

Tour de France

Great media attention for Bora and Hansgrohe

Monday, 29.07.2019



Emanuel Buchmann took fourth place at this year's Tour de France for the best result of a German for 13 years. Photo: Bora - Hansgrohe / VeloImages

After three weeks, 3,480 kilometers and 21st stages, the 106th edition of the Tour de France in Paris ended yesterday, 28th of July. For the German team Bora - Hansgrohe it was a tour of records.

The two brands Bora and Hansgrohe were not only able to generate worldwide media attention - broadcasting the stage on Wednesday, July 24, saw AGF in cooperation with the GfK / TV Scope / media control, according to quota data. in the ARD, for example, 1.58 million viewers - but also celebrate great successes. So Peter Sagan took the green jersey again. Overall, the Slovak cyclist won the sprint classification of the event for the seventh time. In addition, with Emanuel Buchmann's fourth overall finish, the best finish of a grand tour in the youngest team history, and at the same time the best result of a German for 13 years.

"That was a perfect tour for us! We have achieved all goals, stage victory, green jersey and the targeted top ten in the overall standings, we have even exceeded the fourth rank of Emanuel," said team manager Ralph Denk. "I am especially proud of the entire team Bora - Hansgrohe today for two reasons: first, Peter Sagan has won his seventh green jersey, a record for which we have put together the environment; and secondly, Emanuel has finished fourth overall, a rider who has become a pro with us and whom we have carefully

developed in recent years. In the sprint and the classics we have been top in recent years, but this season we have also shown that we have developed enormously in round trips. Since this tour was the perfect proof. We will certainly enjoy this success a bit, but we will not rest on it. Because we have a lot going on, and we will continue to do our utmost to improve. I also hope that this success in Germany will bring cycling back into the public eye. Cycling would have earned it. "

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Links

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