



## Mavic Backs London-Paris 2010

The legendary yellow support cars of the French wheel makers, Mavic are joining London-Paris 2010.

As in the Tour de France and Paris-Roubaix, Mavic's technicians will provide neutral assistance and mechanical support to the L2P riders on the road to Paris.



L2P director, Sven Thiele, said: "Mavic are part of cycling's global heritage and I am extremely proud to have Mavic as our partner for next year. Riders and cycling fans across the world are familiar with those famous, yellow Mavic support cars and to have the Mavic team supporting the L2P riders is fantastic."

Alex Coventry, Mavic's UK sales manager, said: "Mavic is proud to be associated with the most prestigious UK sportive. It's the only one that gives non-professional

riders the Tour de France experience. L2P is the dream event for most sportive riders and we are looking forward to adding to that experience."

Mavic, who manufacture complete wheel-sets, rims, components, clothing and footwear, travel nearly half a million kilometres a year providing 1,200 days of assistance to cycle events. The company first supplied neutral support to the Tour de France in 1973. Technicians help all riders on the road, regardless of brand, nationality or position.

The L2P/Mavic partnership was negotiated by sponsorship specialists, Cyclevox. Cyclevox's Anthony McCrossan said: "With London-Paris providing a taste of riding in a peloton much like the Tour De France, we thought it would be fantastic to have the iconic Mavic cars and bikes supporting the riders. Mavic will bring even more class to the event and give the riders an added adrenaline rush."

London-Paris 2010 is the blue-riband of cyclosporatives and is recognised as the closest the amateur rider can get to the Tour de France experience. The ride covers 550km in three days with a rest day in Paris. The Daily Telegraph recently ranked the event as one of the world's top 25 participation events, alongside the London and New York marathons. The event has also been named in the top ten of adventure events for women.

Double Olympic medallist, Rebecca Romero, and ex-professional rider, Magnus Backstedt, have already signed up to ride in 2010. Other star riders will be announced in January.

The 2010 L2P sold out in a record 20 hours when registration opened in November. Riders from the UK, China, the United States, Australia, Hong Kong and Europe besieged the L2P website.

Any riders wishing to join the L2P 2010 reserve list for places should register their interest on the L2P website at [www.londres-paris.com](http://www.londres-paris.com)