



# A revolutionary fan experience

Here's how you can stay connected to the Tour de France and Tour de France Femmes avec Zwift

## Giving a new generation of fans and followers a closer view of the action



We're proud to be the Official Technology Partner to the first ever Tour de France Femmes avec Zwift and not only witness, but make history. Our technology will help to lift the profile of the women's race and bring its passionate fans closer to the action.

[Watch video](#)



Look out for our live rider tracking, television graphics and predictive analytics on social media and mobile screens around the world for both the Tour de France and Tour de France Femmes avec Zwift.

[Watch video](#)

## All you need to know about this year's races:

### Tour de France



Date: 1 July - 24 July 2022

#### LÉGENDE / THE KEY

- Grand Départ Race Start
- Ville ou site départ Start town or site
- Ville ou site arrivée Finish town or site
- Repos Rest day
- Arrivée finale Race finish
- Étape en ligne Stage
- C.l.m. individuel Individual time-trial



Total Distance: 3328 km



Number of riders: 22 teams / 8 riders

### Tour de France Femmes avec Zwift



Date: 24 - 31 July 2022

#### LÉGENDE / THE KEY

- Départ Start
- Ville ou site départ Start town or site
- Ville ou site arrivée Finish town or site
- Arrivée finale Race finish
- Étape en ligne Stage



Total Distance: 1029 km



Number of riders: 22 teams / 6 riders

## The biggest moments in data and unique insights across both races

### Follow all the action



#### Race centre

Our official live-tracking platform

[Follow the Tour de France](#)

[Follow the Tour de France Femmes avec Zwift](#)

- Live tracking, race commentary, race and weather updates.
- GPS tracked riders, transmitting a reading every second.



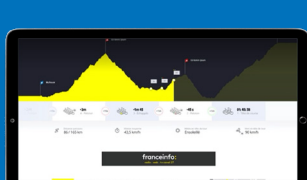
#### Le TourData

Our data-driven story telling platform

[Follow @LeTourData](#)

- Published on: Broadcast, Twitter, Instagram, Race Center.
- 40+ data-driven stories on @letourdata and the broadcast every stage.
- Average and top speeds on all the toughest climbs and fastest descents.
  - Pro, journalist, fan, and machine stage favourites.
- Rider and team profiles showcasing the talent of the pelotons.

We're helping to take women's cycling to the next level, setting a new standard. Watch out for the best digital coverage of a women's cycling race ever.



#### 3D Race Tracker

Augmented Reality App provides 3D views of the Tour de France and Tour de France Femmes avec Zwift

[Download app](#)

Apple

[Download app](#)

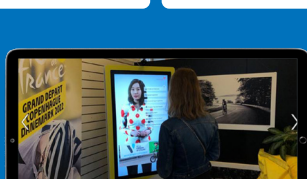
Android



#### Strava

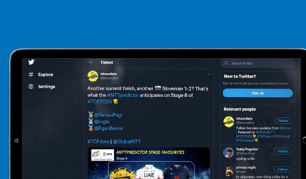
Compare yourself against the pros on the Tour de France community hub and keep an eye out for our Strava stories on the broadcast and @letourdata

[Visit the hub](#)



#### Digital Human

This year we've developed a virtual Tour de France avatar for fans to engage with in the official fan shop in Copenhagen and in our Big Data truck



#### Media Wall

Near-live digital insights into the race on-site in the official villages of the Tour de France and Tour de France Femmes avec Zwift



#### Fantasy Game

Play the game and pit yourself against the NTT machine predictor

[Play game](#)

Continuous intelligence and a revolutionary fan experience. **Everything is iNTTernected.**

Visit our [Tour de France](#) webpage for more information