is also an Olympic sport, with men's and women's competitions! For the football matches the Paris 2024 bid committee could hardly leave out the temple of football: Geoffroy-Guichard Stadium!

The «Cauldron» will therefore be hosting some of the men's and women's matches, thereby propelling Saint-Étienne to the rank of «Olympic city».

Coming soon: an international indoor sports venue

In addition to Geoffroy-Guichard stadium for outdoor sports, Saint-Étienne Métropole will soon have its own first-class venue for indoor sports.

The Métropole has given the go-ahead for an arena in the municipality of Saint-Chamond (La Varizelle neighbourhood). This 3,800-seater arena will be home to the Saint-Chamond-Vallée du Gier basketball team, which plays in the antechamber to French elite basketball (Pro B league). It will also enable Métropole to bid to host new major events in other sports such as handball, volleyball, basketball or tennis.



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SAINT-ÉTIENNE MÉTROPOLE, LAND OF THE BIKE

SAINT-ÉTIENNE, CRADLE OF THE FRENCH BICYCLE

1886

The first French bicycle was born in Saint-Étienne

Yes, it was in Saint-Étienne that the first French bicycle was invented in 1886! Impressed by the performance of British cyclist who covered the distance from Paris to Montpellier in six days, the Gauthier brothers decided to abandon the penny-farthing and to copy this model instead, which led to them creating the first French bicycle.

This bicycle would be one of the first models sold by Etienne Mimard and Pierre Blachon under the Hironnelle brand.

And that's how the bicycle industry started in Saint-Étienne!

1920

The golden age of the bike in Saint-Étienne

Thanks to skills native to Saint-Étienne, especially in metalworking, the bicycle industry developed fast.

The Manufacture Française d'Armes et de Cycles sold Hironnelle brand bicycles by mail order and had considerable success on the international market. At the same time a number of what were to become «cult» brands were also developing: Ravat, Automoto, Cyclo and Mercier.

At that time Saint-Étienne was leader in the manufacturing of bicycle parts.

NOWADAYS

The bicycle, one of the centres of excellence in Saint-Étienne industry

Nowadays, Saint-Étienne is still renowned for its know-how in the cycle industry, and many companies in the area enjoy an international reputation. Among the best known are Stronglight, world specialist in chainsets and chainrings, Tonic Cycle, frame manufacturer and Cycles Mercier - France Loire, which assembles and equips bicycles, including the famous Vélo'V de Lyon.



© Saint-Étienne Métropole / Charlotte PIEROT
Salle d'exposition du Musée d'Art et d'Industrie
Direction de la Communication VSE - SEM.

SAINT-ÉTIENNE AND THE BIKE DID YOU KNOW?

100 years of the yellow jersey: an exhibition in Saint-Étienne

Introduced in 1919 so that the public could easily identify the overall race leader, the yellow jersey is celebrating its 100th anniversary this year! For the occasion, from 8 June to 30 July, you can see an exhibition of photos of the riders who have worn the famous jersey under the arcades of Saint-Étienne city hall. From 9 to 16 July, the exhibition will also feature the 20 yellow jerseys - all of them unique - that will be worn during the Tour de France 2019.

Saint-Étienne Métropole rolls out an ambitious bike plan for the Metropolitan district

Committed to sustainable development and keen to facilitate access to soft modes of transport for its inhabitants, Saint-Étienne Métropole has recently presented its Metropolitan Bike Plan for 2019-2029. Representing an investment of €41m, this plan includes, among other things, the development of a structured cycle network consisting of 110 km greenways and two-way cycle lanes, but also cycle paths and an upgraded service offering for bike users.

The Musée d'Art et d'Industrie de Saint-Étienne has France's largest public collection of bicycles

With almost 350 machines, some of them very rare and even unique specimens, the Musée d'Art et d'Industrie de Saint-Étienne has a collection of bikes unrivalled in size and variety in France. The collection offers a comprehensive panorama of the history and development of the bicycle, from its early days through to the current period.

Saint-Étienne commits to cycling proficiency

Every year, 100 classes and 2,800 children in Saint-Étienne participate in cycling proficiency workshops at the municipal sports school. They are taught by trained city staff, who provide support for school teachers. Saint-Étienne also provides sessions outside school hours on Wednesdays and during the school holidays.



© Ville de Saint-Étienne / Fabrice Roure – École municipale des sports baby vélo. Source : Direction de la Communication VSE – SEM.

THE TOUR DE FRANCE IN SAINT-ÉTIENNE MÉTROPOLE HIGHLIGHTS

1950

The Tour de France is coming to Saint-Étienne Métropole:

This year, the Tour de France will be passing through Saint-Étienne for the 26th time!

Originally, the Tour's route closely traced the country's borders. It was only after the Second World War that the organisers changed the route. It came to Saint-Étienne for the first time in 1950. That year Clermont-Ferrand-born rider Raphaël Géminiani was the first to cross the finishing line on Cours Fauriel. He had covered the 291 km from the Citadel of Briançon to the capital of the bicycle in 8h49'11».

1953

An unforgettable reception!

In 1953, the time trial, which took place on narrow, winding roads, was won by Louison Bobet. The crowd, which became bigger and bigger as the riders approached a full-to-bursting Geoffroy Guichard stadium was going wild. Most of the companies in Saint-Étienne have given their workers the day off. After his cruel disappointment in the ascent of the Col du Grand-Bois in the Briançon-Saint-Étienne leg of the 1950 Tour, Bobet took his revenge, which was also that of a public that was entirely on his side, when he won that year's Tour de France.

1985

A memorable fall!

In 1985, during stage 14 Autrans-Méaudre in Saint-Étienne, Bernard Hinault, one of the greats of the 1980s, who was wearing the yellow jersey, fell 800 metres from the finish line. He would finish the stage on Cours Fauriel with a blood-covered face under the admiring gaze of the Saint-Étienne public. In spite of his injuries, Bernard Hinault would win his 5th and final Tour de France that year.

2014

A local young hopeful!

For his second participation in the Tour de France, Romain Bardet, a young cyclist from Haute-Loire and a loyal fan of Saint-Étienne football club, won the white jersey for the best-placed young rider when he arrived in Saint-Étienne. He would then finish sixth overall. Will he beat that performance when he returns to Saint-Étienne for the Tour de France 2019?

THE TOUR DE FRANCE IN SAINT-ÉTIENNE

YEAR	STAGE	YELLOW JERSEY	TOUR WINNER
1950	Briançon > Saint-Étienne	R. Geminiani	F. Kubler
	Saint-Étienne > Lyon	F. Kubler	F. Kubler
1953	Lyon > Saint-Étienne	L. Bobet	L. Bobet
	Saint-Étienne > Montluçon	W. Wagtmans	L. Bobet
1956	Grenoble > Saint-Étienne	S. Ockers	R.Walkowiak
	Saint-Étienne > Lyon	M. Bover	R.Walkowiak
1959	Clermont-Ferrand > Saint-Étienne	D. Bruni	E. Pauwels
	Saint-Étienne > Grenoble	C. Gaul	F. Bahamontes
1961	Chalon-sur-Saone > Saint-Étienne	J. Forestier	J. Anquetil
	Saint-Étienne > Grenoble	C. Gaul	J. Anquetil
1963	Aurillac > Saint-Étienne	G. Ignolin	G. Demest
	Saint-Étienne > Grenoble	F. Bahamontes	G. Demest
1966	Chamonix > Saint-Étienne	F. Bracke	L. Aimar
	Saint-Étienne > Montluçon	H. Nijdam	L. Aimar
1968	Aurillac > Saint-Étienne	JP. Genet	R. Wolfshohl
	Saint-Étienne > Grenoble	R. Pingeon	G. San Miguel
1971	Clermont-Ferrand > Saint-Étienne	W. Godefroot	E. Merckx
	Saint-Étienne > Grenoble	B. Thevenet	J. Zoetemelk
1977	Rosignol Voiron > Saint-Étienne	J. Agostinho	B. Thevenet
1978	Saint-Dier-d'Auvergne > Saint-Étienne	B. Hinault	J. Bruyère
	Saint-Étienne > L'Alpe-d'Huez	H. Kuiper	J. Zoetemelk
1980	Voreppe > Saint-Étienne	S. Kelly	J. Zoetemelk
	Saint-Étienne > Saint-Étienne Contre-la-montre	J. Zoetemelk	J. Zoetemelk
1983	Issoire > Saint-Étienne	M. Laurent	P. Simon
1985	Autrans-Meaudre > Saint-Étienne	L. Herrera	B. Hinault
	Saint-Étienne > Aurillac	E. Chozas	B. Hinault
1986	Villard-de-Lans > Saint-Étienne	J. Gorospe	G. Lemond
	Saint-Étienne > Saint-Étienne	B. Hinault	G. Lemond
	Saint-Étienne > Clermont-Ferrand	E. Maechler	G. Lemond
1990	Villard-de-Lans > Saint-Étienne	E. Chozas	C. Chiappucci
1992	Le Bourg-d'Oisans > Saint-Étienne	F. Chioccioli	M. Indurain
	Saint-Étienne > La Bourboule	S. Roche	M. Indurain
1995	Le Bourg-d'Oisans > Saint-Étienne	M. Sciandri	M. Indurain
	Saint-Étienne > Mende	L. Jalabert	M. Indurain
1997	Saint-Étienne > Saint-Étienne Contre-la-montre	J. Ullrich	J. Ullrich
	Saint-Étienne > L'Alpe-d'Huez	M. Pantani	J. Ullrich
1999	Le Bourg-d'Oisans > Saint-Étienne	L. Diercksens	L. Armstrong
2005	Saint-Étienne > Saint-Étienne Contre-la-montre	L. Armstrong	L. Armstrong
2008	Le Bourg-d'Oisans > Saint-Étienne	M. Burghardt	C. Sastre
2014	Bourg-en-Bresse > Saint-Étienne	A. Kristoff	V. Nibali
	Saint-Étienne > Chamrousse	V. Nibali	V. Nibali



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