



PETRONAS

le tour de  
Langkawi  
Malaysia  
2020



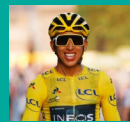
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## LE TOUR DE LANGKAWI: A LAUNCHPAD FOR FUTURE WORLD CHAMPIONS

LTdL is undoubtedly the breeding ground for world champions. Among cycling big names who have competed in LTdL and stamped their notable achievements are:



**EGAN BERNAL** rides for Androni Giocattoli-Sidermec in LTdL 2017 and finishes 7th overall, before being recruited into Team Ineos in 2018. In 2019, Bernal emerges as the youngest Champion of the 2019 Tour de France.

2019 Tour de France runner-up - **STEVEN KRUIJSWIJK** takes part in LTdL 2014 with Belkin Pro Cycling where he finishes at 7th place. The Dutch has also remarkably ends in the top 5 of all three Grand Tours in his career.



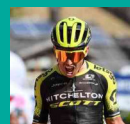
One of the world's current top sprinters with multiple stage wins in Tour de France & Giro d'Italia 2019, **CALEB EWAN** wins two stages & the Sprint King title besides a record of six podium finishes in LTdL 2015 with Orica GreenEdge.

**JURAJ SAGAN** – the current Slovakian national champion – rides with Russia-based ProTour team, Tinkoff in Le Tour de Langkawi 2016 when he finishes second in Stage 6 from Putrajaya to Rembau.



**MIGUEL ANGEL LOPEZ** who won the Young Rider Classification in Vuelta a España 2017 and Giro d'Italia 2018 & 2019 ends LTdL 2016 with one stage win and being second runner-up in the general classification.

In LTdL 2016, **GIULIO CICCONE** placed 6th in the uphill battle of Stage 4 & 42nd in the final general classification. Last year, he was crowned the King of Mountain in Giro d'Italia and took home two stage wins in the same tour.



Two-time grand tour podium finisher and a monument winner, **ESTEBAN CHAVES** rode with Orica GreenEdge when he clinched fourth place in overall general classification of LTdL 2014.

World's best classics specialist, Olympian and World Champion, **PAOLO BETTINI** begins his early career riding in LTdL in 1997 and 2001 before hitting his breakthrough season.



In 2006, the young **MARK CAVENDISH** made his debut as an elite rider in LTdL for the Great Britain national team, securing a podium finish in Stage 8 and 6th overall in points classification of that year.

## NEW MEDIA RULES THE WORLD

The PETRONAS Le Tour de Langkawi 2019 recorded nearly six billion global reach across 11 different platforms including digital and traditional media during tracking period of 22 days.

The top three highest reach recorded was through online news (2.2 billion), forums (2 billions) and blogs (1.2 billion).

"Reach" is defined as the total number of people who have seen the relevant content.

The tracking which was based on Talkwalker Social Data Intelligence was conducted from 29 March 2019 to 22 April 2019 (22 days) with keywords such as Le Tour de Langkawi, LTdL2019, LTdL 2019, #LTdL, #LTdL2019, #ltdlangkawi and #letourdlangkawi.

Top overall content posted include updates on the race on race days; sharing news on road closures and sharing pictures of the race/riders.

Recognising the importance of the new media, the organiser of Le Tour de Langkawi has taken steps to enhance its digital assets for PETRONAS LTdL 2020 including revamping the content of its website [www.ltdlangkawi.my](http://www.ltdlangkawi.my). Additional digital assets such as a YouTube channel and second accounts on Facebook and Instagram platforms have been created with focus on the local happenings and site events for a wider audience reach domestically.

## SHOWCASING "SPORTS UNITE, CYCLING CONTRIBUTES"

- Mini concert by Drama Band and other top celebrities
- Tattoo performance by Angkatan Tentera Malaysia
- Carnival, cavalcade, cultural performances
- Booths by agencies such as FAMA, KKM, LHDN, ISN and many more
- Interesting activities such as Push Bike Challenge, Streets Soccer, Cycling Simulator, E-Sports games, Bayblade contest and Flash Mob
- BMX Race and Show

## WATCH THIS SPACE TO FIND OUT THE RIDERS FOR PETRONAS LTdL 2020.

Expected participation of 132 riders from 22 teams from Europe, Asia, North America, South Africa, East and Southeast Asia.

Organiser:



Title Sponsor:



Main Sponsors:

