

Rapha.

PERFORMANCE ROADWEAR

PRESS RELEASE

Chiappucci and Leblanc Announced as Guests on the Rapha Randonnées

March 2010. Claudio Chiappucci and Jean-Marie Leblanc will be joining the Rapha Appennini and Alpine Randonnées, providing knowledge, insight and tales about the battlegrounds and regions the routes travel through.



With full support, carefully chosen hotels and cycling legends as guests, the Rapha Randonnées are week long point-to-point riding holidays which take endurance, teamwork and application but ensure a good night's sleep at the end of a challenging day's cycling. The unique appeal of Randonnées is down to the structure that gives them their name. Unlike most training camps or cycling holidays, the Randonnées are point-to-point adventures where each day presents a new goal, eighty to a hundred miles away. Reaching that goal takes you on new roads, often along the routes of racing history. Available from May to September and in conjunction with luxury cycling tour operators, La Fuga, three Rapha Randonnées cover routes through the Alps, the Pyrenees and the Apennines Mountains in Italy. Each trip runs over six consecutive days and only 12 spaces are available on each. Full mechanical assistance will be provided allowing the Randonneurs to focus on the riding and stunning scenery.

The Appennini and Alpine trips will feature two legends of the sport as special guests. Claudio Chiappucci and Jean-Marie Leblanc will provide knowledge, insight and tales about the battlegrounds and regions through which the Randonneurs will travel. Leblanc will be joining the Alpine route. He was General Director of the Tour de France from 1989-2005 and is one of the most respected men in the world of road racing. Chiappucci, nicknamed *El Diablo* for his attacking style on the bike, has a vast knowledge of Italian Cycling and is a colourful personality. For two consecutive years he finished on the podium in the Giro d'Italia and came second in the 1990 Tour de France (the first Italian to make the podium at the Tour since 1972). This trip will provide the chance to ride with one of the most important cyclists of the 90s.

Rapha founder and Chief Executive, Simon Mottram, has organised cycling trips like these for his friends for ten years and described the unique appeal of the Rapha Randonnées:

"On Randonnées like this, the thing I look forward to most is the constant rhythm of the ride, day after day for a week...Following this routine, all you focus on is the effort of riding and the company of your fellow riders. The stresses and pressures of normal life fade away after a couple of days. Email is forgotten and priorities are changed for the better. It's a simple existence and a powerful counterpoint to our sedentary lives. And, with the excellent service and support offered on the Rapha Randonnées, you can enjoy this cleansing and uplifting adventure to the full, without worrying about food, accommodation or mechanical assistance."

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Rapha website: www.rapha.cc

Rapha press area: www.rapha.cc/press-area

La Fuga website: www.lafuga.cc

Randonnée prices and dates: <http://www.rapha.cc/rapha-randonnees>

Further Information

Rapha

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.

Randonnées

Randonnée: a type of organised bicycle ride, typically covering between 100 to 1,200 km.

The traditional 'Brevets' and 'Randonneur' rides of Europe are tests of endurance, self-sufficiency and exploration. Inspired by such riding, Rapha Randonnées have been conceived in collaboration with [La Fuga](http://www.lafuga.cc) as exclusive point-to-point adventures.

Jean-Marie Leblanc, guest at the Randonnée Alpine

General Director of the Tour de France from 1989 to 2005, Jean-Marie Leblanc has been instrumental in modernising road racing and bringing it to a global audience. A professional racer turned sports journalist, he is one of the most respected and knowledgeable men in the world of road racing. His insights into the sport, the riders and history will make for an intriguing guest appearance.

Leblanc:

"We live in an age where people need to live strong emotional experiences. We need to travel and to dream. Cycling is one of the few sports capable of fulfilling all those dreams. In most sports the emotions are tied directly to the athletic performance, but a stadium doesn't make us dream like the Alps can."

(quoted from Bicycling magazine)

Claudio Chiappucci, guest at the Randonnée Appennini

Born near Varese, Italy, the special guest for the Randonnée Appennini, 'El Diablo', has a wealth of knowledge on Italian cycling and vast experience of riding and racing in his native land, competing at events such as the Giro d'Italia (where he placed 2nd in both 1991 and 1992) and the Giro dell'Appennino.

Rising to stardom in the 1990 Tour de France where he came second to Greg LeMond, Claudio Chiappucci was the first Italian cyclist to arrive on the podium at the Tour since Felice Gimondi in 1972. In the 1991 season Chiappucci confirmed his credentials as a tough racer by winning at the Milan San-Remo and again finishing on the podium at the Tour and the Giro. His most famous Tour win was stage 13 to Sestriere in his homeland, when he attacked on the first climb and made an amazing solo ride to the finish after a thrilling chase by Miguel Indurain. Claudio will join the Randonnée riders at the Porretta Terme accommodation on Sunday 2nd May, enjoying a few celebratory drinks after day one. He will then ride with the randonneurs on day two: Porretta Terme to Poppi.