

# PRUDENTIAL RIDE LONDON

**Prudential RideLondon** is the world's greatest festival of cycling, developed by the Mayor of London and his agencies in partnership with Surrey County Council.

Staged for the first time in August 2013, it is the largest festival of cycling in the world with more than 100,000 participants expected to cycle more than three million miles in seven different events over the weekend of 28-29 July 2018.

It combines the fun of a free family ride in central London with the excitement of watching the world's best professional cyclists. Amateur cyclists participate by riding a 100 mile, 46 mile or, new for 2018, a 19 mile challenge, all on the same closed roads as the professional road race, raising millions for good causes.

The men's professional race, the Classic, last year became Britain's first ever men's UCI WorldTour event - the highest grading on the world cycling calendar, matching the WorldTour status of the women's race, the Classique.

Continuing Prudential RideLondon's commitment to gender parity, both the men's and professional races have the same record prize pot, making both the richest one-day races in the world.

## **PRUDENTIAL RIDELONDON 2018 COMPRISES THE FOLLOWING EVENTS:**

### **Prudential RideLondon FreeCycle, 09:00-16:00 Saturday 28 July 2018**

The event offers the chance for all the family to enjoy cycling on traffic-free roads through central London passing some of the capital's most iconic landmarks. Everyone is welcome, no matter what their age or ability. Cyclists may cycle at any pace and as many times round the route as they like, stopping along the way to enjoy a range of free bike-based entertainment and activities at seven Festival Zones.

### **Prudential RideLondon Classique, 17:00-18:45 Saturday 28 July 2018**

The richest women's one-day race in cycling offers exactly the same prize money as its men's equivalent, the Prudential RideLondon-Surrey Classic. It is part of the UCI Women's WorldTour and gives spectators the chance to see the best women's cycling teams in the world battling it out over 12 laps of a closed 5.4km circuit that starts and finishes on The Mall. Live coverage of the race will be shown on BBC TV.

### **Brompton World Championship Final: 19:10-19:40 Saturday 28 July 2018**

The 12th Brompton World Championship will see more than 500 riders make a mad dash to unfold their bikes before sprinting off on two wheels to complete up to eight laps around St James's Park.

### **Prudential RideLondon Handcycle Grand Prix 19:45-20:30 Saturday 28 July**

50 elite handcyclists from around the world compete on a circuit around St James's Park.

### **Prudential RideLondon-Surrey 100, 05:45-17:40 Sunday 29 July 2018**

Approximately 25,000 amateur cyclists will take on a cycling challenge like no other through London and Surrey on a similar route to that of the London 2012 Olympic road races. The Prudential RideLondon-Surrey 100 starts in Queen Elizabeth Olympic Park, goes out through London to Surrey's stunning country roads and hills before returning to the capital to finish in spectacular style on The Mall in front of Buckingham Palace.

### **Prudential RideLondon-Surrey 46, 09:00-14:00 Sunday 29 July 2018**

Now in its third year the 46 is an opportunity for those cyclist who are quite ready for a 100 miles but want to enjoy the freedom and camaraderie of Prudential RideLondon. Like the 100, it starts in Queen Elizabeth Olympic Park and finishes on The Mall in front of Buckingham Palace. About 5,000 cyclists are set to take part in 2018.

### **Prudential RideLondon-Surrey 19 14:30-17:20 Sunday 29 July 2018**

Brand new for 2018, this 19-mile event has been created to encourage younger and newer riders to take part in their first mass-participation cycling event and to provide an opportunity for families and friends to ride together. The event is open to riders aged 12 upwards.

Prudential RideLondon-Surrey Classic, 13:40-18:15 Sunday 29 July 2018: The first British men's race to be designated a UCI WorldTour race, meaning it is ranked in the highest tier of races on the globe. The Classic has been blessed with some of the best riders in the world since its first edition in 2013 and was granted WorldTour status in 2017. The peloton will start from Horse Guards Parade and racing over much of the same route as the Prudential RideLondon-Surrey 100, with extended circuits of testing terrain to meet international race requirements. Live coverage of the race will be shown on BBC TV.

### **Who**

Prudential RideLondon is an annual world-class festival of cycling developed by the Mayor of London, London & Partners and Transport for London in partnership with Surrey County Council and sponsored by Prudential. The event is managed by the London & Surrey Cycling Partnership.