

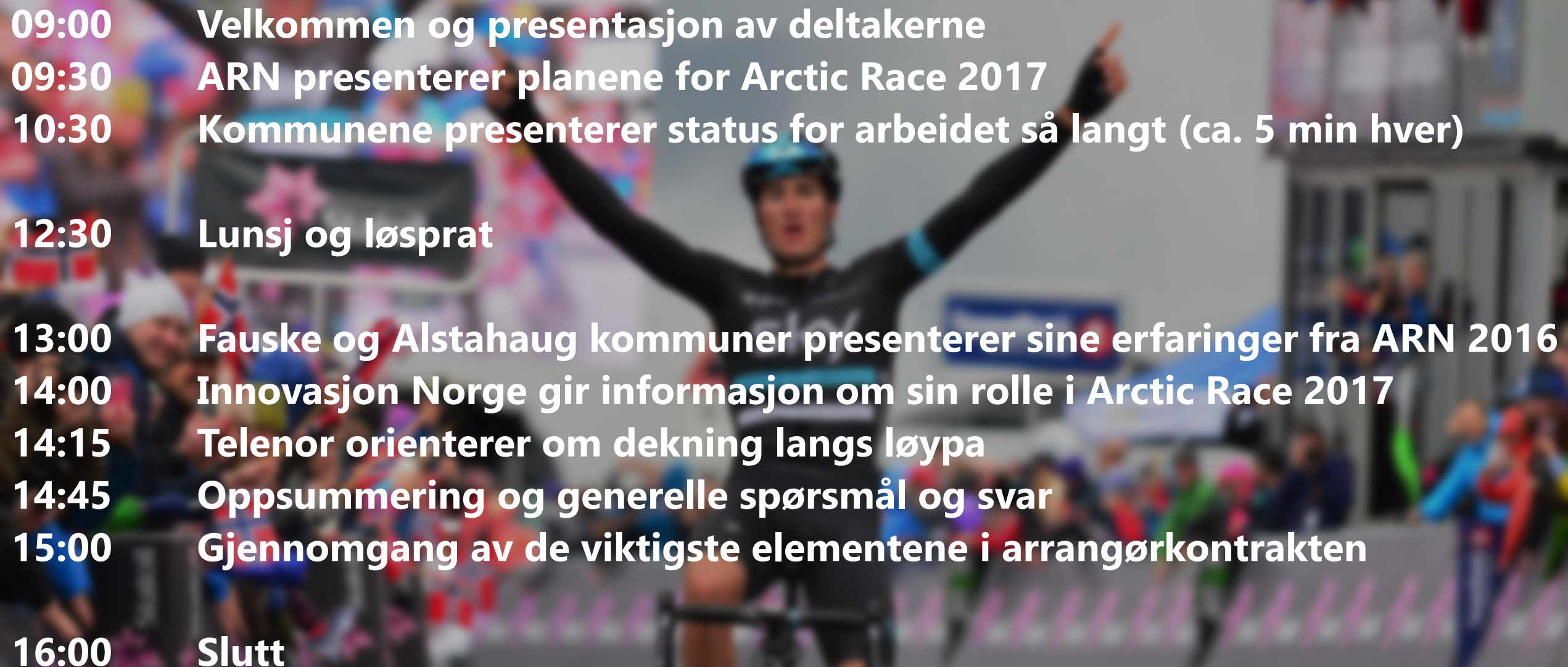


Bardufoss Seminar



22 February 2017



- 
- A background image showing a cyclist in a black and blue jersey celebrating with arms raised, surrounded by a crowd and confetti.
- 09:00** Velkommen og presentasjon av deltakerne
 - 09:30** ARN presenterer planene for Arctic Race 2017
 - 10:30** Kommunene presenterer status for arbeidet så langt (ca. 5 min hver)
 - 12:30** Lunsj og løsprat
 - 13:00** Fauske og Alstahaug kommuner presenterer sine erfaringer fra ARN 2016
 - 14:00** Innovasjon Norge gir informasjon om sin rolle i Arctic Race 2017
 - 14:15** Telenor orienterer om dekning langs løypa
 - 14:45** Oppsummering og generelle spørsmål og svar
 - 15:00** Gjennomgang av de viktigste elementene i arrangørkontrakten
 - 16:00** Slutt



Summary of previous editions

2017 ARN day by day
ARN stakeholders and side events
ARN communication supports
Generate enthusiasm and people engagement
Next steps



Beyond expectations

2013

4 years towards undisputed success



2014

Build on first-year success





Northern Norway's
unmissable event

2015



The world's best riders

2016

Arctic Race
of NORWAY



A sporting success

- 14 Tour de France teams
- 11 WorldTeams
- The best ever line-up

A strong popular enthusiasm

- 150,000 spectators along the route
- 60,000 spectators around Bodø circuit on Sunday
- Creative animations along the route (world's longest breakfast table in Bodø)

An exceptional support from the public authorities

- The first event in Norway getting funds from the Government
- High-profile politicians on the race
- A strong support from the Counties and the Municipalities

Meaningful side events

- Growth of the Statoil Arctic Heroes of Tomorrow Race
- 2 ARN Challenges
- 5 SNN Mini Arctic Race in the host cities
- 1 daily Race Village
- A successful Business Conference with high profile speakers
- The first ever ARN Caravan



An amazing TV product

- Tour de France-like TV production
- Breathtaking local initiatives showcased on TV



A strong TV performance, despite the Olympics

- 180 countries reached across 25 TV broadcasters
- In Norway (TV2 + TV2 Zebra):
 - 172 000 viewers (vs 142 000 in 2015)
 - 36.5% market share (iso vs 2015)
- On Eurosport 1: +41% reach on live broadcast vs 2015



A strong presence on social media

- The 9th most followed cycling race on Facebook
- More than 1 million video views on the ARN platforms
- More than 65,000 fans cumulated on social media



Organization of an international press trip

- Presence of 6 international media including Tourism Magazines and Website
- Major Sports media represented
- Enhanced collaboration with **Innovation Norway** in the preparation of the press trip

A catalyst for Norway

- 2016 media impact on Norwegian media:
 - TV coverage value*: **89M NOK** (vs 90M 2015 and 60M in 2014)
 - Media Stories (TV/Radio only in August)**: **2839** (3155 in 2015)
- 2016 economic impact for Norway***: **92M NOK** (+12,4% vs. 2014)
 - 38M NOK from race organization
 - 54M NOK from spectators



Arctic Race
of NORWAY



96%

of spectators agree that the ARN contributes to the development of Northern Norway*



+213%

increase in Bufetat's activity (ARN Charity Partner) following 2016 edition



73%

of spectators think the ARN encouraged them to use their bike more frequently*



2017 ARN day by day

ARN stakeholders and side events

ARN communication supports

Generate enthusiasm and people engagement

Next steps

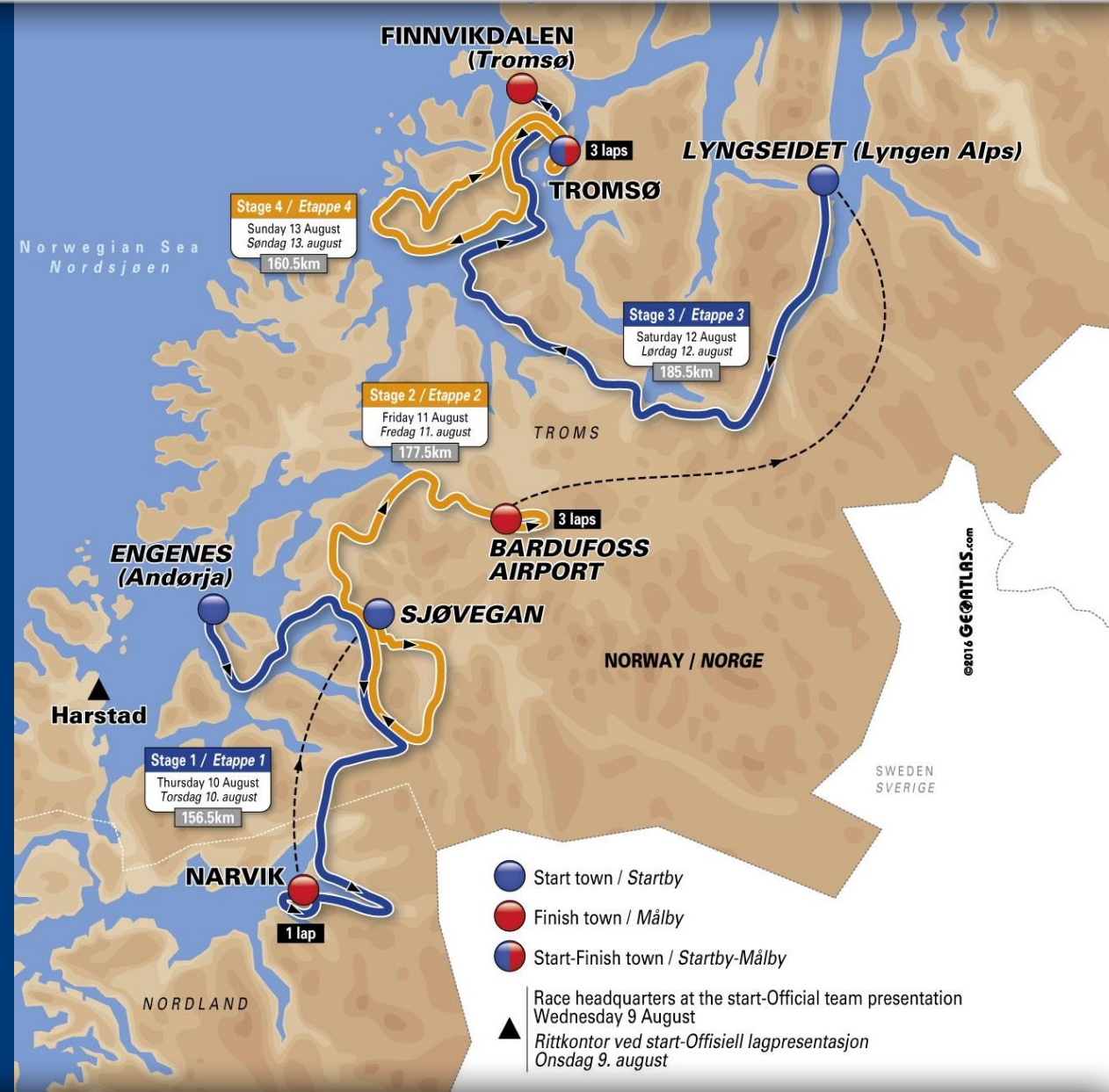
10th-13th August

5th edition

4 flat & hilly stages
680 km

The race above the Arctic Circle

#ArcticRace



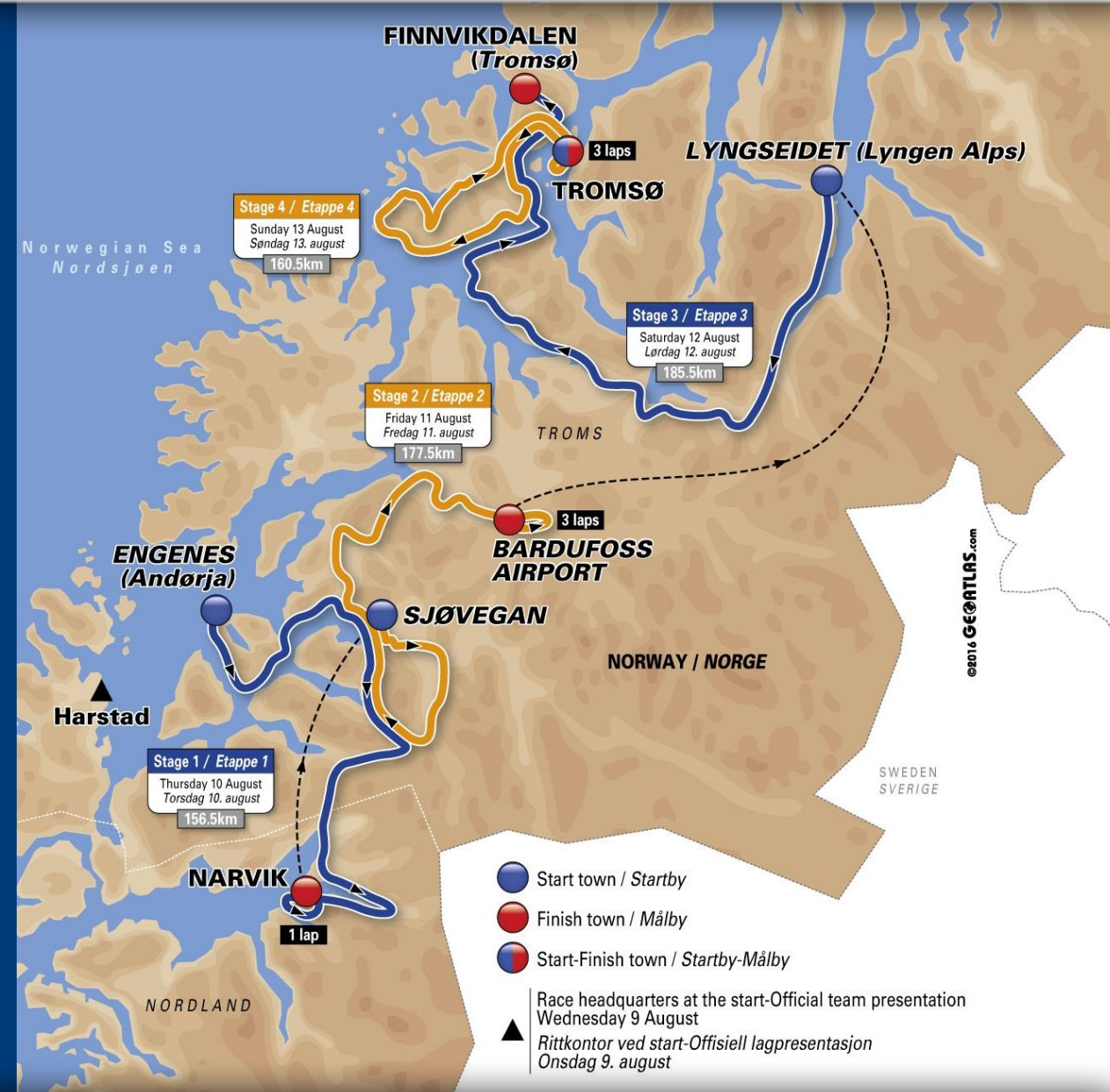
Saturday 6th or Sunday 7th

Arrival of first ASO staff in Harstad

Pre-event HQ in Harstad

Tuesday 9th

Arrival of the riders in Harstad



Wednesday 9th

Media activity in & around Harstad
→ Organized by ARN Press Officer

Business Conference
→ Organized by IN

Race Headquarters in Harstad
→ From 14h or 14h30 to 17h (TBC)

Sports briefing: 17h-18h (TBC)

Teams presentation in Harstad
→ Organized by ARN & Harstad
→ Detailed format to be defined

Official dinner
→ Organized by ARN

Hotel in Harstad



Stage specificities:

- Short transfer in the morning from Harstad (by ferry)
- Start on the island of Andørja
- Finishing circuit in Narvik, on the same route as in 2015 (1 loop only)

Stage schedule: TBD

TV broadcast: stage fully broadcast (TBC)

→ Possibility to promote animations and points of interest on TV all along the whole route

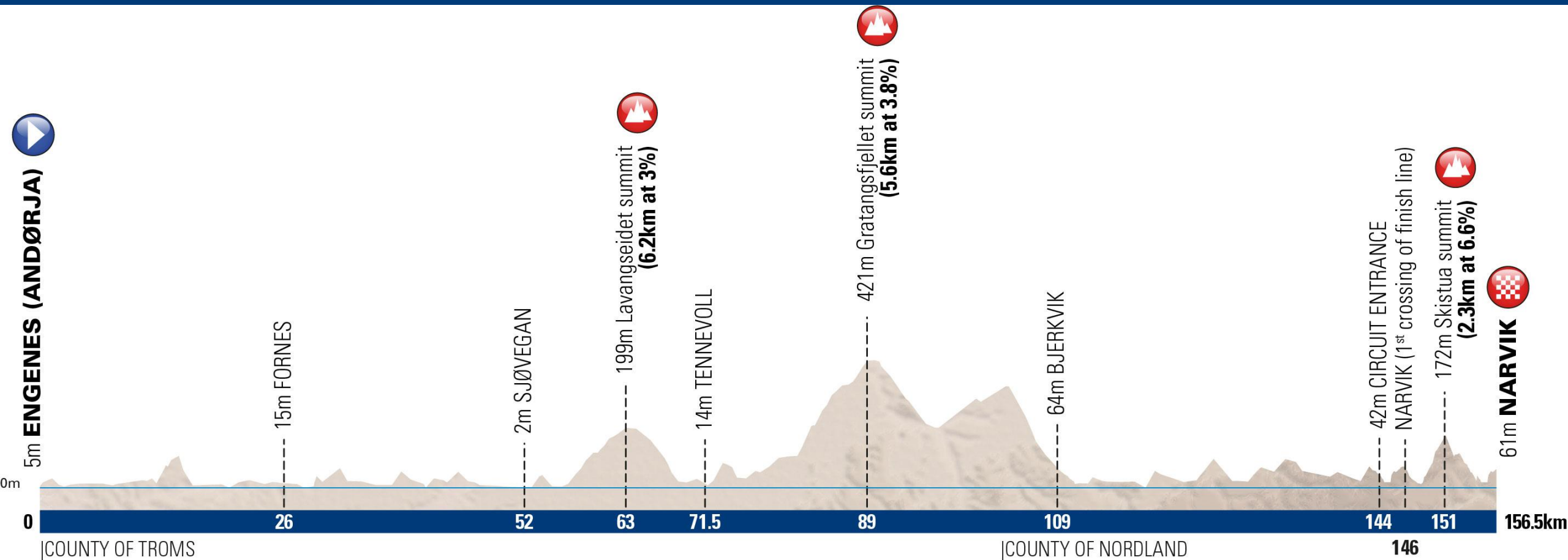
Side events: to be confirmed

- Race Village in Tromsø
- SNN Mini Arctic Race in Narvik
- + other partners activations (TBD)

After stage finish:

Hotel in **Narvik** (1 night)





Stage specificities:

- Road transfer in the morning from Narvik to the start area
- Two crossings of the start line (starting loop of 66.5 km)
- Expected sprint finish on Bardufoss airport runway (3 circuit laps)
- Spectacular animations and air shows planned for this stage finish

Stage schedule: potential early finish (TBC)

TV broadcast: last 2 hours (TBC)

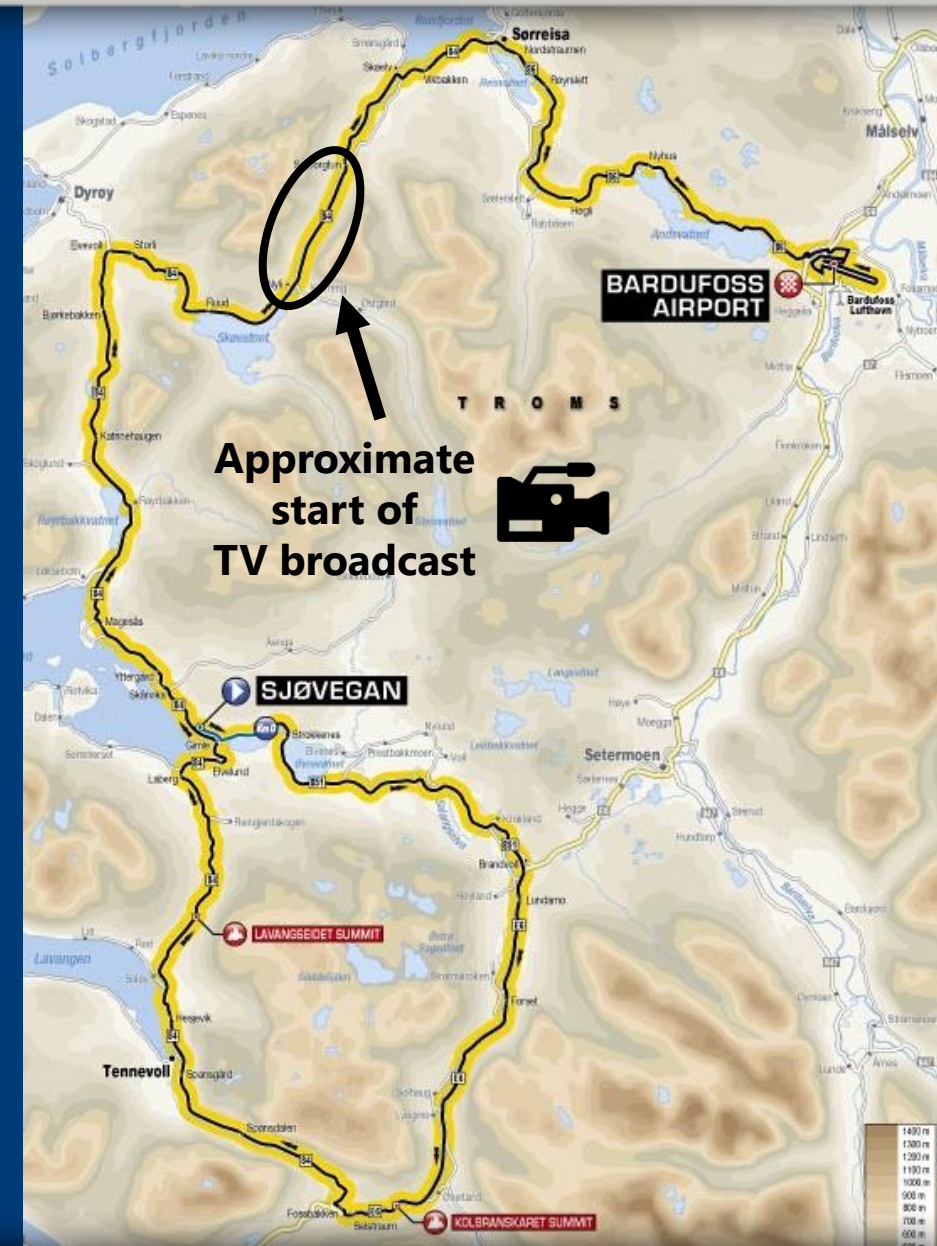
→ Need to plan animations accordingly

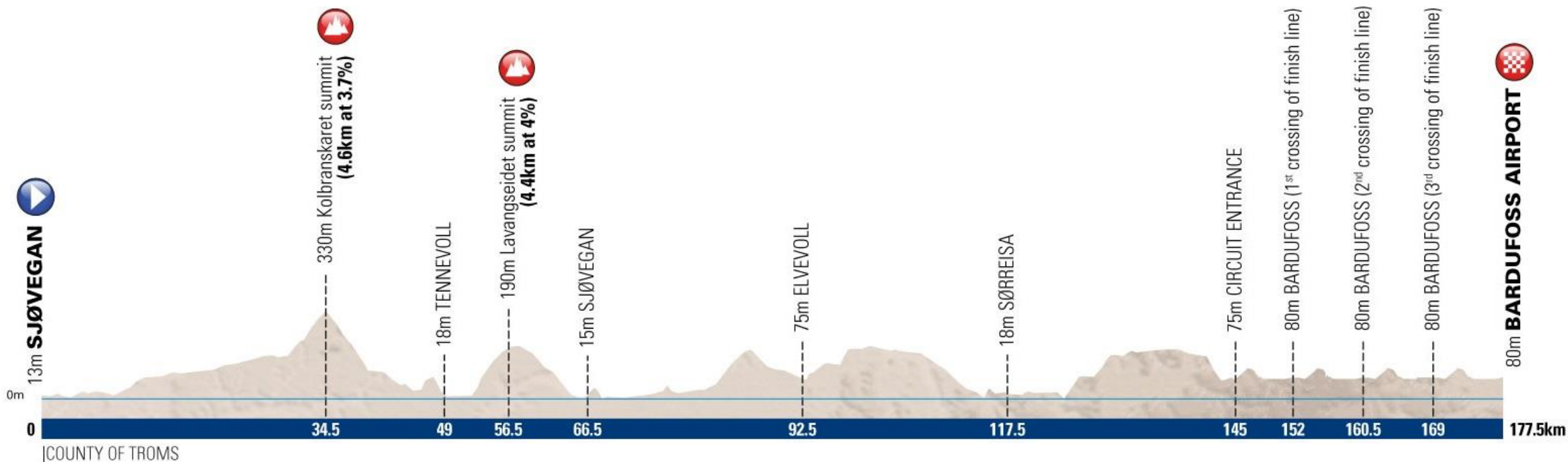
Side events: to be confirmed

- Race Village in Tromsø
- SNN Mini Arctic Race in Bardufoss Airport
- + other partners activations (TBD)

After stage finish:

Transfer to and accommodation in **Tromsø**





Stage specificities:

- Transfer in the morning from Tromsø to the start area
- Start at the feet of the “Lyngen Alps”
- Finnvikdalen finish (4km at 5.5%, with section at 8%) ending only one kilometre before the finish

Stage schedule: Potential late finish (around 18h30 – TBD)

TV broadcast: stage fully broadcast 📺 (TBC)

→ Possibility to promote animations and points of interest on TV all along the whole route

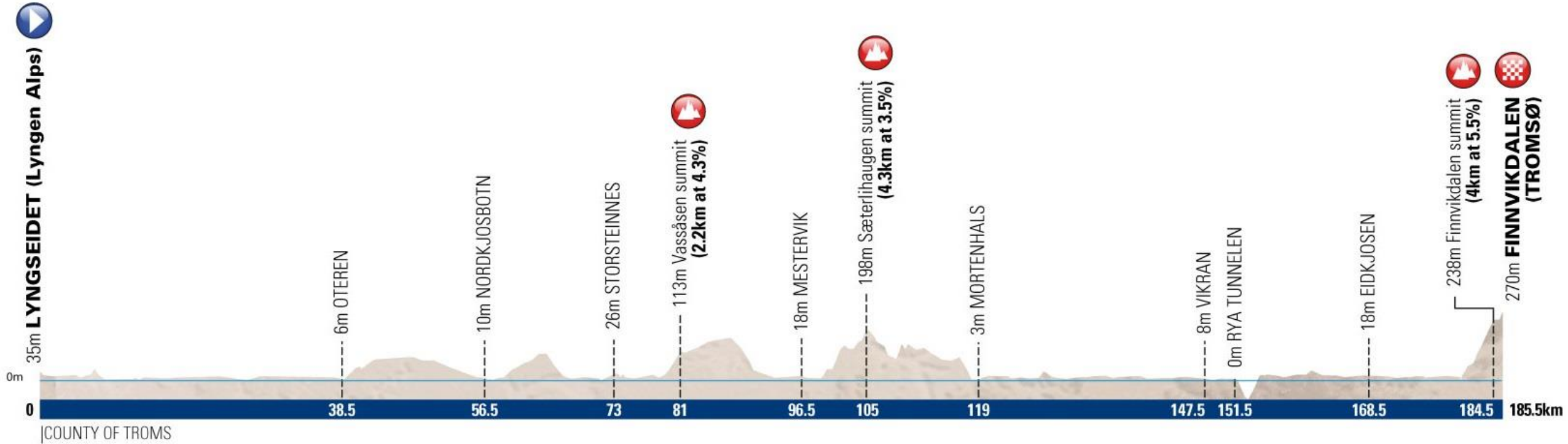
Side events: to be confirmed

- Race Village in Tromsø
- SNN Mini Arctic Race in Lyngseidet
- ARN Challenge from Tromsø to Finnvikdalen
- + other partners activations (TBD)

After stage finish:

Short transfer back to **Tromsø** (same accommodation as the night before)





Stage specificities:

- Start of the stage around the island of Kvaløya, like in 2014
- Finishing circuit in Tromsø city centre
- 2 demanding hills (1.2km and 1.1km at 7.5%) ridden 7 times in total in the finishing circuit (last 44km of racing)

Stage schedule: TBD

TV broadcast: last 3 hours 📺 (TBC)

→ Need to plan animations accordingly

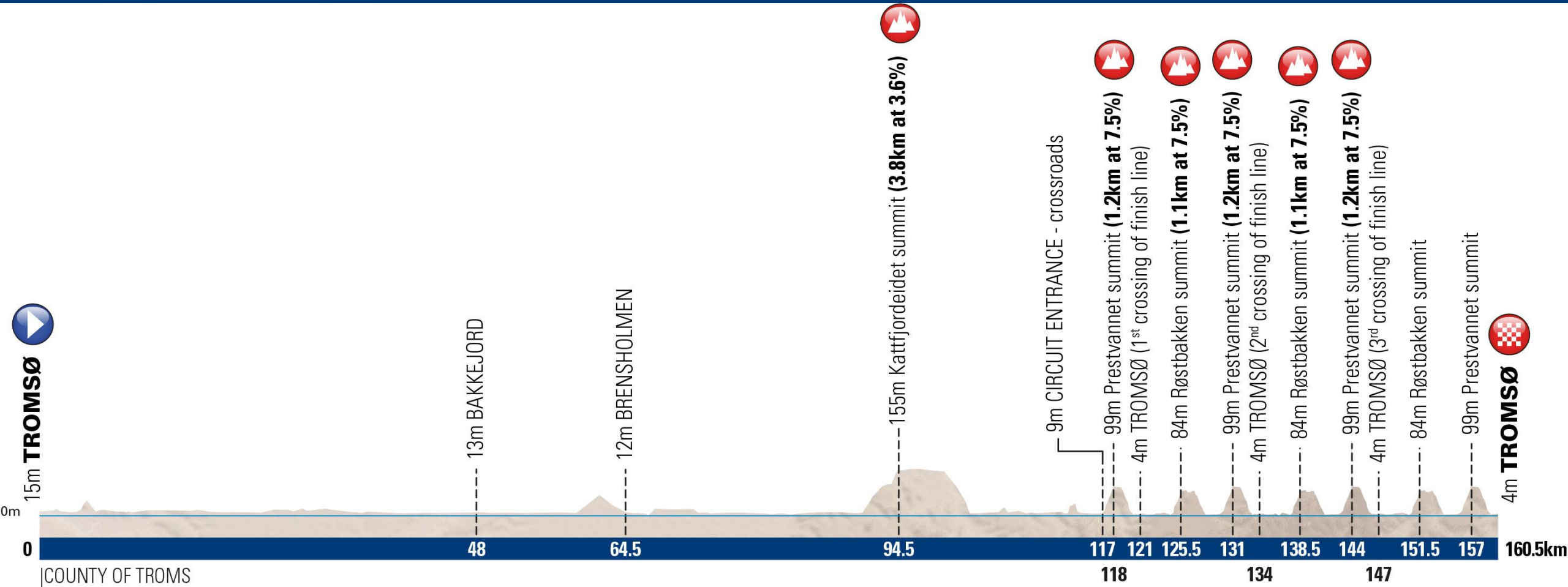
Side events:

- Race Village in Tromsø
- SNN Mini Arctic Race in Tromsø
- Statoil Arctic Heroes of Tomorrow Race
- + other partners activations (TBD)

After stage finish:

- Post-race press conference
- Closing dinner with all ARN stakeholders







ARN stakeholders and side events

ARN communication supports
Generate enthusiasm and people engagement
Next steps

MAIN PARTNER



OFFICIAL PARTNERS



OFFICIAL FANS



OFFICIAL SUPPLIERS



INSTITUTIONAL PARTNERS



HOST
BROADCASTER



MEDIA
PARTNER



SOCIAL
PARTNER



Host Cities and local communities are authorized to organize dedicated events around the ARN, with their own sponsors (public festivals, exhibitions, cultural animations, etc.)

However, these events should strictly respect the following guidelines:

WHAT YOU ARE ALLOWED TO DO

- USE THE ARN COLORS
- USE GENERIC SYMBOLS ASSOCIATED WITH CYCLING

WHAT YOU ARE NOT AUTHORIZED TO DO

- USE THE ARN NAME TO PROMOTE AN EVENT, A SERVICE OR A PRODUCT (DO NOT CALL SOMETHING "ARN OFFICIAL PRODUCT")
- USE THE ARN OFFICIAL LOGO TO PROMOTE THESE EVENTS
- USE THE ARN COMMUNICATION ELEMENTS (POSTER, MAPS...) TO PROMOTE THESE EVENTS



ARN Race Village

Public Village in **Tromsø** (4 or 5 days)

Organized in collaboration with the local host city



Technical specifications sent by ARN to the Host City (required area and structures, electricity, internet access...)

Host Cities are allowed to organise the following booths on the ARN Village:

- Local food & beverage for sale
- Local handcraft for sale
- All kinds of spectators animations (on-stage live concerts, climbing wall, etc.)
- Important point: **all exhibitors should be non-competing with existing ARN sponsors** (ex: no bank, hotel chain, etc.)

All requests for local stands on the ARN Village should be sent to and approved by Roger Fagerheim











ARN Village – Local stands



ARN Caravan

Festive animation for all ARN stakeholders

On the 4 stages, the Caravan leaves the start area 1h30 before the peloton, and crosses the finish line **1h before the riders**

→ **Your mission:** encourage spectators to be early on the road and enjoy the show!

The convoy also stops on **several locations** throughout the stages

→ **Your contribution:** identify & communicate us strategic locations where the caravan could stop (places where many spectators are expected)

Each ARN partner (including the Host Cities) is free to join the ARN Caravan with its own car & staff

→ **Contact person: Roger Fagerheim** (rf@arctic-race.no)







ARN Challenge

Organized by ARN & Tromsø cycling club on **Saturday 12th**

2017 formats (TBC)

- Option 1: (with or without timing)
 - Start in Tromsø
 - Loop around Kvaløya island (same as the pros on Sunday)
 - Finish in Finnvikdalen (same as the pros)
- Option 2:
 - Start in Tromsø
 - Finish straight in Finnvikdalen (same as the pros)

→ Contact person: **Roger Fagerheim** (rf@arctic-race.no)



Arctic Race
of NORWAY
Challenge



SNN Mini Arctic Race

Organized by SpareBank 1 Nord Norge
→ 2017 set up (locations, dates...) to be confirmed

Locations defined by ARN & SNN in collaboration
with host city



Statoil Arctic Heroes of Tomorrow Race

Organized by Statoil (with NCF)

Men and Women's Junior race before Stage 4 in **Tromsø**
→ 2017 setup to be defined



ARN Communication Supports

Generate enthusiasm and people engagement
Next steps

Everything to know about the event

Overview of a race day
 Technical set up of the race
 Impact for the Host Cities
 Activations and animations

ARCTIC RACE OF NORWAY
 10-13 August 2017
HOST CITY GUIDE

Arctic Race of Norway

THE RACE ABOVE THE ARCTIC CIRCLE

10/13 august 2017 5th edition

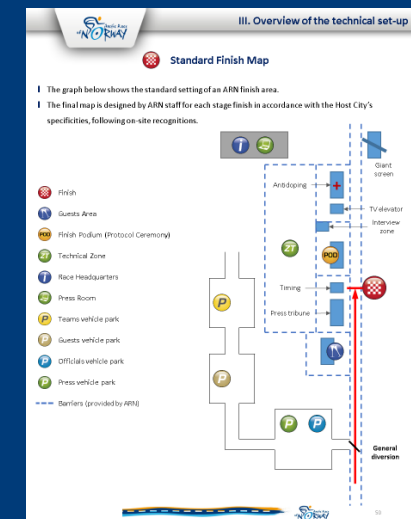
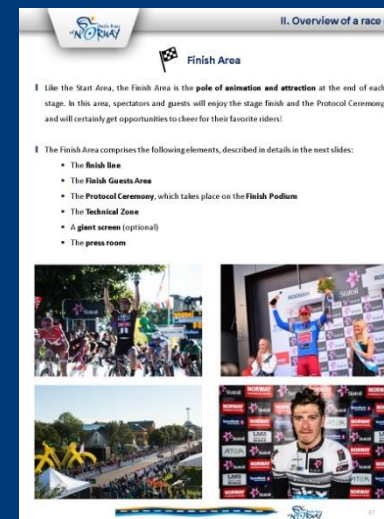
Stage 1 Thursday 10 August
 ENHØJEN - ÅRDALVIK

Stage 2 Friday 11 August
 KJØRSGÅN - BARDUFJOS

Stage 3 Saturday 12 August
 LØVSEIDET - HENNINGSDALEN (Troms)

Stage 4 Sunday 13 August
 TRONDØ - TRONDØ

www.jetour.com // #ArcticRace





A full presentation of the event made by ARN, **for the Host Cities to introduce the race to their local stakeholders** (internal municipality departments, local businesses, etc.)

What is the Arctic Race of Norway?
Key facts & figures

Overview of 2016 edition
Side events

Get online
Generate enthusiasm and people engagement



MEDIA BOOK – ARCTIC RACE OF NORWAY 2016

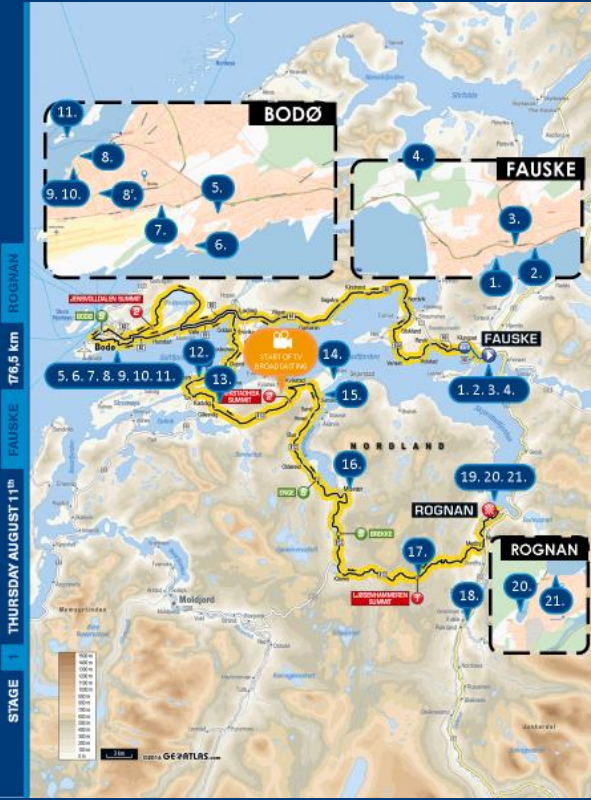
THE RACE ABOVE THE ARCTIC CIRCLE

11 – 14 AUGUST 2016

11 AUGUST FAUSKE > ROGNAN
12 AUGUST MD I RANA > SANDNESSJØREN
13 AUGUST NESNA > KORFJELLET
14 AUGUST POLARSRØKELEN > BODØ

letour.com / #ArcticRace / @ArcticRaceofN

4. Utgave



1st Stage Thursday, 11th August - 176,5 km
FAUSKE > ROGNAN

ARTSCAPE NORDLAND 1

176,5km 10.00
67°15'21.17"N
15°22'50.02"E

Artscape Nordland is an **international art project**. It will be a common theme in all stages. [See on page 51.](#)

Here: **Uten tittel – 1993** - Per Barclay

The sculpture consists of three elements: A 250 year old boathouse where the museum keeps several of its boats and two boulders in Fauske marble.

PROMENADE - QUAYSIDE 2

176,5km 10.00
67°15'29.59"N
15°23'52.30"E

A **promenade along the shore** - today a very popular site used by many people - to relax with many benches.

The **fountain was set up in 2015** - can be seen from the center.

MARBLE SQUARE 3

176,5km 10.00
67°15'33.01"N
15°23'39.48"E

Marble Square located in Fauske center - stair area made of large marble blocks - **Fauske is famous for marble** (it is Fauske-marble in the UN building, at the airport Gardermoen, several hotels and palaces around the world). **There are several opencast mining of marble close to the center** with huge marble blocks which in itself is spectacular.

11

A document designed for:

- **ARN TV Production team** (what to film during each of the 4 ARN stages?)
- **TV commentators** (how to best describe images filmed by ARN TV Production team)

→ Contains detailed information about **start/finish cities**, **local animations** and **points of interest** (monuments, landscapes...)

→ Requires **important collaboration** between ARN, Innovation Norway, Host Cities & Tourism boards to collect all information



Local animations & points of interest
*Information collected by Host Cities & Tourism Boards and sent to **Innovation Norway***



All information are collected by ARN
The most relevant ones are added to the Media Book
Media Book created by ARN & Innovation Norway



ARN TV broadcasters receive the Media Book
*The hotspots in the Media Book might be filmed during live broadcast**

A template document will be sent to the cities by ARN:
→ *Focus on broadcasted part of the race and start cities*
→ *No more than 5 km from the route*

(*) ARN cannot guarantee to film all the animations, monuments or landscapes featured in the Media Book during the live broadcast

The screenshot displays the official website for the Arctic Race of Norway. At the top left, there is a navigation menu with tabs for 'RITTET', 'RUTE', 'VIDEER & BILDER', 'HOSPITALITY', 'HISTORIKK', 'SIDEARRANGEMENTER', and 'BUTIKK'. A search bar is located on the right side of the navigation bar. The main content area features a large map of Norway with the race route highlighted in blue and orange. Key locations marked on the map include Narvik, Engenes (Andørja), Bardufoss Airport, Sjøvegan, Tromsø, and Lyngseidet (Lyngen Alps). A legend on the map explains symbols for start/finish towns, press headquarters, and start/finish locations. To the right of the map, there is a news article titled 'Tilbake der eventyret startet' (Back where the adventure started) dated Wednesday, January 4th. The article mentions the fifth edition of the race and its return to Andørja. Below the article is a 'MER NYHETER' (More News) button. The website also includes social media icons for Facebook, Twitter, and Dribbble, and a language selector set to 'NO' (Norwegian).

letour.com/ARN

In Norwegian, English and French
 > 100K unique visitors during the race period

2017 route presentation



1'10

3D video showing the route of the 5th edition

2016 Best Of



7'30 (*also exists in short version*)

Best of the 2016 ARN

+ other video contents produced later on in 2017:

Route presentation by Thor Hushovd (in May)

Teams presentation (in June)

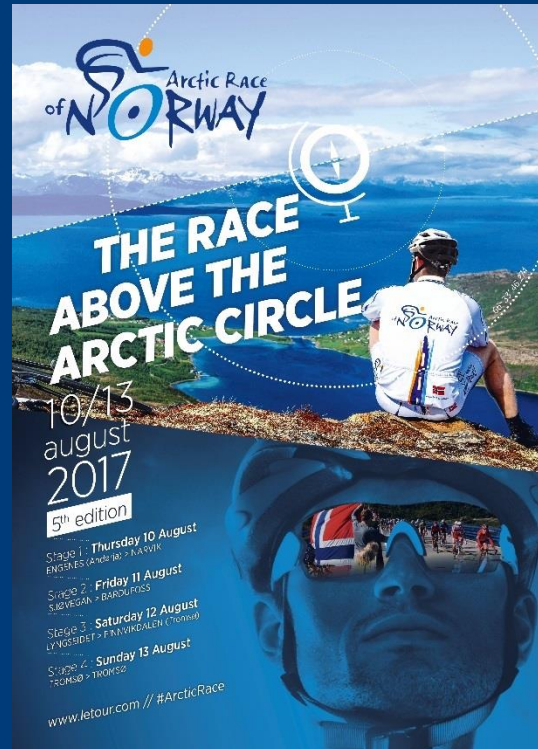
Official teaser (in June)

Stage summaries (during the race)

All the ARN videos are posted on our official [YouTube](#) and [Dailymotion](#) channels



Official Poster



Designed by ARN

Each municipality can order a quantity of posters for local promotion

Official Roadbook



Detailed race information
Includes promotion texts and pictures of each host city





ARN Spectator Guide

THE RACE ABOVE THE ARCTIC CIRCLE

SPECTATOR GUIDE

- 13 AUGUST: HARSTAD
- 14 AUGUST: EVENSJØER
- 15 AUGUST: SETERMØEN
- 16 AUGUST: NARVIK

Much more than just a race

The Arctic Race of Norway is the northernmost professional cycling race in the world. As an exceptional cycling event of international stature, it attracts some of the world's most iconic riders. It is an accompanying of the best Northern Norway has to offer. Arctic Race of Norway organization team is strongly committed to developing what has already become an important annual race in the international cycling calendar. A well composed position, a route guaranteeing scenery and suspense until the last kilometers of stage 4, a unique popular enthusiasm along the route and marvellous side events for everyone are the ingredients for making Arctic Race of Norway "much more than just a race".

The Distinctive Jerseys

- Blue and orange jersey, sponsored by Statoil. Overall individual classification on time.
- Green jersey, sponsored by SpareBank 1 Nord-Norge. Overall points classification.
- White jersey, sponsored by Statoil. Best young rider classification.
- Salmon jersey, sponsored by Lactogen. Best climber classification.
- Overall team classification, sponsored by Hysterol.

The Teams

Arctic Pro Team, BMC Racing Team, Team Sky, Omega Pharma-Lotto, Rabobank, Astana, Movistar Team, Team Europcar, Team Katusha, Team Tinkoff, Team Saxo-Tinkoff, Team Lotto Soudal, Team Sky, Omega Pharma-Lotto, Rabobank, Astana, Movistar Team, Team Europcar, Team Katusha, Team Tinkoff, Team Saxo-Tinkoff, Team Lotto Soudal.

JOIN THE #ARCTICRACE ON SOCIAL NETWORKS

SHARE YOUR PICTURES AND VIDEOS ON MYARCTICRACE.COM WITH #ARCTICRACE

AFTER EACH STAGE, CHOOSE THE VIKING JERSEY HOLDER VOTING FOR THE TEAM MATE OF THE DAY ON THE ARCTIC RACE OF NORWAY FACEBOOK PAGE

The Viking jersey is awarded to the best Team Mate of the day who best embodies the character of the Viking heroes: devotion, courage and team work. The Team Mate of the day is the rider in the position who struggles for his team's success, who prepares his leader's victory and who never gives up whatever happens throughout the race.

letour.com/arn @ArcticRaceOfN #ArcticRace

Bli med på SNN Mini Arctic Race

Vil invitere alle barn og deres familier til å bli med på Nord-Norges største sykkelstevne for barn. Alle som deltar er vinnere og får T-døsjerte og medalje. Det blir beste sykkelstevner fra Arctic Race of Norway med whitinordnorge.no. Beste beste både vinner en sykkel.

Harstad 13 August
Setermøen 14 August
Evensjøer 15 August
Narvik 16 August

Gratis påmelding og informasjon snn.no/sykkel

Respect, protect and enjoy...

RESPECT OTHER PEOPLE
Consider the local community and others enjoying the race; don't block gates, offroads or roads; leave gates and property as you find them.

PROTECT THE ENVIRONMENT
Leave no trace of your visit and take your litter home.

ENJOY THE RACE
Plan ahead and be prepared; follow advice and local signs. The Arctic Race of Norway 2015 route passes through some of the most beautiful landscapes in Norway. Help us to keep it this way and ensure the race safety by following these simple guidelines.

HARSTAD
Date: Wednesday 12 August
Length: 50km & 17km
Type of race: open road ride without timing

NARVIK
Date: Saturday 15 August
Length: 105km & 31km (mainly on the same route as the pro race)
Type of race: cycle sportive with timing and classification (105km) and ride without timing (31km)

ARCTIC HEROES OF TOMORROW RACE

Narvik, Sunday 16 August 2015

1st stage

Thursday 13 August - 213.5km
Harstad > Harstad

STAGE OVERVIEW
Starting and finishing in Harstad (213.5KM), the riders will pass 5 times in the city center, which offers a unique opportunity for the spectators to see the riders many times. The final circuit is the same as for stage 4 of ARN 2013, when Thor Hushovd won Arctic Race of Norway.

STAGE 1	TIMETABLE	42 km/h
HARSTAD	Neutral start	12:20
HARSTAD	Race start	12:40
EVENSJØER	12:56	
BAUTEBADET SUMMIT	13:11	
HARSTAD (1 st crossing of the finish line)	13:26	
KVALEKJØREDET SUMMIT	13:41	
ALNA	13:56	
POLEKJØREDET SUMMIT	14:11	
HARSTAD	14:26	

THE KEY
Start | Sprint | Climb | Finish line

2nd stage

Friday 14 August - 162.5km
Evensjøer > Setermoen

STAGE OVERVIEW
162.5KM long, the stage will start from Evensjøer and will end in the village of Setermoen, close to the military camp. This is the typical stage for the spectators.

STAGE 2	TIMETABLE	42 km/h
EVENSJØER	Neutral start	12:40
EVENSJØER	Race start	13:00
SANDSTAND	13:17	
BAUTEBADET SUMMIT	13:33	
GRØDDEBADET SUMMIT	13:49	
GRANDSØREDET SUMMIT	14:05	
SKJUFF	14:21	
LAMNINGSØDET SUMMIT	14:37	
SJØREGEN	14:53	
SETERMØEN	15:09	

THE KEY
Start | Sprint | Climb | Finish line

3rd stage

Saturday 15 August - 120km
Finnesnes, Sørja > Målselv, Finlandsjø

STAGE OVERVIEW
Stage 3 is the Queen stage of 2015 Arctic Race of Norway, with the loop starting from Finnesnes around Sørja Island and the final climb up to Målselv Alpin Village. Riders targeting the victory in the overall classification will have to attack up.

STAGE 3	TIMETABLE	42 km/h
FINNESNES Sørja	Neutral start	12:50
FINNESNES Sørja	Race start	13:10
SETERMOEN	13:26	
KVALEKJØREDET SUMMIT	13:42	
MELLOSØREDET SUMMIT	13:58	
GRØNNVAC	14:14	
RODØVILL	14:30	
MÅLSELV Finlandsjø	14:46	

THE KEY
Start | Sprint | Climb | Finish line

4th stage

Sunday 16 August - 155km
Narvik > Narvik

STAGE OVERVIEW
ARN final stages will start and finish in Narvik, with a very difficult and technical circuit. The race can still be won and lost in this 165 final kilometers.

STAGE 4	TIMETABLE	48 km/h
NARVIK	Neutral start	13:10
FINNESNES	13:26	
NARVIK	Race start	13:46
VORDEK	14:02	
GRANDSØREDET SUMMIT	14:18	
NARVIK (1 st crossing of the finish line)	14:34	
SETERMOEN SUMMIT	14:50	
NARVIK (2 nd crossing of the finish line)	15:06	
SETERMOEN SUMMIT	15:22	
NARVIK	15:38	

THE KEY
Start | Sprint | Climb | Finish line

A pedagogic document for **ARN spectators**, including:

- General information about the race
- Presentation of the 4 stages

Produced and printed by ARN – Sent by ARN to the cities in July/August for local distribution





COMMUNIQUÉ DE PRESSE / PRESS RELEASE

Oslo, Wednesday, 6th January 2016

**2016 ARCTIC RACE OF NORWAY:
UP AND DOWN THE ARCTIC CIRCLE**

The route of the 4th Arctic Race of Norway, which will be held from August 11th to 14th, was released this morning in Oslo.

After traveling through the paradise islands of Lofoten and Vesteralen in 2013, then leading the peloton all the way to the North Cape in 2014 before continuing its exploration of the hidden treasures beyond the Arctic Circle in 2015, the Arctic Race of Norway will play with the Arctic Circle with 2 stages below and 2 stages above its line drawn at 66°03'46.0" north of the Equator, including a start at its exact location. It will offer varied scenarios, where sprinters, but also punchers and even climbers will delight the Norwegian spectators enthusiastic as ever about the idea of welcoming some of the best cyclists in the world.

Discovering the Seven Sisters

The 2016 Arctic Race of Norway will start in Fauske on Thursday August 11 with this year's most northern stage. After crossing the Strait of Ballstrømmen, known for its tidal currents that are among the most powerful in the world, which create the famous "mælstrom" dear to Norse mythology, sprinters and punchers will battle for the victory in Rognan. The following day, after crossing the Arctic Circle during the transfer, the riders will have to cope with the risks of side winds before the finish at Sandnessjøen, at the foot of the "Olju søstre", seven aligned peaks, which are among the most beautiful and most famous in Norway.

The Korgfjellet as the decider

Stage 3 will without a doubt be the highlight-stage of 2016. The general classification will be up for grabs on this 160km stage, with the start given at Nesna, in the heart of the fjords, before two runs through the Mo i Rana, the main industrial zone of the northern region of the country. The stage victory will be decided on the Korgfjellet (8.9 km at 6.3%), with an arrival that is already part of the race's history because no other stage of the Arctic Race of Norway has ever finished such an altitude.

A start from the Arctic Circle before the big outcome

The start of the final stage of this 4th edition will be given on the exact location of the Arctic Circle, before the peloton heads towards the north to Bodo, using then the same roads that will be used in the 2016 Norwegian Championships and on a route similar to the first stage of the maiden edition of the race. The arrival at Bodo will remind memories of 2013 when the town was the host of an exceptional sprint finish. The rider in the leader's blue and orange jersey at the start of the stage will most certainly have to fend off the attacks of his rivals in the final circuit before perhaps joining past winners Thor Hushovd (2013) Steven Kruijswijk (2014) and Rein Taaramäe (2015) in the record books.

Thor Hushovd, winner of the first edition of Arctic Race of Norway, and race ambassador: "This 4th edition of the Arctic Race of Norway promises to be balanced and exciting. All types of riders will have good opportunities, with at least 2 sprint finishes and stage 3 as Queen Stage. I can hardly tell which rider is going to be the race leader at the end of every stage and I am curious to see to what extent can the likes of Alexander Kristoff be fighting for the overall victory!"

The stages of the 2016 Arctic Race of Norway:

- > Thursday 11 August, stage 1: Fauske – Rognan, 176 km
- > Friday 12 August, stage 2: Mo i Rana – Sandnessjøen, 198 km
- > Saturday 13 August, stage 3: Nesna – Korgfjellet, 160 km
- > Sunday 14 August, stage 4: Arctic Circle (Rana Kommune) – Bodo, 193 km

More information about 2016 Arctic Race of Norway on www.letour.fr

Press Contact

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COMMUNIQUÉ DE PRESSE / PRESS RELEASE

Narvik, Sunday, 10th August 2015

**ARCTIC RACE OF NORWAY 2015 :
Taaramäe dethrones Hermans in thrilling finale**

Just like the first two editions of the Arctic Race of Norway, the third one has had a thrilling finale with Rein Taaramäe taking the title from race leader Ben Hermans who had a mechanical and then couldn't respond to all the attacks. The BMC Racing Team didn't lose everything as Silvan Dillier claimed the last stage in Narvik in style.

The third edition of the Arctic Heroes of Tomorrow race was the first one won by a foreigner as Brit Owen Dudley, a first year junior from Marx Viking Wheelers in the Isle of Man like Peter Kenneally and Mark Cavendish, won his duel against Finland's Jaakko Hämmöinen while Hans Kristian Rudstad from Lillehammer CK crossed the line in third place. Once the opening event was completed, 124 riders started the fourth and conclusive stage in Narvik. Green jersey holder Alexander Kristoff (Katusha) won the first intermediate sprint ahead of Maximilian Walchewald (Giant-Alpecin) and Eirikvid Bøssason Hagen (MTN-Quibeka) in Viddvik (km 18.5). Seven riders rode away just after the sprint line: Martin Elmiger (IAM Cycling), Maxime Cam (Bibagrade-Siskoh Environnement), Ramon Sinkeldam (Giant-Alpecin), Gert Jõeäär (Cofidis), Robert Förster (UnitedHealthcare), Philip Eideheim (Post.no) and Vidar Borgersen (Joker). Team Sparbanken Ser was unhappy to have missed the move and rode hard behind but they didn't make it across.

Jensen the King of the Mountains again

Elmiger was the highest ranked of the breakaway riders, 50 seconds adrift, so BMC Racing Team took care of the chase. The deficit of the bunch was three minutes with 100km to go. Europcar came in help. The front group split at the entrance of the finishing circuit with Cam, Borgersen and Eltinger staying ahead. With 32km to go, race leader Ben Hermans had a mechanical. He made it across but that was only the beginning of his woes. Attacking from the bunch, stage 2 winner Sam Bennett bridged the gap to the leaders and replaced Borgersen in the three-man group opening the race. As they got caught 25km before the end, August Jensen (Coop-Dixie Huus) sprinted for the second King of the Mountains prize of the day. That awarded him the trophy for the second year in a row and the new salmon jersey.

Dillier takes his first road stage win

Inur Zakarin (Katusha), Silvan Dillier (BMC) and Rein Taaramäe (Astana) rode away with 20km to go. Initially with Audun Svendsen (Frodo-Koffi), Tanel Kangert (Astana) and Michael Stogel (Tinkoff-Team), Hermans was isolated. He got no help from other teams and only kept losing time to the three leaders. With 7km to go, Taaramäe couldn't hold the pace of Zakarin but he courageously made it back at the top of the hill. As he was racing in support of Hermans, Dillier was heavier than the two others. The Swiss rider sprinted to victory, his first as a professional except for time trials (he's the national champion for individual time trial and a world champion for team time trial), and claimed the second place overall behind Taaramäe who took his second stage race in two weeks after the Tour of Burgos.

Overall winner Rein Taaramäe declared: "I was surprised to drop Ben Hermans so easily. We didn't even attack in the climb. The pace was not really high. I liked the course of the final circuit. There was almost no flat part, so I rode away because I thought the peloton wasn't going to be able to catch us. It's a fantastic feeling to win the Arctic Race of Norway, firstly because it's wonderful to win two stage races in two weeks, the one after the Tour of Burgos. It's amazing. Yesterday I was pretty disappointed in the evening but it's the complete opposite feeling now. We've had a very nice podium presentation by very nice people here in northern Norway. I feel like at home. The atmosphere is so different than in the other countries where we normally race. France, Spain, etc. I really want to come back here one day. It's an important win in my career. That's the kind of targets I'm looking for as a pro bike rider. I'm delighted with the Arctic Race of Norway on my partmark."

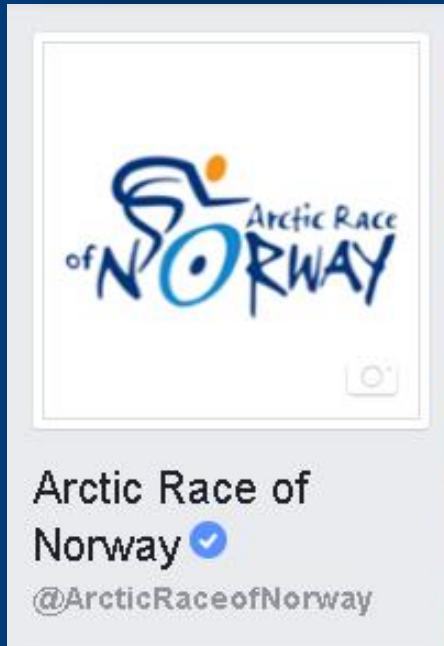
For all information about the Arctic Race of Norway, [click here](http://www.letour.fr)

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In Norwegian, English and French
Sent to international & Norwegian press contacts
Possibility to add your contacts to the mailing list





 **Arctic Race of Norway**

  **ArcticRaceofN**

#ArcticRace

55K fans on Facebook (9th best performance for a cycling race)
7,8K followers on Twitter & 3K on Instagram



Use our resources!

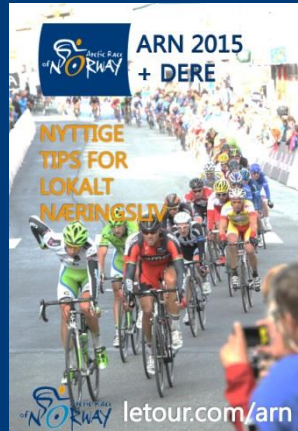


ARN resources for your use

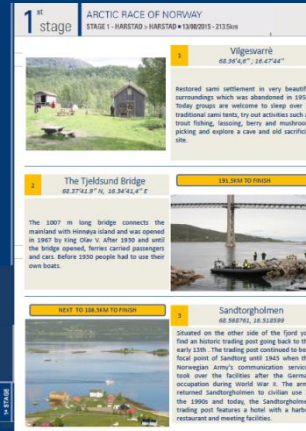
Website



Business Leaflet



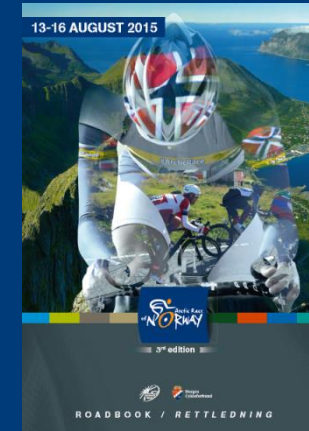
Media book



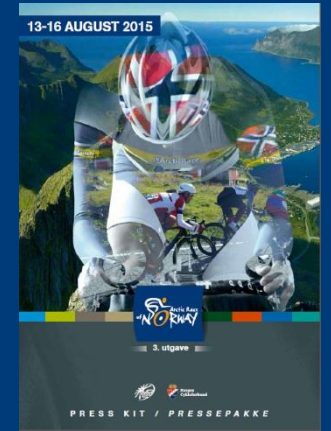
Poster



Roadbook



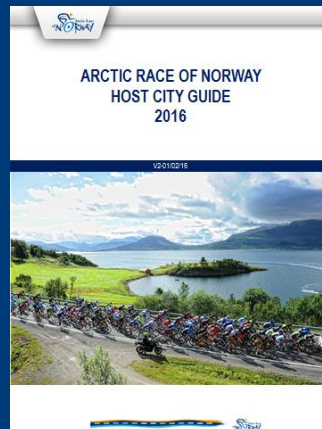
Press kit



Video contents



Host City Guide



Roadshow presentation



Spectator Guide



Press releases



Social media



Possibility for the Host Cities to create their own ARN page on social media

Format of the page

- Name of the page:
« **Arctic Race of Norway – Name of the City – Host City 2017** »
- Use of **composite logo** as profile picture
→ Name of the City + « *Host City 2017* » in the grey box

Benefits of having such a page

- Publish contents from official ARN accounts
- Inform local populations about animations and activities in the Host City
- Tell local stories
- Local populations engagement
- Volunteers recruitment
- Etc!





**Generate enthusiasm
& people engagement**

Next steps



**Engage with people
& local communities**



Be creative



Let us know!



Compulsory use of composite logo



Compulsory use of composite logo
T-Shirts distributed & **not for sale**

Cycling clubs, schools, local businesses, local stores...



Cycling clubs, schools, local businesses, local stores...



Example: World's longest breakfast table organized in Bodo (534 m)





Fancy dressing contests



Fancy dressing contests



Fancy dressing contests



Fancy dressing contests





Animations along the route





Animations along the route



« Kiss your fish » competition



SKREI - FISHER!

« Kiss your fish » competition



Norwegian flags



Norwegian flags



Norwegian flags



Norwegian flags



Incitate spectators to gather on specific locations









Tour de France examples



Tour de France examples



Tour de France examples



Tour de France examples



Tour de Yorkshire examples



Tour de Yorkshire examples



Tour de Yorkshire examples



Tour Down Under examples



Reproduced on ARN last year



Tour Down Under examples



Rugby World Cup example





**Engage with people
& local communities**



Be creative



Let us know!





Specific animations along the route



Specific animations along the route



Specific animations along the route



Fans along the route





Iconic places & monuments





Iconic places & monuments



Tour de France example



Farmers' competition on the Tour de France



Next steps





**Press conference
in Oslo**
Route announcement



Paris-Nice seminar
with all ARN stakeholders



**Host cities
seminar #1**
in Bardufoss



TDY seminar
with all municipalities



Host cities seminar #2
30. May (TBC)



10.-13. August



Sites recce (Cycling Dpt):

April:
Start/Finish

15.-19. May:
Routes checking

End of May:
Technical Report

Arctic Race of Norway Seminar on Paris-Nice



From **Friday 10th** to **Sunday 12th** of March

General objectives of the Seminar:

- Get to know all ARN stakeholders
- Share latest information about 2017 ARN
- Discuss plans and expectations towards 2017 ARN
- Work together to develop ideas and possible collaborations
- Experience one of the most important professional stage races

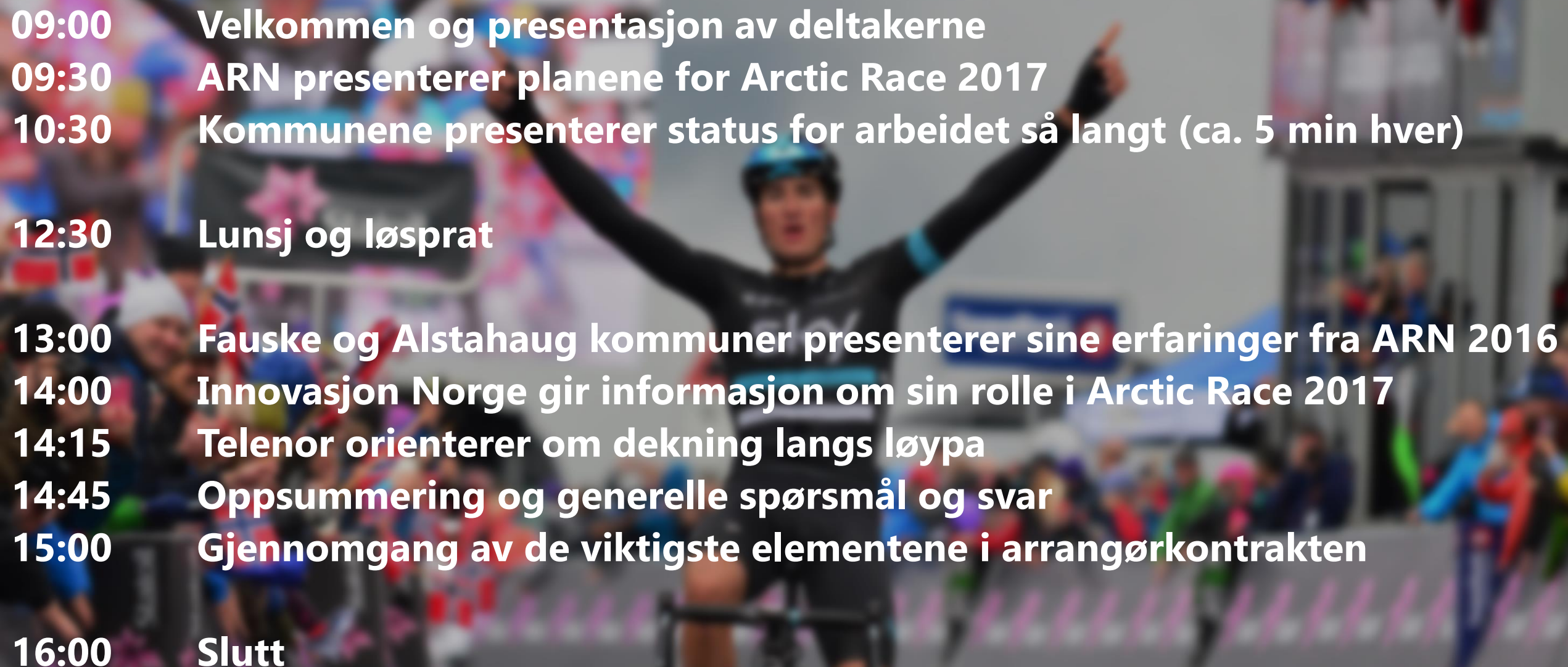


TUSEN TAKK



ARN 2017



- 
- A background image of a cyclist in a black and blue jersey celebrating with arms raised, surrounded by a crowd and confetti.
- 09:00** Velkommen og presentasjon av deltakerne
 - 09:30** ARN presenterer planene for Arctic Race 2017
 - 10:30** Kommunene presenterer status for arbeidet så langt (ca. 5 min hver)
 - 12:30** Lunsj og løsprat
 - 13:00** Fauske og Alstahaug kommuner presenterer sine erfaringer fra ARN 2016
 - 14:00** Innovasjon Norge gir informasjon om sin rolle i Arctic Race 2017
 - 14:15** Telenor orienterer om dekning langs løypa
 - 14:45** Oppsummering og generelle spørsmål og svar
 - 15:00** Gjennomgang av de viktigste elementene i arrangørkontrakten
 - 16:00** Slutt