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# Experience the Tour de France at Ride Out in Amsterdam

Ride Out, Amsterdam's pre-eminent Cervélo showroom has unveiled a new shop layout inspired by Tour de France along with a calendar of exciting events & rides.



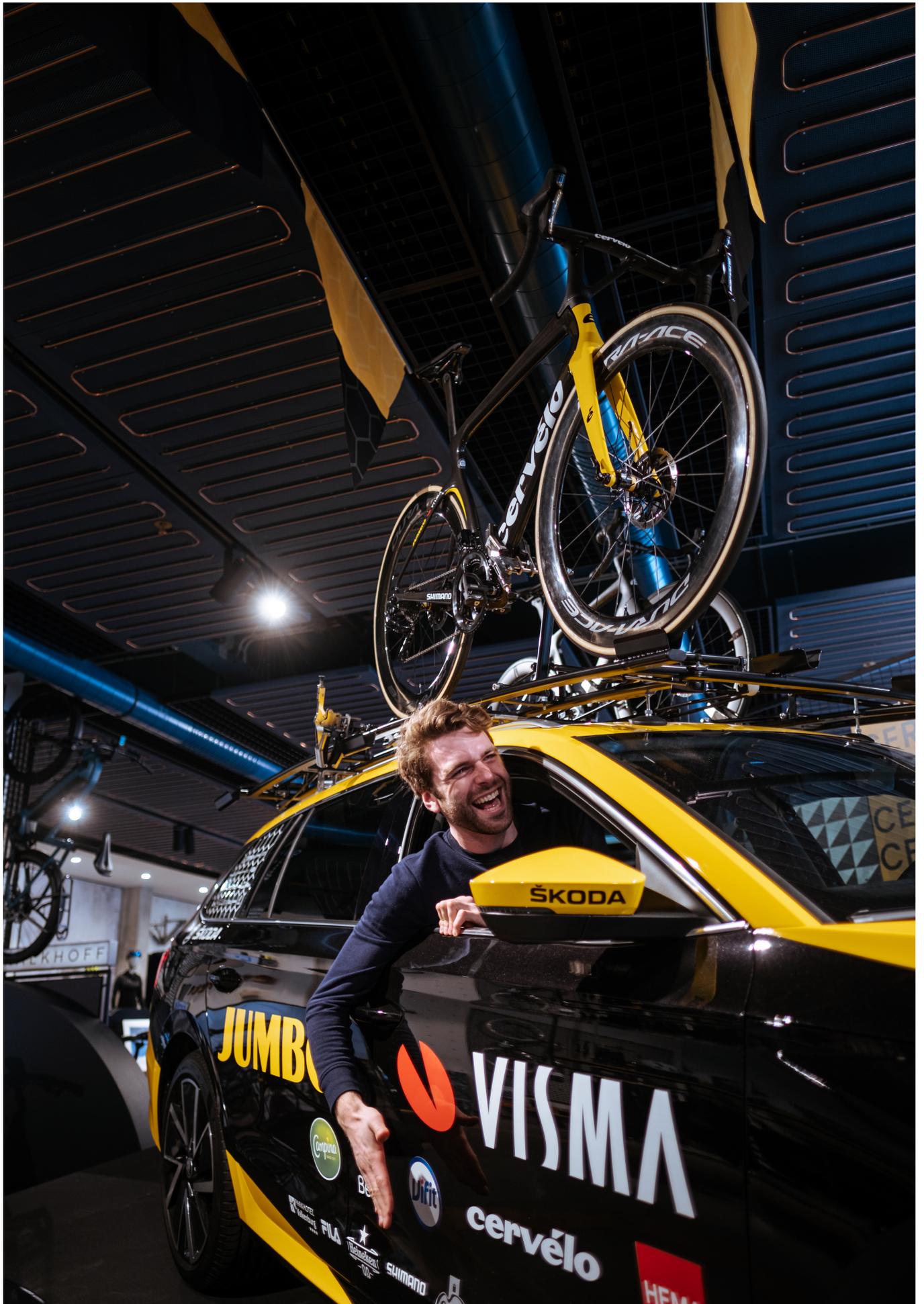
**Amsterdam, June 2021** – on the 26th of June, the biggest cycling event in the world, the Tour de France will begin. To celebrate it Ride Out has completely changed their concept store to TdF themed experience to bring the feeling of cycling's most famous race to fans in Amsterdam. From unique race artifacts, in-person events, rides & stage viewing parties in the new layout will make the riders feel like they are part of the race.

“Our store offers an ideal retreat for the shopping crowds for those who are looking for the best bikes or accessories or just want to have a cup of coffee and snack after a ride and watch a stage on the big screen behind the bar.”

Since 2021 Jumbo Visma is racing on Ride Out showcased brand, Cervelo bikes, there are 6 models in the showroom to check out.



Ride Out also has a team issue Skoda support car in the store. Fans can come check it out in-person and for those who are joining the social rides, they will be followed by the Škoda support car in case they need any assistance.





At RideOut bike fanatics will be able to watch the Tour De France surrounded by the exact same bikes (literally), support car and equipment as the team in the race.

TdF watching & riding options added to events section on the website ASAP & listed here:

<https://rideout.amsterdam/events/>



At RideOut you can also find the Tour de Tietema team since they are regularly participating in social rides organized by RideOut. Last weekend it was a special social ride where Bas Tietema and the crew took two shifts of 45km adventure. More on Tour de Tietema ride you can find here: <https://www.instagram.com/p/CQGLSQynmid/>

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About RideOut

Ride Out is the place for cycling enthusiasts. Visitors find inspiration there, come in contact with other enthusiasts to undertake and experience trips together the latest bicycle models. Ride Out is intended to provide all the news in the field of to show the bike, follow workshops, to be informed without obligation if you want to buy a bicycle and organize inspiration sessions. Ride Out is located at the Stadionplein in Amsterdam and is open from Tuesday to Friday from 10:00 to 18:00, Saturday from 10:00 to 17:00 and Sunday from 12:00 to 17:00

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