

Paris, July 22<sup>nd</sup> 2024

From 9 to 13 October 2024

# THE ROC D'AZUR BECOMES THE ROC D'AZUR CIC

In line with its ambition to bring cycling to the masses throughout France, CIC is becoming the title sponsor of the Roc d'Azur, the leading mountain biking event in Europe, which attracts nearly 100,000 enthusiasts, participants and fans every year. The Roc d'Azur CIC will celebrate its 40<sup>th</sup> edition in sublime landscapes between the land and the sea in October.

From 9 to 13 October, Fréjus, which has hosted the Roc d'Azur since 1997, will welcome the event for all forms of cycling. With a multitude of competitions, the Roc d'Azur CIC has something for everyone: mountain biking, electric biking, gravel, road biking (new in 2024) as well as triathlon, trail and walking. The Roc d'Azur CIC is a village where cycling, outdoor, tourism and innovation experts can come together. It's the ideal setting for gathering the best advice and checking out the latest trends. Nearly 300 exhibitors attend each year.

As the event's new title partner, CIC will enjoy high visibility in the village and throughout the week, thanks to its on-site activities in the heart of the village and all the races on offer. CIC will also support the event in its socially responsible approach, which has been a priority for the Roc d'Azur CIC for several years.

As a partner of several road races\* throughout France, CIC demonstrates its commitment to supporting large-scale public events.

For **Claude Koestner**, Managing Deputy Director of CIC: "Associating the CIC brand with one of the most popular cycling events in France is a perfect illustration of our desire to support the growth of cycling in all its forms. Whether for everyday use, leisure or competition, cycling brings many benefits we are happy to help promote and implement. In this anniversary year of a promising 40th edition, we couldn't wish for a better opportunity than to combine the names Roc d'Azur and CIC."

**Yann Le Moënner**, Managing Director of A.S.O. : "In the run-up to the 40<sup>th</sup> edition of the event, we are thrilled to welcome CIC as the title sponsor of the Roc d'Azur, a festival of cycling in all shapes and colours: 7 disciplines, almost 20,000 participants and 300 exhibitors will bring the event to life. Joining forces to encourage people to take up cycling and sport in the great outdoors is definitely going to be a boon for the event. Through this partnership, CIC wishes to step up its commitment to social issues and focus its aspirations on the new generations, nudging them to add cycling to their everyday lives. Our goals are perfectly aligned."

*\*CIC is associated with the following events, among others: Tour de Provence, Four Days of Dunkirk, Routes d'Occitanie CIC, CIC Mont Ventoux, Tour Féminin International des Pyrénées from 14 to 16 June 2024, Tour de l'Avenir from 18 to 24 August, 4 Jours CIC de Plouay from 22 August to 25 August 2024. The CIC is also a partner of the French Cycling Federation and the French Cycling Teams.*

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### About CIC

A leading bank in France and abroad, CIC serves nearly 5.6 million customers through a French network of almost 1,800 branches and 20,000 employees, as well as international branches in 35 countries. To respond to the needs of all economic actors and to develop a constantly performing offer on a daily basis, CIC combines financial services, insurance, telephone services, and cutting-edge technological services with a great financial soundness reinforced by that of its parent company, Crédit Mutuel Alliance Fédérale.

More information at [www.cic.fr](http://www.cic.fr)

### About A.S.O.

Amaury Sport Organisation is a leading creator and organiser of international sporting events. Specialising in "out-of-stadium" events, it has in-house expertise in all organisational aspects, media coverage, and marketing of sporting competitions.

A.S.O. stages 250 days of competition a year, representing 100 events in 36 countries.

It is present in five areas of sport, including the Tour de France in cycling, the Dakar rally-raid, the Schneider Electric Paris Marathon for the general public, the Lacoste Ladies Open de France in golf, and the production and distribution of images for several prestigious sailing races.

Amaury Sport Organisation is a subsidiary of the Amaury Group, the media and sports group which owns L'Équipe.