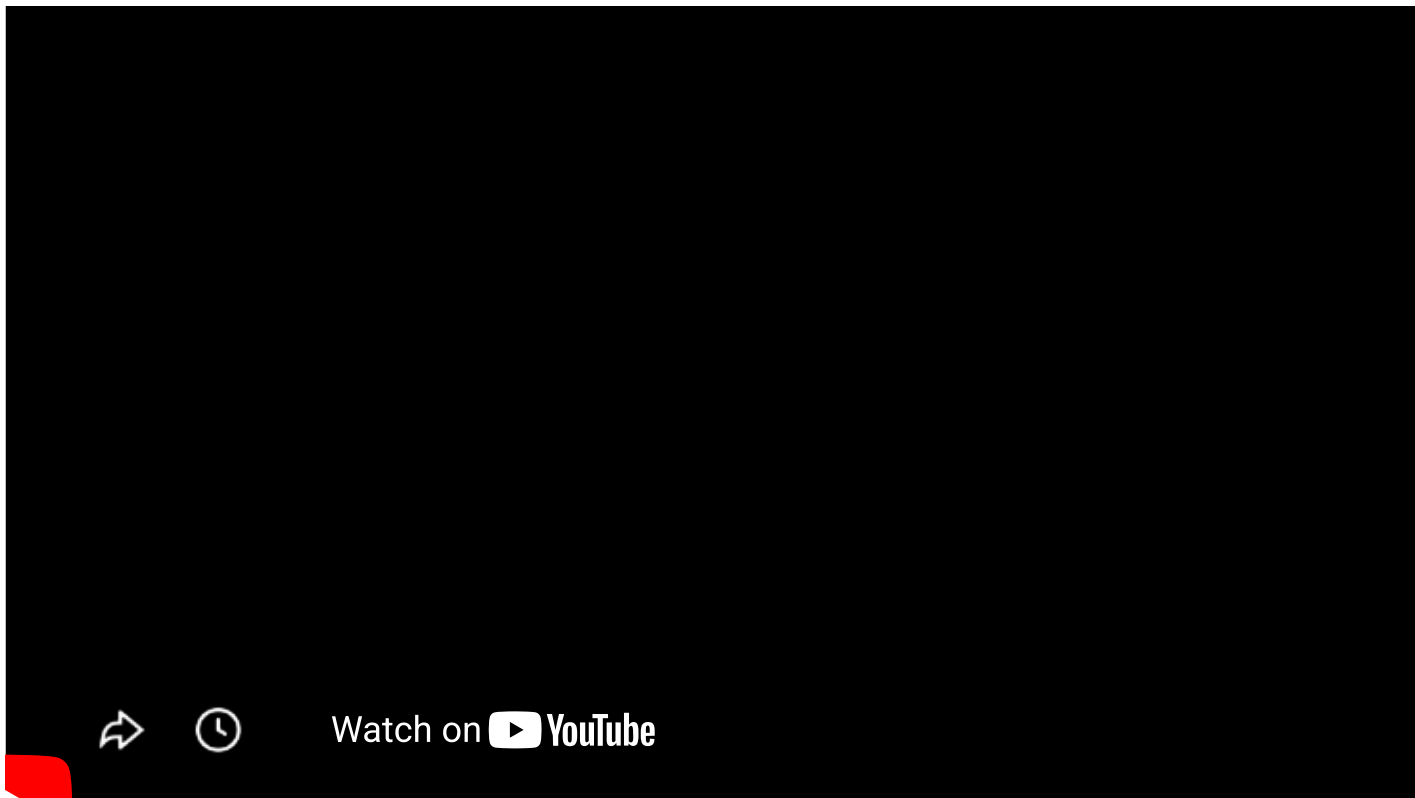




PARIS IS CALLING: THIS SUMMER GET TOUR FEVER WITH NEW, ICONIC ROADS IN PARIS

Short, sharp and built to sting: the Basilique du Sacré-Coeur de Montmartre climb in the heart of Paris is now on Zwift



▲ Trailer

The Tour de France is finally upon us and Tour Fever has firmly gripped Zwift, the official Training Partner of the Tour de France. To celebrate, Zwifters can now ride the newly expanded Paris map from today.



Zwift's original Paris map was created for the Virtual Tour de France, held on Zwift in 2020, and replicated the iconic finishing circuit of the men's Tour de France, which finishes on the Champs-Élysées. The new expansion roughly doubles the size of Zwift's Paris map and now mirrors the expanded finishing circuit, featuring the iconic cobbled climb to the Basilique du Sacré-Coeur de Montmartre. The new expansion includes the Montmartre KOM and three new sprints:

Église Sprint, Tchou Tchou Sprint and the Monceau Sprint.



At launch, Zwifters will have a total of 10 new routes to explore - 8 Ride and 2 Run. A full list of routes available to enjoy can be found below:

Crêpe Escape - 16.4km // 113m

This route is served hot featuring a single lap of iconic Champs-Élysées before the punch Montmartre climb in a single loop.

La Boucle - 16.0km // 118m

A single loop featuring a single lap of the punch Montmartre climb before sprinting down the iconic Champs-Élysées.

Paris Toujours - 69.2km // 448m

Paris is always there, always alive! Paris Toujours! This route is three laps around the Champs-Élysées and another three laps combining the Champs-Élysées and the Montmartre KOM via the Église Sprint.

Heart of Montmartre - 74.5km // 500m

Check your heart rate because this route is three laps around the Champs-Élysées and another three laps combining the Champs-Élysées and the Montmartre KOM via the Monceau Sprint.

Double Espresso - 30.5km // 222m

You won't be able to sleep tonight with two shots of the Champs-Élysées with another two shots of the Montmartre KOM.

Montmartre Mixer - 25.2km // 190m

A shot of Montmartre, a splash of Champs-Élysées, this route hits all the roads in Paris. Shaken not stirred.

Loop de loop de loop - 7.2km // 36m

One loop, two loop, three loop, déjà vu. A Paris spin that is fast paced too.

Cirque du Suffer - 20.9km // 29m

Around and around we go! 50 laps around the Arc de Triomphe with a sprint finish

Rues in Rythme (Run) - 5.0km // 34m

A short 5km run through the heart of Paris

Paris Pacer (Run) - 11.0km // 79m

Pace yourself because this route includes the climb up to Montmartre



Stage 1 of Zwift's Tour Fever campaign will offer the first event experience on the new expansion. Ride Tour Fever on Zwift with five stages inspired by the Tour de France and Tour de France Femmes avec Zwift. Explore five of the brand-new Paris roads, take on the Montmartre climb, and unlock fresh rewards as the summer of cycling takes center stage. Tour Fever takes place from Monday 6 July through to Sunday 16 August. There are five stages with a long and short option available - each stage is available for one week, followed by a makeup week when the remaining stages can be completed on demand.

Stage 1: **Loop de loop de loop / Montmartre Mixer**

Stage 2: Casse-Pattes / Road to Sky

Stage 3: **Crêpe Escape** / Three Musketeers

Stage 4: Hell of the North / Ven-Top

Stage 5: **La Boucle / Double Espresso**



There is also the Ultimate Challenge available for those wishing to tick off every available route for Tour Fever. Complete 7 of 10 routes to earn 500XP and complete 10 of 10 routes to unlock the Tour Fever Bucket Hat. Complete all five stages and unlock the Tour Fever Kit and Watch the Femmes Kit. For those wishing to get a taste of the L'Étape experience, complete either of the Stage 4 long events to unlock the women's L'Étape due Tour de France Femmes kit.



▲ Drop Shop Bikes

As Tour Fever takes over the summer, the Drop Shop is embracing the spirit with the biggest drop Zwift has ever done. With drops ready to spend, now's the perfect time to upgrade and ensure you're ticking off routes with the perfect set up. New bikes include Cervelo S5, Cannondale's SuperSix Evo, Giant Propel ADSL 0, and Wilier Filante SLR ID2. Looking to upgrade your wheels? There's Reserve 57/64 and Reserve 34/37, Cadex Max 50 and Miche. Build your setup, ride what the pros ride, and gear up for every climb, sprint and stage this summer.

More information on Zwift's latest expansion and details on Tour Fever can be found at www.zwift.com/tour-de-france

Additional images: [see here](#)

ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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