BEKING

BACK TO BIKE

The BEKING PRO-AM celebrates cycling and the joy of sharing it

Former professionals, athletes from different sporting disciplines and cycling enthusiasts come together in Monaco for a day centred on sport, human connections and solidarity.

There is a way of experiencing cycling that goes beyond competition and results. This is what BEKING brings to Monaco every year, where professional riders, former cyclists, athletes from other disciplines, and enthusiasts reunite for a day when the bike becomes an opportunity to meet, share experiences, and support a good cause. The Pro-Am is one such moment.

Side by side on the bike, riders who have spent years racing together come together with new generations of cycling enthusiasts, in an environment that is completely different to the demands of the professional calendar. For **Nicolas Roche**, who will be taking part in BEKING for the fourth time, this is precisely what makes the event so special: "*I really appreciate what BEKING does and what it stands for. Of course, charitable work is very important, but I also see it as a celebration of cycling in Monaco: a big family day, with children getting involved and fans having the chance to experience something truly unique. It's great to be part of this wonderful adventure and to come together once a year to enjoy a special day*."

The opportunity to meet and share a passion for cycling takes on particular significance for those who call Monaco home. **Antoine Berlin**, a former professional cyclist and a Monégasque, sees BEKING as an opportunity to strengthen the connection between the Principality and international cycling: "*I am proud to see Monaco hosting an event that brings together champions of different nationalities, cycling enthusiasts and children who come with their families and their dreams. Many riders train here throughout the year. BEKING gives them the opportunity to share their passion with the people they meet every day and to use their profile to support charitable projects. In my opinion, it is one of the finest ways to showcase Monaco through sport.*"

The chance to ride together, away from the hierarchies and pressures of professional racing, is also one of the aspects most appreciated by those who have spent much of their careers at the highest level. **Jakob Fuglsang** highlights how BEKING offers an opportunity to introduce cycling to people of all ages, abilities and backgrounds: "*I have been part of many different eras in this sport and have raced alongside several generations of cyclists. It is always nice to see each other again. Events like this show that cycling is for everyone and that you can still have fun together, even when people have very different levels and experiences.*"

In the Pro-Am, however, sharing the road also means finding the right balance within a team. A principle that **Manuel Quinziato** knows well: "*In the Pro-Am, just as in team time trials in general, it is important to manage the team and find the right balance. Just like in life*." For **Steven Kruijswijk**, BEKING is also an opportunity to rediscover the more carefree side of the sport: "*It allows us to show the lighter side of racing and reminds us why we all fell in love with the bike in the first place. Riding with fans and friends for a good cause is always special, and knowing that we can use the bike to make a real difference feels great.*" A connection with cycling that does not end when a professional career comes to a close. **David Tanner** started racing competitively at just nine years old and reflects on how much the bike has contributed to shaping the person he is today: "*Cycling has been a huge part of my life and has had an incredibly positive impact on who I am today. Even after retiring from professional racing, that connection and passion for the sport never disappears.*"

This is also why coming together at events like BEKING continues to hold such special meaning. For **Niccolò Bonifazio**, riding alongside former teammates once again brings a wealth of emotions, especially when everyone is united by a charitable cause. **Sonny Colbrelli** shares the same

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conviction: "*It is really great to be able to stay connected with cycling through initiatives like this. It would be wonderful to see even more of them. Whenever people come together to support a good cause, in any field and in any way, it is always important.*"

BEKING is also a place where cycling meets other sporting disciplines. **Brendon Hartley**, a leading figure in motorsport, sees many similarities between the two worlds: "*Motorsport and cycling have a lot in common. Both require dedication, teamwork and a competitive spirit, as well as a constant desire to improve. Cycling is a great passion of mine outside motor racing, so I am really happy to be part of BEKING.*" For **Francesco Castellacci**, a professional endurance racing driver, cycling is also an important part of his athletic preparation: "*It is one of the best ways to train and prepare for races. It also helps maintain the focus needed to compete in very long events.*"

For **Ilaria Sanguineti**, giving female athletes a platform through events like BEKING helps raise the profile of women's cycling and inspire younger generations: "*It is a way to celebrate female athletes, raise awareness of our sport and show that cycling is becoming increasingly open to everyone. Opportunities like this are essential to inspire younger girls and encourage them to discover the world of cycling*."

This is the common thread running through all these different experiences and perspectives: a passion for sport, lived in different ways and at different stages of life, and the desire to turn it into an opportunity to make a positive difference. At the BEKING Pro-Am, what matters is not the path each person has taken, the discipline they come from or their level on the bike, but the opportunity to come together, share the same road and contribute to a common goal. Because when sport becomes a language that brings people and generations together, its value goes far beyond competition.

BEKING 2026 – Sunday 29 November, Port Hercule, Monaco

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