

## UCI 2027 CYCLING WORLD CHAMPIONSHIPS HAUTE-SAVOIE MONT-BLANC ANNOUNCE CB AS FIRST OFFICIAL PARTNER

The Organizing Committee of the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc announces CB (Cartes Bancaires CB), a major player in card and mobile payments in France, as its first Official Partner. This partnership marks a key milestone in the build-up to this historic global cycling event.



### **CB joins as first Official partner**

Through this major partnership, CB, already supporting the French cycling and para-cycling teams—will showcase its tricolor identity on the international stage and further strengthen its commitment to a sport that embodies its core values: performance, innovation and inclusion.

As popular and accessible sport, deeply rooted in local communities and forward-looking, cycling naturally resonates with CB's DNA and its commitment to serve both the real economy and everyday citizens. By partnering with an event set to become the largest cycling event ever organized, CB reaffirms its commitment to support unifying and meaningful events that promote French excellence worldwide.

*“We are very pleased to welcome CB as the first Official Partner of the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc. This partnership sends a strong signal for the development of the event and highlights the attractiveness of this unique project, which aims to bring together the different cycling disciplines at the same time and celebrate cycling in all its forms. It marks the beginning of a positive partnership dynamic, with further announcements coming very soon,”* said Michel Callot, President of the Organizing Committee.

Martial Saddier, President of the Haute-Savoie Department, host territory: *“We are delighted to welcome CB into the peloton of partners for Haute-Savoie Mont-Blanc 2027. This commitment strengthens the momentum behind this exceptional event, which will showcase Haute-Savoie and France on the global stage.”*

For Philippe Laulanie, Chief Executive Officer and Board Member of CB: *“CB is proud to become a partner of the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc. This exceptional event, hosted in France, reflects values that are central to us: sporting and human performance, innovation, and social and territorial inclusion. For CB, supporting this global cycling event on home ground was a natural choice. Through this partnership, we support a popular, sustainable sport that is accessible to all and firmly focused on the future. We will also help transform the energy of the French national teams’ performances into meaningful actions, ensuring that every French podium finish generates lasting solidarity.”*

### **One french medal = one charitable donation**

On the occasion of the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc, CB will turn sporting performances of the French national teams into acts of solidarity. Each medal won by a French athlete will trigger a donation to the french charity Premiers de Cordée, which promotes inclusion through sport for children who are ill or living with disabilities. The initiative aims to raise up to €50,000 thanks to the performances of French athletes.

Through this initiative, every UCI world title and medal won by a French athlete becomes a concrete driver of solidarity. Together, CB and the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc reaffirm their shared commitment to making sport more accessible and inclusive.

### **About the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc**

From August 24 to September 5, 2027, Haute-Savoie will host the second edition of the UCI Cycling World Championships, a groundbreaking event bringing together different cycling disciplines. Over 13 days, 20 UCI World Championships will take place across 15 iconic venues: Annecy, Châtel, Cluses, Doussard, La Clusaz, Rochexpo (La Roche-sur-Foron), Les Gets, Morillon – Grand Massif, Rumilly, Sallanches–Domancy–Pays du Mont-Blanc, Samoëns – Grand Massif, Saint-Pierre-en-Faucigny, Thônes, Ville d’Évian, and the National Velodrome of Saint-Quentin-en-Yvelines (78).

Nearly 15,000 athletes - elite and amateur - from the 206 UCI federations will compete for 281 UCI world titles in an event set to make history. This edition will showcase different cycling disciplines, including Olympic and Paralympic events, while also offering unprecedented visibility to lesser-known disciplines as well as formats open to amateur participants: a true celebration of cycling at every level.

Designed as an open and inclusive event, it places gender equality and inclusion at the heart of its organization. The program will conclude in Sallanches–Domancy–Pays du Mont-Blanc with the women’s road race, the final highlight of this global fortnight.

Developed with and for the region, the UCI 2027 Cycling World Championships Haute-Savoie Mont-Blanc aim to leave a lasting legacy by supporting cycling participation, the cycling industry, and year-round mountain tourism.

### About CB – Payments Made in France

Created in 1984 to implement a universal and interoperable card and mobile payment system, as well as a cash withdrawal system via ATMs in France, the CB Group (Cartes Bancaires CB) is the governing body of the CB card and mobile payment system. CB is the leading payment network in France, with more than 65% of everyday household spending made using a CB card or mobile payment.

In 2024, the CB network also represents:

- 77 million cards in circulation
- 44,000 ATMs
- 2.5 million CB merchant agreements
- 14.5 billion transactions (including more than 7 billion contactless and 2 billion e-commerce transactions), representing a total transaction volume of nearly €700 billion

More information: [www.cartes-bancaires.com](http://www.cartes-bancaires.com)

[hautesavoie2027.fr](http://hautesavoie2027.fr)  
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#### Host territory



#### Main Partners



#### Official Partners



#### Institutional Partners

