



Sports | Music | Culture

LIVE STREAMS FROM THE EVENT. LIVE REAL-TIME DATA ANALYSIS.

PARTNERSHIP BRIEFING • JULY 2026

Continental ✕ Le Tour de France

Inside cycling's most integrated brand partnership — a business & marketing lens

Not sponsorship — a hybrid model

Continental shows up across four connected roles — from the podium to the peloton to the entire race convoy.



Branding

Official stage-winner presenter with roadside, finish-line and broadcast visibility — plus a branded medal on every podium.



Product integration

Official tyre supplier embedded in the race machine, from race bikes to the full support fleet.



Operational role

Keeps the Tour's "moving city" running — equipping 70+ vehicles and race motorcycles for safety on any terrain.



Performance marketing

Rides with WorldTour teams and proves elite tyre tech where marginal gains decide stage wins.



The footprint, **by the numbers**

Continental doesn't just brand the Tour — it supplies the rubber that keeps the entire race rolling.

1,000+

bicycle tyres supplied

400+

car tyres (team + org.)

120

motorcycle tyres

70+

official vehicles equipped

6

WorldTour teams ride Continental

Why it matters — the business lens



Massive reach

The Tour reaches ~200 countries and billions of viewers — a global stage few properties can match.



Contextual relevance

Product and environment align perfectly: tyres proven in the world's toughest road-cycling race.



Always-on storytelling

21 stages = 21 daily content moments, blending geography, drama and data into a continuous narrative.

Full-funnel **impact**

One partnership works top to bottom — from mass awareness to product sales.

TOP FUNNEL

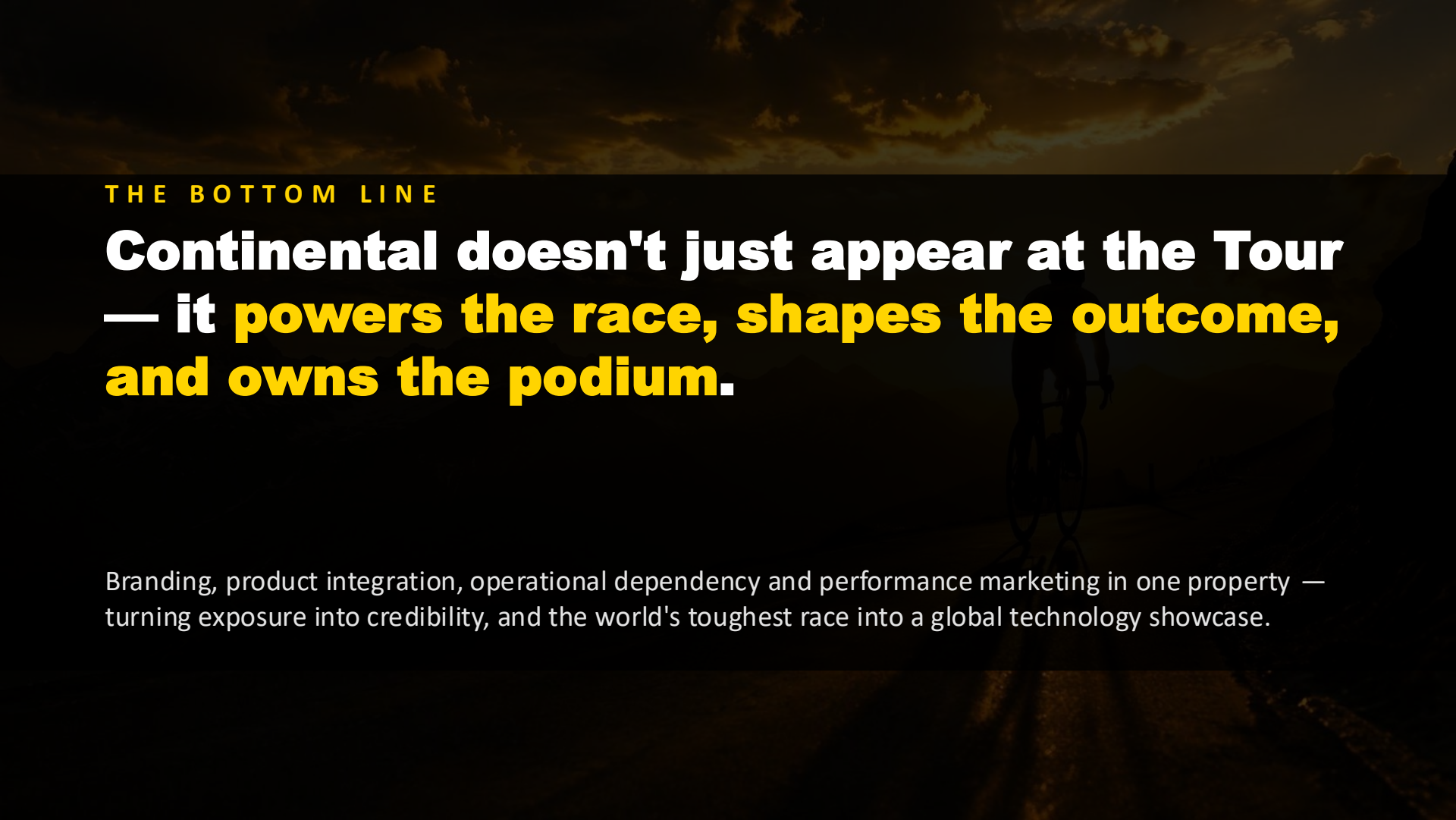
Global visibility — Roadside branding, finish lines and broadcast presence.

MID FUNNEL

Tech credibility — Elite performance proof — Grand Prix 5000 and Aero 111 on show.

LOWER FUNNEL

Conversion — Limited-edition Tour products and consumer launches.



THE BOTTOM LINE

**Continental doesn't just appear at the Tour
— it powers the race, shapes the outcome,
and owns the podium.**

Branding, product integration, operational dependency and performance marketing in one property — turning exposure into credibility, and the world's toughest race into a global technology showcase.