

MEDIA ALERT

Mid-Season Cycling Roundup
Andermatt, Switzerland, 29th July 2025

Europe's new Mecca for road cyclists who love to climb

Cyclists flock to the Swiss Alps for a record-breaking summer season

Andermatt's first official season as home of [Tudor Pro Cycling](#) plus the launch of [The Summit of Cycling](#) is turning heads across the cycling world — and the season is only just hitting its stride.

Dubbed Switzerland's answer to Girona or Mallorca, Andermatt is fast becoming Europe's most exciting destination for road cyclists, with a packed events calendar, elite-level partnerships and stunning Alpine terrain. During the cycling season, Andermatt offers the perfect high-altitude escape, with cooler temperatures, crisp mountain air and world-class riding conditions.

Mid-Season Highlights

- [BMC Switzerland](#) chose Andermatt to launch their latest race bike - the SLR01, which is designed to ride in the mountains - to the international media, setting the tone for a season of innovation and performance.
- New brand collaborations in the works with [Assos](#), **BMC**, and [DT Swiss](#) — all key Tudor Pro Cycling partners.
- The opening of the [Cycle Store Andermatt](#) - a vibrant hub for riders with great coffee, welcoming atmosphere, and a growing cycling community.
- A proud moment as [Tudor Pro Cycling](#) made their debut in the **Tour de France**
- Fans cheered on the team during the **Tour de Suisse** (with the help from a **giant custom cowbell** - to the delight of Tudor Pro Rider, Julian Alaphilippe)
- In June, **750 gravel cyclists** tackled the [Octopus Gravel Andermatt](#), blending jaw-dropping routes with local food and festival energy.
- To celebrate the partnership with Tudor Pro Cycling, Andermatt Swiss Alps is offering passionate cyclists the chance to win a **VIP Training Camp** with Tudor Pro Riders in August. Enter via [Instagram](#) by 10th August.

What's Still to Come

- **16th August:** Up to **600 riders** take on the grueling [Chasing Cancellara Zurich to Andermatt](#), a 184km epic race, including a night ride on the legendary cobbled **Tremola**.
- **7th September:** The iconic [Alpenbrevet](#) returns with **3,200 cyclists**, some attempting the brutal **5-pass Platinum route** with over **6,800m of vertical climbing**.
- **24–28th September:** Andermatt hosts the **Rouleur Swiss Raid 2025**, a premier multi-day challenge for elite and amateur endurance cyclists alike. Book your place on [Rouleur Travel](#).

Located in the heart of Switzerland and surrounded by breath-taking scenery, Andermatt is the gateway to world-renowned mountain passes, including the Furka, Susten, Nufenen, Grimsel, Klausen, Lukmanier, Oberalp and Gotthard – the latter regularly featuring in the Tour de Suisse and hosting four mountain finishes last year.



Many of the passes can be looped, making Andermatt an attractive base for cyclists seeking a challenge in pleasant riding temperatures from May through to October. The resort offers exceptional accommodation at the [5* The Chedi Hotel](#), [4* Radisson Blu Reussen Hotel](#) and [Andermatt Alpine Apartments](#), with access to bike wash stations, workshops, bike shops and secure storage readily available.

The glorious Alpine setting is also blessed with other sporting activities from tennis and padel to its acclaimed championship 18-hole golf course, and its culinary reputation stretches from an array of cosy local restaurants and bars to Michelin-starred fine dining.

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A selection of images from the Tudor Pro Cycling launch event in Andermatt can be [downloaded here](#), featuring Fabian Cancellara, Bernhard Russi, Tom Rendell. Copyrights Tudor Pro Cycling.

Andermatt Swiss Alps AG – Welcome home.

Andermatt Swiss Alps AG, with registered office in Andermatt, plans, builds, and develops the year-round destination of Andermatt. In 2009 Andermatt Reuss came into being, with apartment buildings, hotels, and villas. The Andermatt Swiss Alps Group owns the The Chedi Andermatt and Radisson Blu Reussen hotels, the holiday apartments Andermatt Alpine Apartments, an 18-hole, par-72 championship golf course and the Andermatt Concert Hall. A close partnership is in place with Andermatt-Sedrun Sport AG (Andermatt-Sedrun mountain railways, various restaurants, the Swiss Snowsports School Andermatt and the sport shop Gleis 0) and its majority shareholder Vail Resorts, Inc. for developing the destination. Vail Resorts, the largest operator of ski resorts, and Andermatt Swiss Alps are together pursuing the vision of becoming The Prime Alpine Destination. In doing so, they are committed to an intact environment and a sustainable future that will enable coming generations to have an extraordinary home. During high season, Andermatt Swiss Alps and Andermatt-Sedrun Sport AG have more than 1,000 employees working at the locations in Altdorf, Andermatt and Sedrun.

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