

## Press release

**From June 20 until August 25, 2019**

**Autoworld - Brussels**

**Presents**



# CYCLING LEGENDS

## Autoworld celebrates the Tour de France

Just this once won't hurt. This summer the Tour de France will set-off from Brussels! To celebrate the event, Autoworld is organising, in parallel with the exhibition celebrating the hundredth anniversary of the make Citroën, a truly unique retrospective of the history of cycling and its legends since its beginnings in 1819.

Let's also remember that the halls that currently house the museum were the venue of the first Motor and Cycle Show's as from 1902.

### An unusual exhibition

This historic moment in the history of the sport will be retraced in the exhibition "Cycling Legends" based on 3 major themes:

- \* 200 years of history of the greatest champions (1819 - 2019),
- \* the gallery of 100 years of the yellow jersey (1919 - 2019)
- \* and a page exclusively dedicated to the greatest Belgian champions (1919 - 2019).

Loads of emotion in sight for each visitor, as they come across bicycles of former champions, their jerseys, their trophies, old rare posters and various historical documents.

The fruits of 30 years of research and collecting, 200 years of cycling history will be on show. The first ever official races in 1869, the first major "town-to-town" events as from 1891 which were to become classics, show races on the track from the roaring twenties, the championships, the globalisation of cycling as from the 1990's, it's a whole world being displayed over a period of two months next summer, allowing the visitor to relive the greatest moments of this highly popular sport.

More than 600 unique objects, rarely or never exhibited before.

Among others, and by way of their equipment and their anecdotes, one will come across Maurice Garin, the first winner of the Tour de France in 1903, the Campionissimo Fausto Coppi, Alberick Schott, Rik Van Steenbergen, Freddy Maertens, Joop Zoetemelk, Francesco Moser, Roger De Vlaeminck, Eddy Merckx, Bernard Hinault, Lucien Van Impe, Chris Boardman, Mario Chipollini, Johan Museeuw, Eugène Christophe the first wearer of the yellow jersey in 1919 and Firmin Lambot the first Belgian in yellow in Paris in that same year, as also more than 30 yellow jerseys of the greatest champion winners of the Tour de France

(Louison Bobet, Jacques Anquetil, Louis Ocana, Eddy Merckx, Bernard Thévenet, Miguel Indurain, Greg Lemond, Alberto Contador, Cadel Ewans, Chris Froome...).

The "Cycling Legends" exhibition is organised in collaboration with the collector Emmanuel Dehan, who very kindly loaned us his collection.

Visitors who so wish can also have access to the museum and its exhibition "Citroën 100 Years" with a combined ticket.

**Useful Information:**

**Autoworld** - Esplanade du Cinquantenaire – 1000 Brussels

Open daily – even on Monday – from 10.00hrs until 18.00hrs

Price for the "Cycling Legends" exhibition: 5€/adults - 3€/seniors-students-children

Entrance fee to the museum: € 12/ adult - € 10/ senior – € 9/ student - € 5/child from 6-12 years – free for child younger than 6 years

Combined ticket museum & Cycling Legends: 15€

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