



## PRESS RELEASE

Budapest, 27 April 2010

### Erste Tour to hit the road in May

Road race for amateurs in pro setting

**Budapest, 27 April 2010 – Courtesy of Erste Bank, the timetable of Hungarian bicycle sport is extended as of May this year with an amateur series consisting of three races. The financial institution has devised the series dubbed Erste Tour in collaboration with Magyar Kerékpáros Szakági Szövetség [Association of Hungarian Bicycle Divisions], one of the oldest sport associations in Hungary, looking back more than 100 years. The main prize of the race is a HUF 840,000 Scott Addict R2 road race bike.**

Regarding the new racing event, Imre Sztanó, Erste Bank Hungary's Deputy CEO in charge of the retail division and the mastermind behind the race, underlines that Erste Bank – as a decisive player in the banking market in Hungary and the Central European region – is a committed supporter of sports, particularly amateur sports. The cooperation with Magyar Kerékpáros Szakági Szövetség provides a guarantee for the races of Erste Tour to be organised at an outstanding standard.

Regarding the collaboration with Erste Bank, Zsolt Törzsök, Chairman of Magyar Kerékpáros Szakági Szövetség, emphasises that Erste has been the first major financial institution in the past 20 years to reinstate sponsorship in the Hungarian cycling sport, which might give the entire sport a renewed momentum.

A barely hidden objective of the organisers is to bring the experience of pro cycling closer to amateur sportspersons in Hungary. As a unique feature in Hungary, the races of the Erste Tour assure amateurs the same conditions as in pro races by observing relevant international rules (applied by the UCI). As a result, the participants of the tour should expect organising, road safety, refreshments, and other services at a standard that has so far been available in Hungary in pro races only. The last race of the Erste Tour will be held on the same day and partially in the same stage as the Central-European Tour, the largest multi-day pro road bicycle race in Hungary.

In each race of the Erste Tour competitors will be pitching their skills and stamina in nine demographics for males and three for women in long- and short-distance races, depending on their age. Long-distance races range from 80 to 115 kilometres, the shorter versions run between 10 and 25 kilometres, both featuring a considerable level difference. All three races will be fought in classical routes well-known in the Hungarian amateur cycling scene, including the inclines leading to the Vaskapu [Iron Gate] in Esztergom or the Tihany Abbey in Tihany. Similarly to pro races, the stage winners will get to wear individually designed Erste Tour jerseys.

Not only the quality of race organisation, but the prizes offered in the race are outstanding, downright unique in amateur races in Hungary. Valuable prizes will be drawn among contestants finishing the aggregate race, including five pairs of Mavic Ksyrium Elite wheels and ProBike shopping vouchers

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totalling HUF 625,000. The main prize is a HUF 840,000 Scott Addict R2 road race bicycle. The first 100 riders that enlist for all three races will be given an individually designed Erste Tour jersey. Since Erste Group is a committed supporter of young talent, the best riders in junior age groups will receive special prizes.

Tour schedule:

Erste Tour Esztergom – 16 May 2010

Erste Tour Tihany – 13 June 2010

Erste Tour Szerencs – 24 July 2010

For further information about the race and registration, visit [www.erstetour.hu](http://www.erstetour.hu)

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