



# TOGETHER WE RIDE!

**Accompanying measures initiated by the  
2024 UCI Road and Para-cycling Road World Championships  
Zurich, Switzerland**

10 October 2023 | Erwin Flury, Nathalie Schneitter



**2024 ROAD AND PARA-CYCLING ROAD  
WORLD CHAMPIONSHIPS**

ZURICH  
SWITZERLAND





Bild: BikeDays.ch GmbH

## GOALS OF THE ACCOMPANYING MEASURES

- **We promote all types of cycling and cycling sports.**
- **We make cycling an experience for young and old.**
- **We offer added value to the population.**
- **We are sustainable and exist beyond the cycling and para-cycling world championships.**
- **We live inclusion as a matter of course.**
- **We encourage exchange.**
- **We provide safety for cyclists.**

**ZÜRI  
VELO CUP**

**TOGETHER ON  
THE BIKE**

**SLOW UP - BUT  
LONGER**

**ZÜRICH VELO-  
VOLKSROUTEN  
(ITINERARIES FOR  
THE PUBLIC)**

**NATIONAL  
BICYCLE FORUM**

**CYCLE ON  
ZÜRICH**

**TRAILCENTER  
S,M,L**






# ZÜRI VELO CUP

INITIATED BY THE  
2024 UCI ROAD AND PARA-CYCLING ROAD WORLD CHAMPIONSHIPS ZURICH  
#TOGETHERWERIDE



Sports promotion   
Cycling promotion   
Location promotion 



## ZÜRI VELO CUP



**100 years of cycling history in the canton of Zurich**

- **1923 First World Cycling Championships in Zurich**
- **"Zurich Metzgete" one-day race**

**Challenge with 11 track segments**

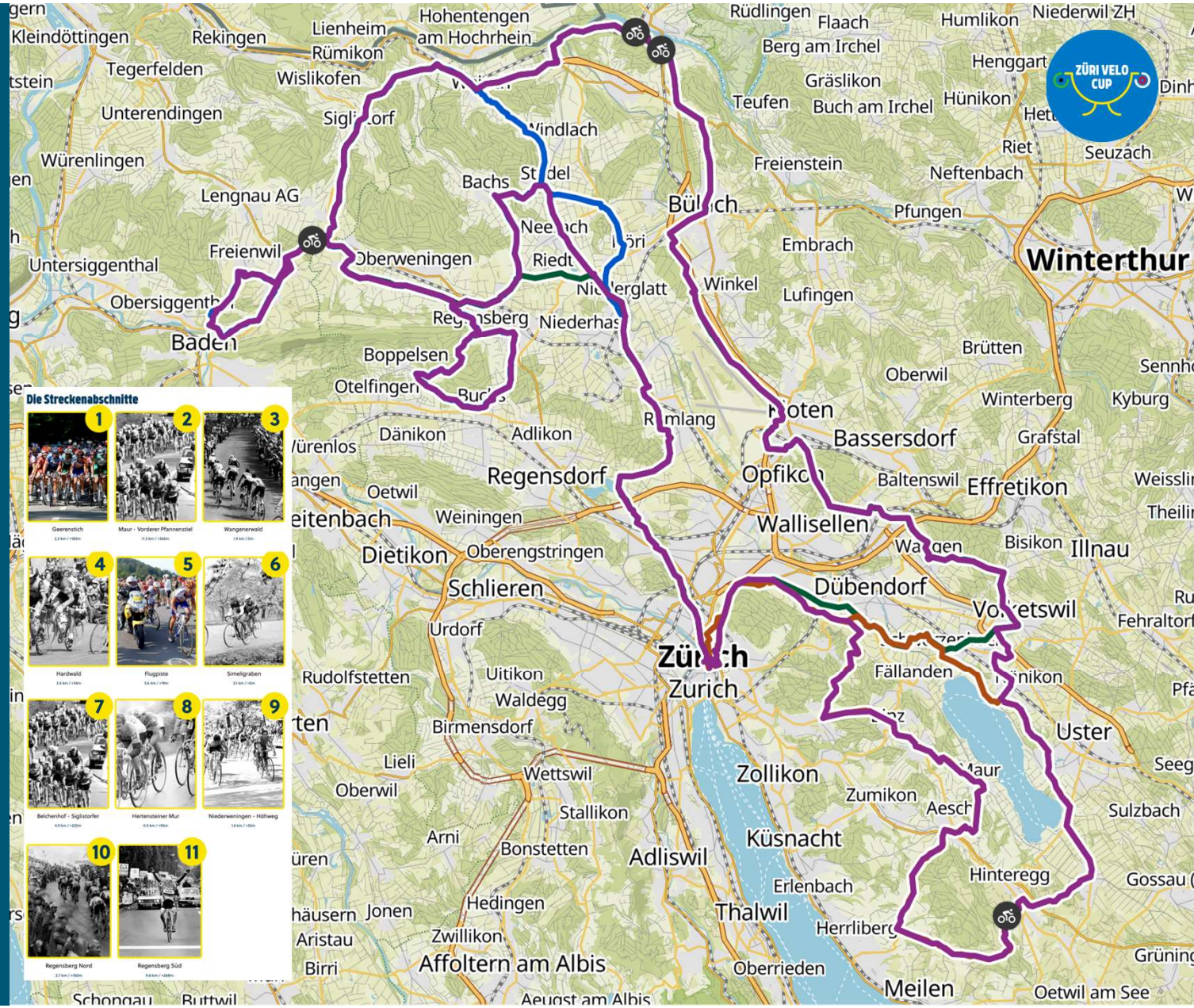
- **Duration: May - October 23**
- **Goal: Collect segments and experience the canton of Zurich by bike**
- **Goodie: Entry on website and finisher gift**

**[VELOCUP.ZURICH2024.COM](https://velocup.zurich2024.com)**











# ZÜRI VELO CUP

A cycling experience on the most beautiful stretches of the "Züri Metzgete"



**Die Streckenabschnitte**

 Geiersloch 23 km / 1200m	 Muri - Vorderer Pfannenstiel 13 km / 1200m	 Wänggenweid 18 km / 1200m
 Hardweid 24 km / 1200m	 Fluggsäge 24 km / 1200m	 Simellgraben 21 km / 1200m
 Belchenhof - Siglistorfer 19 km / 1200m	 Hartensteiner Muri 23 km / 1200m	 Niederweningen - Hühweg 18 km / 1200m
 Regensberg Nord 27 km / 1200m	 Regensberg Süd 24 km / 1200m	



# ZÜRI VELO CUP

**1,000 participants collected  
7,500 segments.**

**The Open Ride on 7.10.23  
attracted over 400  
participants, and the Strava  
Club already has 1,100  
members.**

**Outlook 2024:**

**Züri Velo Cup on 2024 World  
Championship cycling routes  
and integration into Züri Velo-  
Volksrouten project**





# «TOGETHER ON THE BIKE»

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ZURICH 2024  
#TOGETHERWERIDE

Sports promotion   
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## GOALS «TOGETHER ON THE BIKE»

- Let children and young people discover and experience the bicycle.
- To make everyday cyclists feel safe and enjoy cycling.
- To inspire recreational cyclists to use the bicycle as a social experience and health-promoting piece of sports equipment.
- Bringing Para Cycling to a wider audience.



Bild: antritt

## PROGRAMME MODULES «TOGETHER ON THE BIKE»

- Pumptrack
- Slow Race
- Trackstand
- Traffic Park & Safety Course
- Kids Course
- Para-cycling Simulator Handbike & Tandem
- Roller Sprint
- Bike shows
- E-bike tryout courses
- Fast&Female rides
- Workshops & Rides



Bild: Kanton Zürich

## «TOGETHER ON THE BIKE» RIGHT IN THE MIDDLE

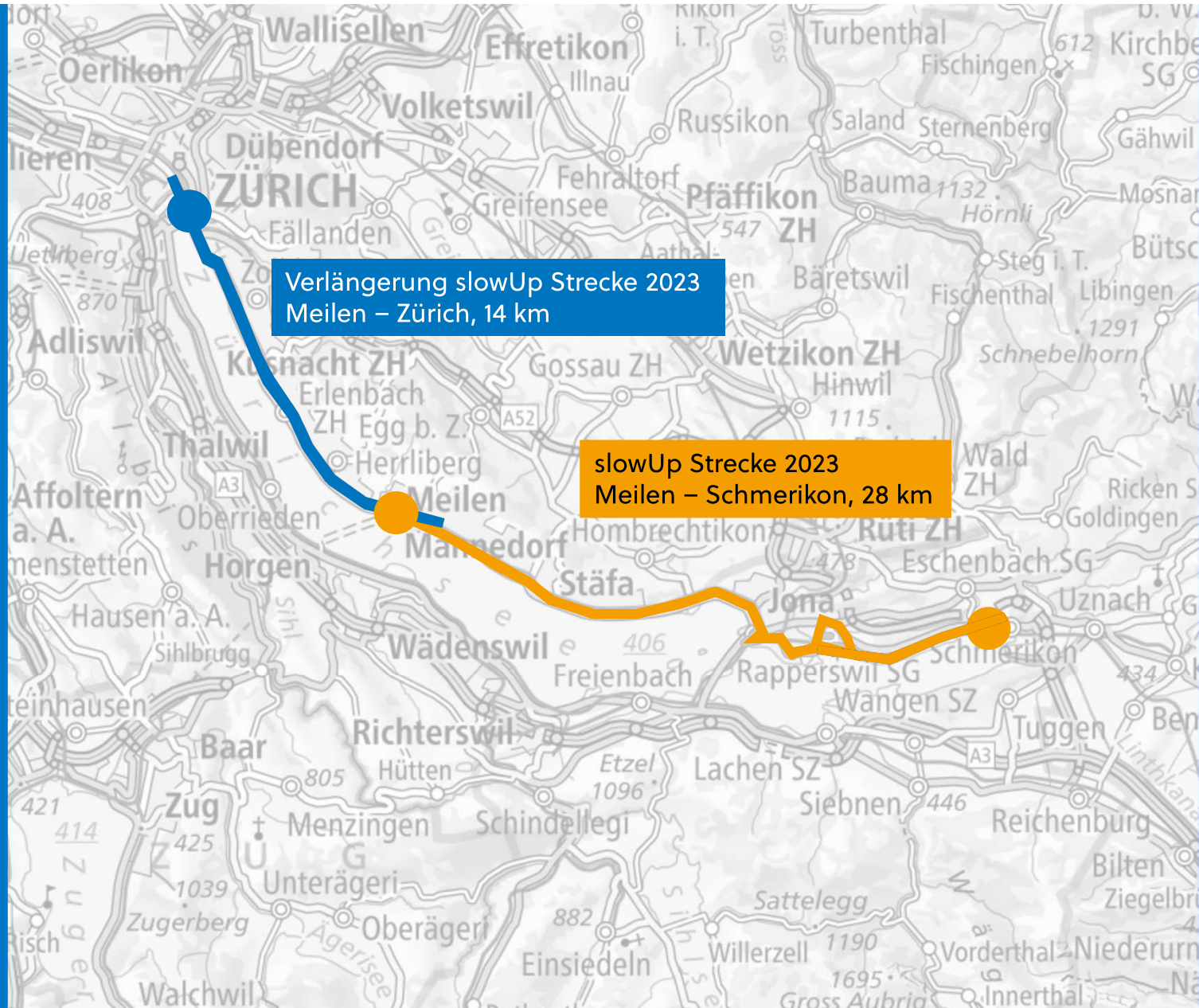
- **11-14 May 23**      **Cycle Week Zurich**
- **24 Sept. 23**      **slowUp Lake Zurich**
- **23 March 24**      **Kloten**
- **23-26 May 24**      **Cycle Week Zurich**
- **01 June 24**      **Regensdorf**
- **08 June 24**      **Uster**
- **24 June 24**      **Hittnau**
- **21-29 Sept. 24**      **2024 Road and Para-cycling Road  
World Championships Zurich**



# SLOW UP - BUT LONGER

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#TOGETHERWERIDE

# EXTENDING THE SLOW UP EXPERIENCE THANKS TO THE CYCLING AND PARA- CYCLING ROAD WORLD CHAMPIONSHIPS





## **SLOW UP - BUT LONGER**




- **One year before the cycling and para-cycling road world championships, 41,000 participants in the slowUp Zürichsee on 24 September 2023 benefited from an extended route.**
- **The extension into the city of Zurich makes the slowUp Zürichsee even more attractive for partners. The event will take place annually on the extended route from 2025.**



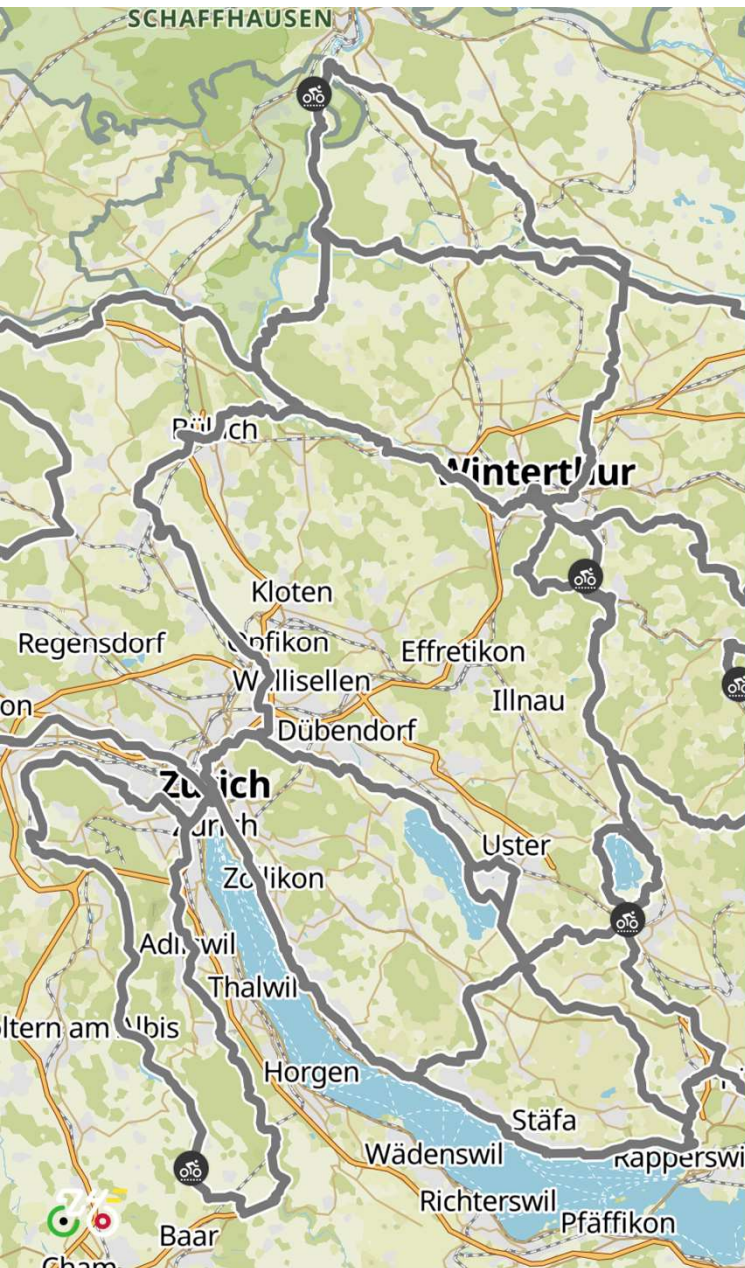


# ZÜRICH VELO-VOLKSROUTEN (ITINERARIES FOR THE PUBLIC)

INITIATED BY THE  
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#TOGETHERWERIDE

Sports promotion   
Cycling promotion   
Location promotion 





## ROUTES WITH CHARACTER

- **Curating cycle routes for a wide range of users.**
- **Offers for different levels of ability and different types of bikes.**
- **The routes connect the greater Zurich region and invite you to enjoy experiences lasting one or several days - all year round.**
- **The routes are presented and communicated with GPX data, descriptions, photos and videos.**
- **All information is made freely available via a website.**



## **SIMPLIFY CYCLING**

- **Facilitates the planning of bicycle rides.**
- **Simplifies the organisation of activities for organisers, tour operators and bike clubs.**
- **Zurich residents and guests benefit from information about routes, hotels, restaurants, bike rental, possible obstructions, etc.**
- **Website also contains service offers such as luggage transport, rental of bikepacking equipment, breakdown service, etc.**
- **Participants collect points or trophies on defined routes.**

# CURATED ROUTES




- City
- Family
- E-Bike
- Road
- Gravel
- MTB
- Bikepacking
- Para-cycling





# NATIONAL BICYCLE FORUM

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# THE FORUM ON THE BICYCLE SYSTEM IN SWITZERLAND

The national Veloforum unites the diversity of the bicycle with five thematic fields.

**Mobility**

**Technology**

**Sport**

**Leisure**

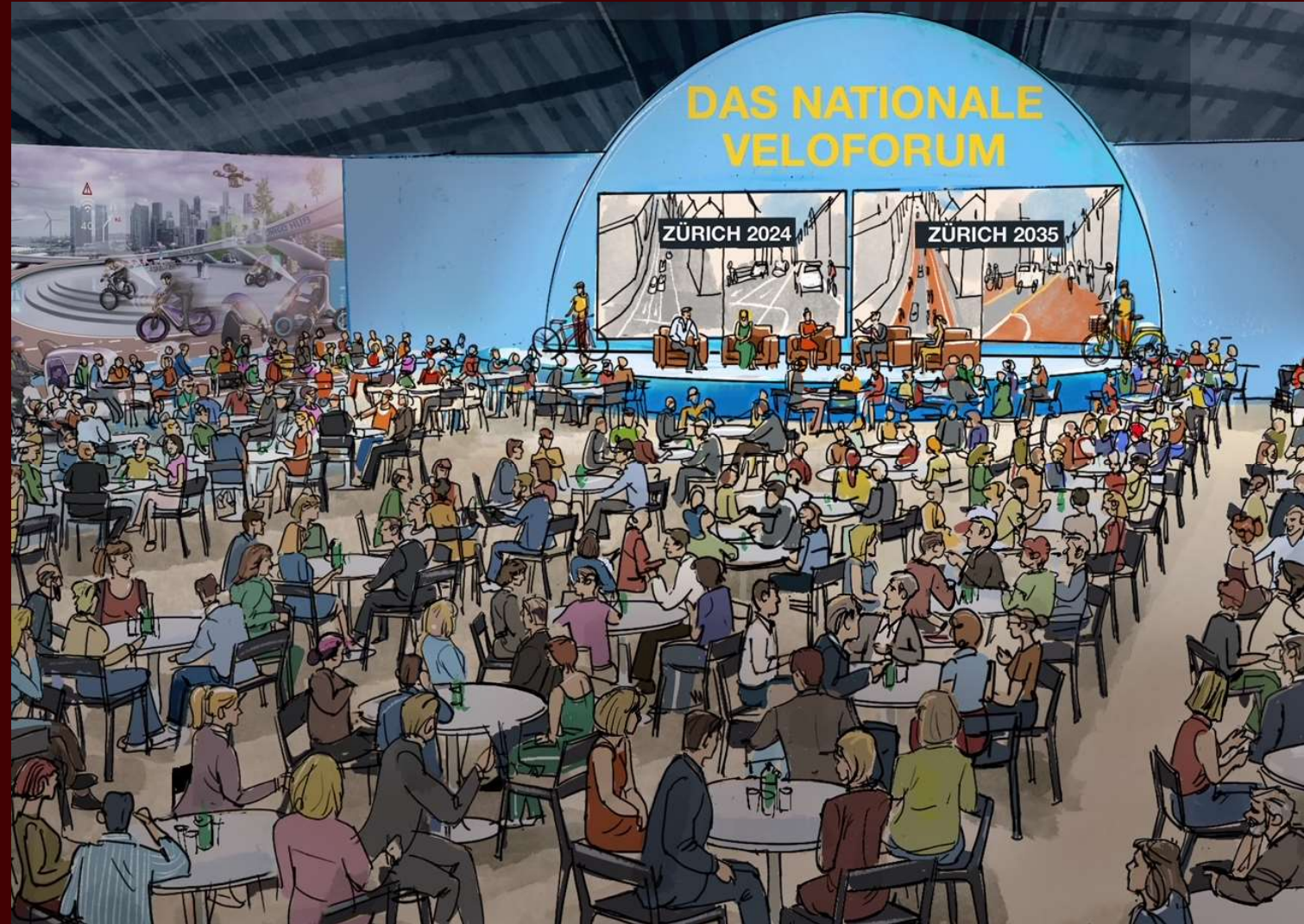
**Transformation**



# THE FORUM ON THE BICYCLE SYSTEM IN SWITZERLAND

**The Forum will be held for the first time in Zurich in May 2024.**

**The bicycle takes centre stage at this new forum and presents itself to a professional audience from various fields.**





# CYCLE ON ZÜRICH

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Bild: Swiss Cycling / Fotograf Nico van Dartel

## CYCLE ON ZÜRICH


- In order to strengthen the promotion of young talent, an independent coordination office for the Canton of Zurich was created as a pilot project from autumn 2023.
- The programme "Get to know - understand - learn - motivate" promotes cooperation and exchange between all stakeholders.
- In collaboration with Swiss Cycling, PluSport and the Swiss Paraplegic Association.





# TRAILCENTER S.M,L

INITIATED BY THE  
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## STARTING POINT

- **Mountain bikers want to pursue their hobby from home, and there is a need throughout Switzerland for appropriate infrastructure close to residential areas.**
- **Municipalities and cities are looking for professional concepts that channel, steer and unbundle users.**
- **However, there is no uniform system à la "Vita Parcours" or "Pumptrack".**



## **GOAL PILOT PROJECT**

- **Together with the most important trail builders in Switzerland, Swiss Cycling (guide training) and Schweiz Mobil, a new standard for a compact bike offer "close to home" is to be created.**
- **In a municipality in the canton of Zurich, a pilot project is to be planned and built that will convey the joy of cycling and promote cycling safety.**
- **A website with instructions on how to realise a "Trail Centre X,M,L" is intended to motivate municipalities, bike clubs and private individuals to implement quality bike offers.**



## TARGET GROUPS

- **Mountain bikers, SUV bikers, Gravel bikers, Para-cyclers (all with and without electric assistance)**
- **Cyclists of all levels and ages (children, young people and adults)**
- **Companion(s) of user(s)**
- **Organised and non-organised school sport**
- **Commercial bike schools, guides**
- **Clubs, associations, bike shops (e.g. bike tests), companies**





Quelle: Trailcenter Aesch



# CONTACT

## Local Organising Committee 2024 UCI Road and Para-cycling Road World Championships Zurich

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