

## Škoda Auto supports Tour de France Femmes avec Zwift as the main partner, providing a fleet of electrified vehicles

- › Škoda Auto is providing 32 fully electric and plug-in hybrid vehicles to the organisers, with Race Director Marion Rousse leading the race in the new Enyaq 'Red Car'
- › 154 riders from 22 teams will take part in the longest-ever edition of the Tour de France Femmes avec Zwift, crossing France from Vannes in Brittany to the mountain resort of Châtel
- › Škoda Auto sponsors the Green Jersey for the leader of the points classification and is marking its 130<sup>th</sup> anniversary with a special trophy for the points classification winner, created by the Škoda Design team
- › Škoda Auto has supported the Women's Tour as the official main partner and vehicle supplier since its inception in 2022

Mladá Boleslav, 25 July 2025 – For the fourth consecutive year, Škoda Auto is the official main partner of the world's most prestigious women's cycling race, the Tour de France Femmes avec Zwift. From 26 July to 3 August, a total of 154 riders in 22 teams will set off on a route that is longer and more demanding than ever: 1,165 kilometres across nine stages, traversing France from Brittany in the west to the Alps in the east. This year's course includes sections through the Massif Central and the Savoie Alps, with riders tackling a record total ascent of 17,240 metres. Škoda Auto will provide the organisers with a fleet of 32 fully electric and plug-in hybrid vehicles. Race Director Marion Rousse will oversee the event from her 'Red Car', a new all-electric Enyaq. Fans can follow race updates and behind-the-scenes stories at [WeLoveCycling.com](https://www.welovecycling.com), where the 'Find Your Tour' section offers tips and advice. Further news and insights are also available via the new club on the WLC Magazine Instagram profile.

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing**, said: "We are proud of our long-standing partnership with A.S.O. and of being part of the Tour de France Femmes avec Zwift since its beginning. Cycling has been an integral part of our DNA for 130 years. This year, we are supplying a fleet consisting exclusively of electric and plug-in hybrid vehicles. Last year, the Women's Tour achieved more than 80 million viewing hours across seven European countries for the second year running, and it attracted 2.5 million fans on social media. It's inspiring to see how women's cycling is getting more and more attention. At Škoda, we are excited to be a part of it while also connecting with fans through our WeLoveCycling.com platform."

**Škoda Auto at the most demanding women's cycling tour in history**

This year's Tour de France Femmes avec Zwift is set to be the most challenging edition to date, both in terms of distance and elevation. Škoda Auto has supported the race as the official main partner since its inaugural year, and this year will supply organisers with a fleet of 32 electrified vehicles: fully electric Enyaq models and plug-in hybrid Superb iV cars. The new Enyaq, specially equipped with advanced communications technology, will serve as the Red Car for Race Director Marion Rousse, who will oversee the action from the front of the peloton.

**Sponsor of the Green Jersey and trophy designer**

Škoda Auto is the longstanding sponsor of the Green Jersey for the leader of the points classification and also provides the trophy for the points classification winner. This year's cup, crafted from green crystal, features a special Škoda logo commemorating the brand's 130<sup>th</sup> anniversary. The trophy was created by the Škoda Design department.

**Connecting cycling fans with Škoda with special vehicles and WeLoveCycling**

During the race, fans can visit a mobile café set up in the all-electric Škoda Elroq. In addition, Škoda will showcase the [Elroq Respectline](#), which highlights the brand's core values of respect, diversity and inclusion.

Fans can follow the race and enjoy behind-the-scenes insights at [WeLoveCycling.com](#), where the 'Find Your Tour' section offers tips, advice and competitions. Updates will also be available via a new club on the platform's Instagram profile.

**Cycling as part of Škoda Auto's heritage and future**

Bicycles have been linked to Škoda Auto's heritage for 130 years, and supporting cycling remains one of the pillars of its sponsorship activities. Last year, Škoda Auto [extended its partnership with the organiser A.S.O.](#) until 2028, supporting numerous top-level men's and women's races each year. The agreement covers major stage races such as the Tour de France and Vuelta a España, as well as classic events like Paris–Roubaix and Liège–Bastogne–Liège.

In May this year, Škoda announced it would become a partner for two further flagship events of the International Cycling Union (UCI) for the next two seasons: the Mountain Bike World Championships and the Gravel World Championships. Škoda Auto also sponsors leading domestic cycling races, including L'Étape Czech Republic by Tour de France, Road Classics, and the Prima Cup.

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Video and media images



**Video: Škoda Auto supports Tour de France Femmes avec Zwift as the main partner, providing a fleet of electrified vehicles**

Škoda Auto teaser video for the start of the Tour de France Femmes avec Zwift with brand ambassador Lisa Brennauer

Source: [WeLoveCycling.com](https://www.welovecycling.com)



**Škoda Auto supports Tour de France Femmes avec Zwift as the main partner, providing a fleet of electrified vehicles**

The organisers will have 32 fully electric and plug-in hybrid Škoda Enyaq and Superb iV models at their disposal, with Race Director Marion Rousse using a new Enyaq as her 'Red Car'.

Source: Škoda Auto



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Source: Škoda Auto

#### **Škoda Auto**

- is successfully steering through the new decade with the Next Level Škoda Strategy;
- aims to become one of the top five best-selling brands in Europe by the end of the decade with attractive offers in entry-level segments and additional electric models;
- effectively exploits the potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region;
- It currently offers customers 12 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq;
- in 2024, it delivered more than 926,000 vehicles to customers worldwide;
- has been part of the Volkswagen Group, one of the world's most successful car manufacturers, for more than 30 years;
- is part of Brand Group CORE, an organisational merger of the Volkswagen Group's volume brands, with the aim of achieving joint growth and significantly increasing the overall efficiency of all five volume brands;
- As a Volkswagen Group brand, it independently develops and produces components such as MEB battery systems, engines and transmissions for other Group brands;
- operates three production plants in the Czech Republic; has production capacities in China, Slovakia and India, mostly through group partnerships, as well as in Vietnam and Ukraine in cooperation with a local partner;
- It employs around 40,000 people worldwide and is active in almost 100 markets.