



PRESS RELEASE BASIC-FIT



BASIC-FIT CHAMPIONS THE POWER OF TEAMWORK, FROM PARIS-NICE TO THE 2026 TOUR DE FRANCE

Hoofddorp, March 5, 2026 – Basic-Fit, Europe’s leading fitness operator with more than 2,150 clubs across twelve countries, is entering its second consecutive year as an official partner of professional cycling race season, with an enhanced activation platform built around teamwork and well-being.

Building on the success of 2025 and under its new *Join the Feel Good Club* brand platform, Basic-Fit is evolving its communication towards a more emotional territory, highlighting community spirit, shared positive energy, and mental and social well-being alongside physical fitness.

The 2026 season kicks off this March with the Paris-Nice race, where Basic-Fit will serve as Official Fitness Partner and Official Sponsor of the Team Classification from March 8 to 15, 2026. The partnership will then continue with the Tour Auvergne-Rhone-Alpes, the Tour de France and the Tour de France Femmes avec Zwift, as part of a multi-year agreement.

A Partnership Celebrating Team Spirit, from Paris-Nice to the Tour de France

As Official Sponsor of the Team Classification, Basic-Fit highlights the strength of collective effort, from the start of the season to the Grand Tour in July.

Riders leading the team standings will wear distinctive race numbers in Basic-Fit colors at each stage, symbolizing individual performance driven by team spirit, much like the dynamic within a fitness club.

In addition to the Tour de France and the Tour de France Femmes avec Zwift, the partnership also includes Paris-Nice and the Tour Auvergne-Rhône-Alpes, positioning Basic-Fit as a key presence throughout the cycling season.

This commitment reflects the company’s ambition to democratize access to sport and promote the full benefits of physical activity: fitness, health, mental well-being and social connection.

At Paris-Nice, Basic-Fit will go one step further by awarding one year of free membership in its clubs to riders from the team winning the overall Team Classification, extending the race experience beyond the finish line and into the gym.

A Stronger Commitment to Women and Local Communities

In line with its strategy to further develop women's fitness within its clubs, Basic-Fit will strengthen its presence at the 2026 Tour de France Femmes avec Zwift, featuring an expanded women-led caravan and dedicated activations at stage starts in France.

Through this initiative, the brand aims to increase visibility among spectators, female riders and women participants, while reflecting the growing presence of women within its clubs.

Basic-Fit also intends to deepen its local engagement through a closer collaboration with its own clubs located along the race routes. In-club activations will be redesigned across several levels of involvement - fully activated clubs, clubs near the route, and clubs located directly on the course - bringing members and fans closer to the excitement of the 2026 professional cycling season.

[Marine Lorphelin](#) will make an exclusive appearance on one of the stages of the 2026 Tour de France in France as a Basic-Fit ambassador.

ABOUT BASIC-FIT

With more than 2,150 clubs, Basic-Fit is the largest and fastest growing fitness operator and franchisor in Europe. The company operates in twelve countries and has more than 5,7 million memberships across owned and franchise clubs. On a daily basis, members can work on improving their health and fitness in our clubs. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all people who care about their personal health and fitness.

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