PRUDENTIAL RIDE LONDON FREE CYCLE OFFERS A BRILLIANT OPPORTUNITY TO GET THE WHOLE FAMILY TOGETHER TO EXPERIENCE THE FUN AND FREEDOM OF CYCLING ON TRAFFIC-FREE ROADS IN CENTRAL LONDON.
The event showcases the capital and everyone is welcome, no matter what their age or ability. Cyclists will be able to join the route at any point, cycle round at any pace and as many times as they like, stopping en route to enjoy a range of bike-based entertainment and activities.

The seven-mile circuit passes iconic London landmarks including Buckingham Palace, Trafalgar Square, St Paul’s Cathedral and the Bank of England, offering stunning views of London.

The route is open from 09:00-16:00 and takes in the Strand and Lincoln’s Inn Fields and returns to the Victoria Embankment, taking in a section of the East-West Cycle Superhighway (CS3).

EXPLORE ROUTES
Explore Routes in the City of London give riders the chance to discover the secret corners of the City in a fun and safe environment.

EVERYONE’S WELCOME
Aimed at cyclists of all ages and abilities, Prudential RideLondon FreeCycle is guaranteed to be a lively day out. The event aims to encourage more people to take up cycling as part of their everyday routine and will demonstrate that cycling can be fun and a great route to a healthy, active lifestyle, as well as helping the environment.

RIDE WITH A GUIDE
If you’d like to cycle to or from Prudential RideLondon FreeCycle, but aren’t used to cycling on the road on your own, why not join one of our free guided rides? The rides are led by London Cycling Campaign’s experienced ride leaders who cycle at a relaxed, easy pace that’s perfect for beginners. There are guided rides from 30 London boroughs and back after the close of the event. To find out more, visit prudentialridelondon.co.uk/freecycle

ON-THE-DAY TIMINGS
The Prudential RideLondon FreeCycle route and Festival Zones open at 09:00 on Saturday 3 August. Riders planning to ride with a young family are encouraged to avoid the afternoon as the route is likely to be at its busiest between 13:00 and 15:00 and will reopen to traffic at 16:00.

FESTIVAL ZONES
Prudential RideLondon FreeCycle plays host to six official Festival Zones across iconic sites of central London including Green Park, Aldwych, Lincoln’s Inn Fields, St Paul’s, and our brand new sites at Temple Place and Bloomberg.

A wide range of bike-based entertainment and activities will take place at each site during the day.

There will be music and entertainment along the route with bands, music bikes, stilt bicycles, Penny Farthings and stagecoaches, with bike doctors on hand in case of any technical problems. Each Festival Zone will have cycle parking where participants can leave their bikes while they enjoy the free entertainment on offer.

Additional elements as standard at each site include hydration stations, event medical posts, toilets and information points. Riders can stop off at any point to enjoy the many enticing food and drink options that London has to offer along the route.

The Temple Place Festival Zone will feature a new Inclusive Cycling Hub – with adaptive bikes for all to try on our Temple circuit and the wider route thanks to Wheels for Wellbeing, Tomcat and Bikeworks.
SATURDAY 3 AUGUST
17:00-18:45 ST JAMES'S PARK

CLASSIQUE

THE PRUDENTIAL RIDE LONDON CLASSIQUE IS NOW IN ITS FOURTH YEAR AS A UCI WOMEN'S WORLDTOUR RACE. IT TAKES PLACE ON A SPECTACULAR CIRCUIT IN CENTRAL LONDON, STARTING AND FINISHING ON THE MALL AND ATTRACTS THE VERY BEST RIDERS IN THE WORLD, ALL TRYING TO WIN A SHARE OF THE BIGGEST PRIZE POT IN ONE-DAY WOMEN'S RACING.
Last year’s winner Kirsten Wild will be back to defend her crown.
The iconic route of previous years has been changed slightly in 2019. The circuit race will remain in central London, starting and finishing on The Mall. But this year, 16 of the world’s top professional teams will race on a tight circuit of 3.4 kilometres around St James's Park and Constitution Hill. There will be 20 laps in total covering a distance of 68km.

The Classique is the 16th round of the 2019 UCI Women’s WorldTour and is one of the iconic races on the cycling calendar with an unforgettable finish that has Buckingham Palace as its backdrop.

The prize money for the Prudential RideLondon Classique is the highest offered anywhere in the world for a women’s one-day race and matches the prize money offered at the world’s richest one-day men’s race the next day – the Prudential RideLondon-Surrey Classic. The total prize pool for each race is 100,000 Euros.

CONTINENTAL TYRES SPRINTS COMPETITION
The Continental Tyres Sprints competition will take place at the end of laps four, eight, 12 and 16.

The first four riders will win points for each of the three sprints. The rider with the most points from the three sprints wins the overall Continental Tyres Sprints competition. Last year, Great Britain’s Dani Rowe won the prize in her final Prudential RideLondon Classique before she retired at the end of 2018.

COMBATIVITY AWARD PRESENTED BY SRAM
This is a new award for 2019 and will be presented to the rider who is judged to be the most attacking, who shows the most exciting racing behaviour and who shows sportsmanship during the race. It will be awarded by race judges.

TEAM CLASSIFICATION PRIZE
This prize will go to the team that has the five highest placed riders at the finish.

TELEVISION
The Prudential RideLondon Classique will be screened live on the BBC Red Button from 17:00 on Saturday 3 August and live on BBC Two from 18:00. These details were correct at the time of printing.

EVENT HISTORY
Last year, Dutch sprinter Kirsten Wild, then riding for Wiggle HIGH5, became the first person to win the Prudential RideLondon Classique on more than one occasion when she sprinted to victory ahead of her compatriot Marianne Vos and Italian Elisa Balsamo.

Wild, who has won multiple world championship titles on the track, previously won the Classique in 2016 riding for Hitec Products and will return this year with her new team, WNT-Rotor, as the favourite for the title once again.

In 2017, Team Sunweb’s US sprinter Coryn Rivera triumphed in wet and wild condition ahead of Cervelo-Bigla’s Lotta Lepisto and Canyon/SRAM’s Lisa Brennauer, who finished in third.

Other previous winners include Barbara Guarischi (Velocio Sports, 2015), Giorgia Bronzini (Team Wiggle-Honda, 2014) and Laura Trott (Team Wiggle-Honda, 2013).

RESULTS

2018
1) Kirsten Wild (Wiggle HIGH5) 1:29:51
2) Marianne Vos (Waowdeals ProCycling) +00:00
3) Elisa Balsamo (Valcar) +00:00

Continental Tyres Sprint Competition
Dani Rowe

2017
1) Coryn Rivera (Team Sunweb) 1:29:03
2) Lotta Lepisto (Cervelo Bigla) +00:00
3) Lisa Brennauer (Canyon/SRAM) +00:00

Continental Tyres Sprint Competition
Leah Kirchmann (Team Sunweb)

2016
1) Kirsten Wild (Hitec Products) 1:28:12
2) Nina Kessler (Lensworld – Zannata) +00:00
3) Leah Kirchmann (Team Liv-Plantur) +00:00

Sprint Competition
Lucinda Brand (RaboLiv Women Cycling Team)

2015
1) Barbara Guarischi (Velocio Sports) 45:08
2) Shelly Olds (Ale Cipollini) +00:00
3) Annalisa Cucinotta (Ale Cipollini) +00:00

2014
1) Giorgia Bronzini (Italy) 46:46
2) Marianne Vos (The Netherlands) +00:00
3) Lizzie Armitstead (Great Britain) +00:00

2013
1) Laura Trott (Wiggle HIGH5) 45:26
2) Hannah Barnes (MG Maxifuel) +00:01
3) Loren Rowney (Specialized-Lululemon) +00:01
THE TEAMS – UCI WOMEN’S WORLD TOUR TEAMS

**Ale Cipollini / Italy / alicepolliniteam.com**
The Italian squad will be looking to their star sprinter Chloe Hosking to be their leader at this year’s Prudential RideLondon Classique. The Australian has 22 career wins to her name, including two this year at the Tour Down Under, and was fourth in last year’s Classique.

**Boels-Dolmans Cycling Team / Netherlands / boelsdolmanscyclingteam.com**
The number-one ranked team in the world with a glittering array of talent including the last three world champions: Anna van der Breggen, Chantal Blaak and Amalie Diderikson. But it is their fast sprinter Jolien d’Hoore, who won two stages of this year’s OVO Energy Women’s Tour, who will be their best chance of victory in the Classique.

**Canyon-SRAM / Germany / wmn-cycling.com**
Talented sisters Hannah and Alice Barnes mean there is plenty of British interest in the Canyon/SRAM team. Hannah was runner-up in the first ever Prudential RideLondon Women’s Grand Prix (the precursor to the Classique) in 2013 while younger sister Alice was ninth – and the first Brit – at last year’s race.

**CCC-Liv / Netherlands / livcycling.com**
A new team for 2019 spearheaded by the most decorated rider of her generation: Marianne Vos. The Dutch Olympic road race champion from 2012 has finished second at Prudential RideLondon in 2014 and 2018 and would love to get on the top spot of the podium.

**Drops / Great Britain / drops-cycling.com**
The only British-registered team in the race, Drops are made up predominantly of young home-grown talent. The best known of their current crop of riders is Elinor Barker, the Great Britain track racing star who has won Olympic and World Championship gold medals in the team pursuit.

**FDJ Nouvelle – Aquitaine Futuroscope / France / fdj-nouvelle-aquitaine-futuroscope.com**
The FDJ Nouvelle team are still searching for their first victory of the season but they have a talented roster that includes Swedish road race champion Emilia Fahlin. Fahlin recorded the team’s best result in a UCI Women’s WorldTour race this season when she was seventh in the Trofeo Alfredo Binda in Italy.

**Hitec Products - Birk Sport / Norway / teamhitecproducts.no**
The Norwegian team enjoyed victory at the 2016 Prudential RideLondon Classique when Kirsten Wild sprinted to glory. The star rider in their ranks this year is Norwegian champion Vita Heine while they also have two young British sisters, Lucy and Grace Garner.

**Lotto Soudal Ladies / Belgium / lottosoudal.be/en/ladies**
Lotto Soudal Ladies will be looking to their star rider Lotte Kopecky to be their leader in the Prudential RideLondon Classique. The Belgian 23-year-old has picked up the team’s only wins this year including, most recently, the Belgium national time trial championships. Brit Dani Christmas also rides for the team.
Parkhotel Valkenburg / Netherlands / pushingdreams.nl
The Dutch team look to have found a star in their 20-year-old sprinter Lorena Wiebes who has won eight races this year including three stages and the overall title at the Tour of Chongming Island in China. The wins have helped propel both Wiebes and the team into the top 10 of the UCI rankings.

Rally UHC Cycling / USA / rallyuhccycling.com
Rally UHC Cycling spend most of their time racing in North America and have a squad consisting of American and Canadian riders. The team come to Europe for La Course in July and the Prudential RideLondon Classique in August.

Team Sunweb / Germany / teamsunweb.com
The team of 2017 champion Coryn Rivera and one of the strongest teams in the women’s peloton. They have a great sprint train to support Rivera including Leah Kirchmann and Lucinda Brand – both extremely fast finishers in their own right. Also in their squad is 18-year-old British talent Pfeiffer Georgi.

Team TIBCO-Silicon Valley Bank / USA / teamtibco-svb.com
This multi-national team has collected five wins in races across the world this year with Australian Brodie Chapman getting three of them. Nina Kessler, who was second in the Classique in 2016, is also in their squad along with British rider Alice Cobb.

Valcar Cylance Cycling / Italy / valcar-cylance.com
The Italian team had a fantastic result at last year’s Prudential RideLondon Classique when then 20-year-old Elisa Balsamo finished in third place. Balsamo, who turned 21 in February, continues to be the team’s star rider, collecting all three of the team’s wins this year, including one at the Tour of California.

Team Virtu Cycling / Denmark / teamvirtucycling.com
Team Virtu Cycling is currently ranked inside the top 10 in the UCI Women’s WorldTour team rankings and they have the European champion Marta Bastianelli and 2015 Prudential RideLondon Classique champion Barbara Guarischi among their ranks.

Team WNT-Rotor Pro Cycling Team / Germany / wnt-rotor-pro-cycling.com
WNT-Rotor made two huge signings last winter, bringing in Kirsten Wild and Lisa Brennauer and both have fantastic pedigree in the Prudential RideLondon Classique. Dutch sprinter Wild has won the race on two occasions while Brennauer was third in 2017.
SATURDAY 3 AUGUST
19:10-19:45 ST JAMES’S PARK

THIS YEAR MARKS THE 14TH ANNIVERSARY OF THE BROMPTON WORLD CHAMPIONSHIP FINAL AND THE FIFTH SUCCESSIVE YEAR THE RACE HAS FEATURED IN PRUDENTIAL RIDE LONDON, GIVING BROMPTON RIDERS THE CHANCE TO RACE ON THIS WORLD-FAMOUS CIRCUIT.
THE 14TH BROMPTON WORLD CHAMPIONSHIP FINAL

This unique and hugely enjoyable event takes the form of a mad dash to unfold the bikes in a Le Mans-style start with more than 500 competitors all dressed to impress (no Lycra allowed!) flying past Buckingham Palace and around St James’s Park on this historic, fast but flat circuit.

The Brompton World Championship was first held in Barcelona in 2006. Thirteen years on, there are 10 satellite events taking place across the globe, including Japan, Korea, Spain and Mexico.

The fastest male and female from each event automatically qualifies for the Final. With more than 27 countries represented, former pro cyclists and special guests involved, 2019 promises to be the fastest final yet. Previous winners include the British racing cyclist and writer Michael Hutchinson and former national road racing champion and now TV presenter, Emma Pooley who took the win in 2018 for the women’s race. 20-year old Cam Gutteridge, a university student who was inspired by the action of the 2017 race to purchase his first Brompton, went on to win the men’s race.

Brompton bikes have been made in London since 1975 and are designed for cities, making the Prudential RideLondon route the perfect backdrop to showcase this iconic British brand.

Will Butler-Adams, CEO of Brompton Bicycle, says: “We are delighted that our Brompton World Championships is being held once again as part of this historic course. Every year we bring together our passionate community of owners to celebrate the fun, freedom and exhilaration of riding a Brompton. London is the city where the Brompton was born and where we still hand-craft all our bikes, so we are proud to be a part of Prudential RideLondon. The event continues to inspire more people to take up cycling as a form of transport, which has a real impact on our city. We believe that now, more than ever, we need to encourage more people to cycle as part of the solution to making our cities healthier, happier and greener for all.”

About the Brompton Bicycle

The Brompton bike was designed in 1975 by Andrew Ritchie in his flat opposite the Brompton Oratory in South Kensington. Still made in London today, Brompton is making more than 45,000 bikes per year and is the UK’s largest bike manufacturer. Each bike is handmade by highly skilled craftsmen and can be customised with more than 16 million combinations to suit all those who live, work and play in the city.

More than 80 per cent of sales are now in international markets and 16 flagship Brompton Junction retail stores have opened in major cities around the world, including two stores in London situated in Covent Garden and Westfield, Shepherd’s Bush.

Brompton Bike Hire is currently the UK’s largest network of hire bikes with over 50 docking stations ranging from Manchester to Jersey. The fully automated Brompton Bike Hire docks are available 24 hours a day, seven days a week, at a cost from £3.50 a day. Users can register by downloading the app on their preferred app store.