

Škoda Auto supports Tour de France Femmes avec Zwift as Official Main Partner for the fifth year

- › Škoda Auto has been the Official Main Partner of the Tour de France Femmes avec Zwift since the inaugural race in 2022
- › This year, Škoda will provide a fleet of 75 Superb iV plug-in hybrid and all-electric Enyaq models
- › The new Škoda Peaq will serve as the 'Red Car' for Race Director Marion Rousse, while the all-new Epiq will join the Tour's publicity caravan
- › The carmaker sponsors the green jersey worn by the leader of the points classification and will provide a trophy created by Škoda Design for the classification winner
- › Rider Katarzyna Niewiadoma-Phinney, the 2024 overall winner, will be sharing updates on the Škoda [WeLoveCycling](#) platform

Mladá Boleslav, 30 July 2026 – Škoda Auto is supporting the Tour de France Femmes avec Zwift as the Official Main Partner for the fifth consecutive year. The prestigious race takes place from 1 to 9 August, following a record-breaking 1,175 km route from Lausanne, Switzerland, to Nice, France. A field of 154 riders from 22 teams will compete across nine stages, with a total elevation gain of 18,795 m – also a new record.

Škoda Auto is providing the organisers with a fleet of 75 vehicles, mainly comprising Superb iV plug-in hybrid and all-electric Enyaq models. Race Director Marion Rousse will oversee the event from the new all-electric Peaq, which will serve as the 'Red Car', while another new model, the all-electric Epiq SUV crossover, will feature prominently in the Tour's publicity caravan. The brand also sponsors the green jersey, and Škoda Design has created the green trophy awarded to the winner of the points classification. One of the race favourites, Katarzyna 'Kasia' Niewiadoma-Phinney, will provide first-hand reports for the Škoda [WeLoveCycling](#) platform.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "The Tour de France Femmes avec Zwift is the peak of women's cycling, combining elite sporting performance with thrilling emotion. Last year, it attracted almost 120 million fans across 190 countries worldwide, and Škoda Auto is proud to return as the Official Main Partner for the fifth time. Our presence will be even more eye-catching this year, thanks to the bold colours accompanying the launch of the new all-electric Epiq SUV crossover through the 'Ooooh, that's Epiq' campaign, as well as the Race Director's Red Car based on the Peaq, our new flagship. We are also looking forward to engaging closely with fans, both along the route and through our Škoda WeLoveCycling platform, where visitors will find news, features and competitions under the Epiq Moments banner."

Green trophy by Škoda Design and a fleet of 75 electrified vehicles

Škoda Auto has supported the race as the Official Main Partner since the inaugural event in 2022. This year, it will provide a fleet of 75 vehicles, primarily comprising Superb iV plug-in hybrid and all-electric Enyaq models. The carmaker is also the long-standing sponsor of the green jersey worn by the leader of the points classification. Škoda Design has once again created an award for the classification winner: a green crystal trophy incorporating elements of the brand's Modern Solid design language.

Two all-new Škoda models on show: the all-electric Peaq and Epiq SUVs

Race Director Marion Rousse will use the new all-electric Škoda Peaq as the Red Car – a mobile command centre from which she will oversee the race.

The new Epiq SUV crossover will feature in the Tour's publicity caravan as part of the striking 'Ooooh, that's Epiq' campaign. The campaign's distinctive visuals will also appear on jerseys and a range of merchandise.

Epiq experiences for fans at the race and online through the Škoda WeLoveCycling platform

Inspired by the campaign for the new Škoda Epiq, the Czech carmaker's Epiq Moments initiative on the Škoda WeLoveCycling platform brings together race coverage, behind-the-scenes features and competitions. Katarzyna 'Kasia' Niewiadoma-Phinney, one of the favourites for overall victory, will also be sharing her insights directly from the peloton.

Škoda Auto's long-standing connection to elite cycling

Škoda Auto's history began more than 130 years ago, in 1895, with the production of bicycles. Today, the Czech carmaker supports numerous major cycling events organised by A.S.O. under a partnership that runs until 2028. The partnership covers 16 top-level races each year, including the Tour de France, La Vuelta and the Paris–Roubaix classic.

Since 2025, Škoda Auto has also been an official partner of the UCI Mountain Bike World Championships and the UCI Gravel World Championships. The carmaker also supports races for amateur riders, including several editions of L'Étape by Tour de France held around the world.

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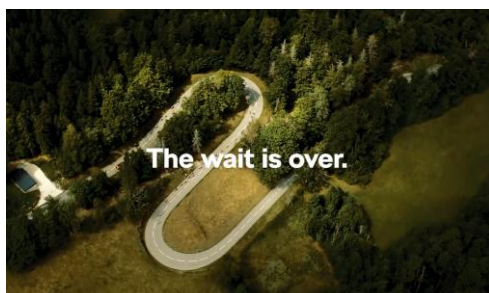
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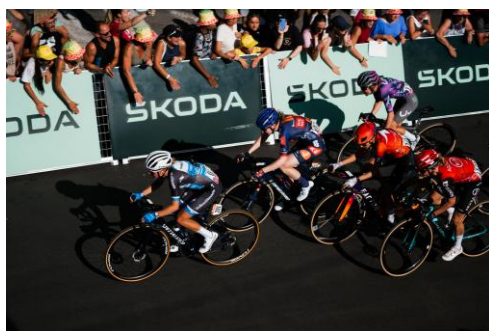
Video and media images



Video: Škoda Auto supports Tour de France Femmes avec Zwift as Official Main Partner for the fifth year

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Source: Škoda Auto



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Škoda Auto

- › is successfully steering through the new decade with the Next Level Škoda Strategy;
- › aims to become one of the top three best-selling brands in Europe by the end of the decade by offering its customers the best of both worlds through a range of attractive BEV, hybrid & ICE products;
- › effectively exploits the potential in important growth markets such as India, Vietnam and the ASEAN region;
- › currently offers customers 14 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Epiq, Elroq, Enyaq, Peaq, Slavia, Kylaq and Kushaq;
- › delivered more than 1,040,000 vehicles to customers worldwide in 2025;
- › 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;
- › independently develops and produces components such as MEB battery systems, engines and transmissions for other Volkswagen Group brands;
- › operates three production plants in the Czech Republic; has production capacities in Spain, Slovakia, Kazakhstan and India, mostly through group partnerships, as well as in Vietnam and Ukraine in cooperation with a local partner;
- › employs around 40,000 people worldwide and is active in almost 100 markets.