



REAL TIME TRACKING FOR THE LONDON-PARIS 2010

Riders in The London-Paris 2010 will have real time GPS tracking for the first time this year via sports event tracking specialists Map My Tracks.

Map My Tracks, named by the Daily Mail as the best app for fitness freaks, will provide GPS tracking of all five groups riding The L2P.

The L2P website www.londres-paris.com will have an online dashboard displaying the statistics, locations and mileage of the riders along the 550km route to Paris.

Nick Tatt, of Map My Tracks, said: “For the first time L2P riders will be tracked across the entire route to Paris. Cycling fans, riders’ families and sponsorship partners will be able to follow the action live as-it-happens.

“Map My Tracks is all about showcasing sporting achievement and following an event live adds a real sense of excitement. We’ll be updating information on riders and the route second by second throughout the ride on

www.mapmytracks.com/events/summary/london-paris-2010

We’ll also be providing photos and Twitter updates from start to finish.”

Sven Thiele, of HotChillee, the global media, marketing and events company staging The L2P, said: “We first worked with Map My Tracks on HotChillee’s James Cracknell End To End Relay Challenge and the live tracking of the event was enormously popular with our web community.

“We are delighted to have real-time tracking of The L2P. It means that families will be able to follow dads or mums on the ride. Cycling fans from all over the world will be able to watch the progress of the peloton online and The L2P will have comprehensive web coverage for all three days of the ride.”

The London-Paris 2010, (June 24 – 26) is the UK’s premier cyclo sportive. It 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 L2P as one of the world’s top 25 events, alongside the London and New York marathons. The event has also been named in the top ten of adventure events for women.

Riders this year include Tour winner Stephen Roche, Olympian Rebecca Romero, ex-pro Magnus Backstedt, leading cycling coach Scott Sunderland, former Formula 1 world champion Nigel Mansell, ex-England rugby captain Will Carling and former footballers Geoff Thomas and John Salako.

This year’s L2P partners are adidas, Science in Sport, Specialized, Cyclevox, Sigma Sport, Mavic, Ambrosia, Map My Tracks, DHL, C37 and Sportique.

For full details of The London-Paris 2010 route, please go to:
www.londres-paris.com/site/html/the_tour/2010_routeoverview.php

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