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Tour de Suisse: World-class field and strong new partnerships

The Tour de Suisse 2026 presents a high-calibre international line-up in both the women's and men's races and sets a strong signal for elite international sport with its new Premium Partners Lidl, Zondacrypto and official fan travel offerings.

World elite at the start

The world's top teams will be represented in both the women's and men's races.

At the Tour de Suisse Women, 13 out of 14 UCI Women's WorldTeams will be on the start line, including FDJ United – Suez, AG Insurance – Soudal Team, Canyon//SRAM Zondacrypto, Lidl-Trek, Team SD Worx – Protium, Movistar Team and Liv AlUla Jayco. The field is completed by one ProTeam, one Continental Team and the Swiss team Nextetis.

The men's race is equally strong: all 18 UCI WorldTeams will compete, led by world-class teams such as UAE Team Emirates - XRG, INEOS Grenadiers, Lidl-Trek, Red Bull – BORA – hansgrohe, Soudal Quick-Step, Bahrain Victorious and Alpecin-Deceuninck.

The line-up is complemented by the two ambitious Swiss ProTeams, Tudor Pro Cycling Team and Q36.5 Pro Cycling Team, adding further excitement on home roads. The 2026 edition of the Tour de Suisse offers a compelling mix of established stars and teams alongside emerging talents.

Lidl becomes Freshness Partner of the Tour de Suisse and presents the Points Jersey

With Lidl Switzerland, the Tour de Suisse welcomes a strong new Premium Partner and official Freshness Partner, committing to a two-year partnership. As presenter of the Points Jersey, Lidl will be visible throughout the race and will use the Tour de Suisse platform to engage directly with fans through a range of activations focused on movement and healthy nutrition.

Zondacrypto becomes Premium Partner of the Tour de Suisse and presents the Young Rider Jersey

Zondacrypto, an internationally active and innovative crypto company, joins the Tour de Suisse as a new Premium Partner. As presenter of the Young Rider Jersey, Zondacrypto places a clear focus on the next generation of cycling and supports young talents on their path to the top.

Zondacrypto is already well established in international sport and is actively involved in cycling – particularly in women's cycling. Through its engagement with the Tour de Suisse, the company strengthens its presence in the Swiss market while contributing to making access to cryptocurrencies more accessible to a broader audience.

Gabriela Buchs, CEO of Cycling Unlimited:

“With Zondacrypto, we are gaining an innovative partner with a strong international footprint in sport and a clear commitment to investing in the future of cycling. The combination of technology and innovation aligns perfectly with the strategic development of the Tour de Suisse, where we are placing greater emphasis on innovation, fan proximity and new activation opportunities.”

Twerenbold as new travel partner

With Twerenbold as Official Travel & Experience Partner, the Tour de Suisse becomes more accessible and comfortable for fans than ever before. Specially designed experience packages allow fans to enjoy selected stages on-site – in Locarno, Bad Ragaz, Aarburg or Villars-sur-Ollon – in a relaxed and convenient way.

In addition to comfortable return travel, guests benefit from direct access to the fan zone and finish area. The Comfort package also includes reserved covered grandstand seating.

Tickets and further information will be available from 2 April via Ticketcorner and on the Tour de Suisse website. Availability is limited to 100 places per day.

This partnership strengthens the overall fan experience and opens up the event to new target groups – from casual fans to organised groups. At the same time, the collaboration with Twerenbold underlines the ambition to make the Tour de Suisse accessible to a broad audience.

TdS Explorer: Tour de Suisse for everyone

The TdS Explorer kicks off the new season on 3 April, right at the start of spring. Fans can follow in the footsteps of the pros and explore the stage locations of the Tour de Suisse 2026 – whether by bike, e-bike or on foot.

From April to September, participants can visit predefined locations along the route, collect checkpoints and earn exclusive rewards.

Launched last year, the TdS Explorer is not a race but a personal experience that combines movement and exploration, bringing the Tour de Suisse closer to the public even before the first stage begins. More information on participation and prizes is available at: <https://www.tourdesuisse.ch/explorer/>

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