

TOUR DE FRANCE™

FROG BIKES & A.S.O ANNOUNCE LAUNCH OF TOUR DE FRANCE™ KIDS BIKES

A.S.O. and Frog Bikes have a shared desire to increase cycling participation in children, helping them develop lifelong skills and become the champions of tomorrow.

Both Organisations are committed to the future of cycling:

- Cycling and the planet - strong environmental values and credentials
- Cycling as a mode of transport - supporting the development of cycling infrastructure in towns and cities
- Cycling and young people - developing skills through training programs and cycling associations / clubs
- Cycling and wellbeing - encouraging an active and healthy lifestyle through cycling from a young age

ABOUT A.S.O

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 240 days of competition per year, with 90 events in 25 countries.

A.S.O. is involved in 5 major sports including cycling with Le Tour de France™, motor sports with the Dakar, sailing with the Tour Voile, mass events with the Schneider Electric Marathon de Paris and golf with the Lacoste Ladies Open de France. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe. To learn more about A.S.O., visit www.aso.fr

"Frog Bikes were the obvious choice for a collaboration to develop a range of Tour de France™ kids' bikes. We were impressed with the research and attention to detail that has gone into the lightweight bikes. Frog Bikes also shares our values regarding our commitment to the future of cycling, children and the planet. We are looking forward to seeing lots of children riding around on the new range."

CLÉMENT MONTEIL, A.S.O. LICENSING

