



PRESS RELEASE BASIC-FIT



BASIC-FIT WILL ATTEMPT TO BREAK GUINNESS WORLD RECORDS™ TITLE WITH MASS FITNESS CHALLENGE ON JULY 18 ON THE ROUTE OF THE TOUR DE FRANCE



OFFICIAL ATTEMPT

Hoofddorp, June 30, 2026 – On Saturday, July 18, 2026, during the Mulhouse–Le Markstein stage of the Tour de France, Basic-Fit, Official Tour de France Fitness and Best Team Classification Partner, will attempt an official **GUINNESS WORLD RECORDS** title for "Most people doing 'mountain climber'* exercises simultaneously". Designed as a large-scale, inclusive and inspiring sporting moment, the event will take place at the Col Amic in the Alsace region and aims to bring together hundreds of participants. Through this initiative, Basic-Fit wants to celebrate the power of collective energy and create an accessible, motivating and memorable experience that reflects both the spirit of the Tour de France and the company's mission to make fitness available to everyone.

If successful, this initiative could become one of the largest collective fitness challenges ever organized in France and one of the most ambitious public fitness activations ever done by Basic-Fit. Bringing together hundreds of participants on the route of one of the world's most watched sporting events, the attempt aims

to transform a simple fitness movement into a landmark moment of collective participation.

A Collective Challenge at the Heart of a Major Sporting Event

On July 18, 2026, during the Tour de France stage from Mulhouse to Le Markstein, Basic-Fit will organize an official GUINNESS WORLD RECORDS attempt at Col Amic centered around a collective Mountain Climber challenge. Taking place during one of the world's most famous sporting events, the initiative aims to gather hundreds of participants, including many Basic-Fit members who will be transported to the site by the brand in a festive and community-driven atmosphere.

The objective is simple: transform a fitness exercise that anyone can do into a large-scale collective experience, taking place as the Tour de France riders make their way through the region.

With this initiative, Basic-Fit aims to create one of the summer's standout sporting and media moments while building on the momentum of an event followed by millions of people around the world. More than a record attempt, it is an opportunity to showcase how accessible fitness can create memorable shared experiences.

An Official Attempt Following GUINNESS WORLD RECORDS guidelines

The event will be conducted in accordance with the official GUINNESS WORLD RECORDS verification process.

The attempt will include:

- Participants recruited by Basic-Fit;
- Dedicated stewards responsible for validating the correct execution of each movement;
- Independent witnesses;
- And an official GUINNESS WORLD RECORDS adjudicator on site to verify and certify the attempt.

Beyond the sporting performance itself, the day has been designed as a complete event experience, including transportation, entertainment, hospitality and visibility activities that will celebrate the participation of the Basic-Fit community while maximizing the impact and reach of the initiative.

Bringing Fitness Into Public Spaces

With this GUINNESS WORLD RECORDS attempt, Basic-Fit continues its ambition to bring fitness beyond the traditional gym environment and into highly visible, engaging and collective experiences.

The goal is to create a powerful moment that combines physical activity, accessibility and the ability to bring people together around a shared challenge.

Fabien Rouget, Basic-Fit spokesperson in France, said:

"What makes this attempt special is not only the record itself, but where and how we are doing it. Bringing hundreds of people together on the route of the Tour de France to perform the same exercise at the same time is something truly unique. We want to show that fitness has the power to unite people and create memorable moments far beyond the gym."

He added:

"Records are exciting, but the real achievement will be bringing together a community of participants around a shared challenge during one of the biggest sporting events in the world."

More than a world record attempt, this initiative will give Basic-Fit members the opportunity to experience the Tour de France in a unique way. From the journey to Col Amic to the challenge itself, participants will be part of an exceptional day built around sport, community and shared memories.

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.

Contact Press Basic-Fit x Tour de France 2026

Agence PLRP

Philippine LAURAIRE / Julien PLANELLES

philippine@plrp.fr +33 (0)6 76 15 84 10 – julien@plrp.fr +33 (0)6 85 75 92 37

Press Contact Basic-Fit

Adrian Gonzalez Ibbitson

adrian.gonzalezibbitson@basic-fit.com

**Mountain Climber is a bodyweight exercise that combines strength and cardio by alternating knee drives toward the chest from a plank position.*