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PRESS RELEASE

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## LichtBlick becomes partner of the Lidl Deutschland Tour

**Germany's largest pure green energy provider, LichtBlick, is joining the Lidl Deutschland Tour as a new partner. As the sponsor of the White Jersey, the Hamburg-based company supports the best young riders, reinforcing its commitment to a sustainable future in cycling. LichtBlick is taking its support for young talent a step further: the junior women's race at the Lidl Deutschland Tour will now be called the "LichtBlick Newcomer Tour."**

From the White Jersey at the Deutschland Tour to stage victories at the Tour de France – a path that cycling stars like Matej Mohorič and Marc Hirschi have already successfully taken. On August 20, the Lidl Deutschland Tour kicks off once again, with the world's best cyclists competing for stage wins and overall victory. But for young talents, there's even more at stake: the White Jersey – a symbol of the future of cycling. By presenting this special classification, LichtBlick makes a strong statement for sustainable talent development.

Another key part of its commitment to young riders is supporting the U17 women's category as the title sponsor of the "LichtBlick Newcomer Tour." This gives young female riders the opportunity to showcase their talent in front of a large audience during the Lidl Deutschland Tour race weekend.

**Florian Schaar**, Head of Brand at LichtBlick: *"Cycling stands for passion, persistence and teamwork leading to success. These are the values that drive LichtBlick since we started out as a green energy pioneer over 25 years ago. Cycling and supporting young talents in the context of the Deutschland Tour stand for our believe and our engagement for a positive future."*

As the "Official Energy Partner" of the Lidl Deutschland Tour, LichtBlick contributes its extensive experience to further enhance the sustainability of cycling events. In addition, this year the company starts organizing smaller charity rides to raise funds for projects that promote a greener future. Its entire cycling engagement is guided by the motto: "Empowering Future Generations."

**Matthias Pietsch**, Managing Director of A.S.O. Germany: *"Energy and cycling are inseparable – every watt counts for success on the bike. It's even better when that energy is sustainable. That's why we are excited that LichtBlick is investing in cycling and supporting the top talents of tomorrow at the Lidl Deutschland Tour."*

The Lidl Deutschland Tour 2025 kicks off on August 20 in Essen with a prologue set against the UNESCO World Heritage backdrop of Zeche Zollverein. Over the following four stages, the race will travel through Arnsberg and Kassel before heading to Saxony-Anhalt's two major cities, Halle (Saale) and Magdeburg.

### **About the Lidl Deutschland Tour:**

The Lidl Deutschland Tour is Germany's largest cycling event. As a five-day stage race in the UCI ProSeries, it attracts the world's best teams while also offering a variety of mass participation experiences, such as the "Cycling Tour" for amateur riders and the "kinder Joy of Moving mini tour" for the youngest cyclists. The next edition takes place from August 20 to 24, kicking off in Essen with a prologue set against the historic backdrop of the UNESCO World Heritage Site Zeche Zollverein. Midway through the race, the Sauerland region takes center stage with Arnsberg as the host city. A decisive moment awaits in Kassel before the grand finale. The final stage is dedicated entirely to the cycling-friendly state of Saxony-Anhalt – a region known for its forward-thinking (#moderndenken) approach. Connecting the two largest cities of Saxony-Anhalt, the route leads from Halle (Saale) to the grand finish in Magdeburg.