



### **The Tour de Pologne remains at the top of the world of cycling**

*With its place on the 2026 WorldTour calendar confirmed, the race once again proves itself to be a constantly growing global brand.*

The Tour de Pologne has been part of the UCI WorldTour circuit for twenty consecutive years. This was announced following the publication of the final calendar for 2026 by the Union Cycliste Internationale (UCI). This historic Polish national race will once again join the most prestigious international cycling events, taking place from 3 to 9 August.

The countries hosting one-day or stage races on the 2026 UCI WorldTour calendar are: Australia, the United Arab Emirates, Belgium, Italy, France, Spain, the Netherlands, Switzerland, Germany, Denmark, Poland, Canada and China. Of these, only France, Italy, Spain, Belgium and Switzerland will have more race days than Poland. Poland is one of only thirteen countries worldwide, and nine in Europe, with the privilege of hosting a UCI WorldTour event, which is the highest level of professional road cycling. The Tour de Pologne has held this status since the series' inception in 2005, when it was known as the UCI ProTour.

Over the years, the Tour de Pologne has become a globally recognised cycling brand, renowned for its consistent growth, logistical complexity, and excellent organisation. Each stage requires around 20 trucks to transport infrastructure and a team of 300 people for setup. Ensuring the safety of a 200-kilometre stage requires around 2,000 people, including law enforcement officers, emergency services personnel and volunteers. Thanks to the television signal produced by Telewizja Polska (TVP) and the renewed partnership with Eurosport, the race now reaches every continent. Eurosport alone broadcasts the event in 65 countries, with additional rights sold individually to other networks.

“No other event in Poland involves so many people or promotes our country abroad as effectively as the Tour de Pologne,” said Czesław Lang. ‘I raced in the peloton for many years and I still have friends all over Europe. They watch the Tour de Pologne and then call me to congratulate us on how much the country has changed — our landscapes, monuments and new roads. They see all this thanks to our broadcasts. We work closely with the Polish Tourism Organisation and TVP to identify, visit and film the most beautiful places in the country in advance. When we reached the Bieszczady Mountains, two French technicians from the TV crew were so fascinated that they immediately bought land there. They told me that they can’t imagine living anywhere else once they retire.”

Under Lang’s leadership, promoting Poland has become an integral part of the Tour de Pologne’s identity. His deep historical awareness and patriotism have driven him to use the race to tell the world about his country, even during its most difficult periods.

The Tour de Pologne is not only a cycling race, but also an opportunity to reflect on history and shared values. When the race passed through the site of the former Auschwitz concentration camp, the riders stopped to lay flowers and pay tribute to the victims, remembering the tragic history of the place. The 70th edition of the race followed the theme 'From Italy to Poland in the footsteps of John Paul II', evoking the link between the two nations through the figure of the Polish pope. In 2014, the Tour de Pologne paid tribute to the heroes of Solidarity with a symbolic stop in front of the gates of the Gdańsk Shipyard. Such moments demonstrate how the event combines sport, memory and national pride, transforming each stage into an occasion for reflection and shared emotion.

None of this would be possible without the race’s long-standing partners. The Tour de Pologne has always attracted some of the most prominent brands from the Polish and international business worlds. In 2025, ORLEN, one of the country’s largest companies, was the main partner, with Decathlon and PZU among the official sponsors and Totalizator Sportowy as a strategic partner.

However, the Tour de Pologne 'family' is much broader, including other sponsors, media partners and, of course, the host cities. Thanks to their support, the race continues to evolve year after year, introducing innovations such as a fleet of the latest Toyota and Lexus vehicles. The Japanese automotive giant, renowned for its long-term strategic partnerships, provided over 40 cars for the 2025 edition through Toyota Central Europe, Toyota Radość, and LexusWarszawa Radość.

This year, Grupa Transportowa joined the list of official logistics partners, managing the transport of 13 tonnes of top-of-the-range cycling safety systems manufactured in Belgium by BOPLAN. Last year, the finish area and podium were completely redesigned. The new 13-metre-wide foldable stage allows for a modern sponsor display and features three LED screens, with the largest measuring five metres in width. This gives spectators the chance to experience the race atmosphere long before the riders arrive.

“We do all this for the people, for the fans,” emphasises Czesław Lang. “Today, few things can bring people together like sport, and cycling in particular. You don't need a ticket; you just step outside your house and watch the race go by. The Tour de Pologne is a huge challenge — it's not easy to design a route that pleases everyone or to balance the budget — but when I see the enthusiastic crowds and get figures showing three million people along the roads, I feel immense satisfaction. That's what gives me the motivation to keep going.”

The strength of the Tour de Pologne brand is evident from the numerous awards it has received. Poland's national race has repeatedly been named “Event of the Year” in Przegląd Sportowy's annual poll, while the organiser, Lang Team, has earned prestigious honours such as the Demes Award and the Teraz Polska distinction. These accolades celebrate not only the event's organisational and sporting excellence, but also confirm the Tour de Pologne's status as an international symbol of Poland — an event that unites passion, history, innovation and spectacle, leaving a lasting impression on athletes, fans and host cities.