



PRESS RELEASE BASIC-FIT



BASIC-FIT BRINGS AN ORANGE WAVE OF COLLECTIVE ENERGY TO THE TOUR DE FRANCE

Hoofddorp, June 2, 2026 – As Official Fitness Partner and sponsor of the Team Classification at the upcoming Tour de France and Tour de France Femmes avec Zwift, Basic-Fit is unveiling an ambitious activation program designed to bring fans closer to the action, celebrate team spirit, and deliver an immersive fitness experience unlike any other.

By bringing together fitness and cycling, Basic-Fit wants to show that sport is first and foremost about collective energy and accessibility for everyone. Through a 360° activation strategy both inside clubs and along the roads of the Tour, the brand is preparing to paint the Tour de France orange all summer long.



Photo credit : Agence BBN

Bringing Fitness Closer to Fans Across France

With 119 clubs located near the 2026 Tour route, Basic-Fit is reinforcing its strong local presence and its ambition to spread the spirit of fitness as close as possible to spectators and communities.

Ahead of the Tour de France, Basic-Fit will launch a nationwide three-week indoor cycling challenge open to all members. Clubs across France will compete for exclusive rewards, including VIP experiences on the Champs-Élysées, exclusive prizes, and gifts for participants. Dedicated in-club activations will complete the experience, including branded displays, giveaways, t-shirts, and local entertainment.

In line with its “Join the Feel Good Club” positioning, Basic-Fit aims to turn every stage of the Tour into a moment of celebration, motivation, and shared energy. To celebrate the Grand Départ of the Tour de France in Barcelona, Basic-Fit will be at the heart of the action with a strong advertising presence across the city, a social ride organised with its member community, and a large-scale public event featuring 200 bikes available for residents and visitors alike. Through these activations, Basic-Fit aims to celebrate the spirit of cycling while reinforcing its belief that sport should be accessible to everyone.

A Bigger and More Engaging Caravan Experience

Impossible to miss thanks to its iconic orange colour, the *Basic-Fit caravan will grow from four to five* animation vehicles in 2026.

This year’s biggest addition is the brand-new “Mini Baggy Car”, designed to create even more visibility, excitement, and emotional connection with fans along the route.

The objective is clear: increase engagement and create more meaningful interactions with spectators. More than 320,000 goodies are expected to be distributed throughout the Tour, a significant increase compared to 250,000 in 2025.

The Fitbox: A New Fitness Hub at the Heart of the Tour

One of the major innovations of the 2026 activation program is the next-generation Fitbox, a mobile mini-gym deployed in fan zones and at selected stage starts throughout the Tour.

The Fitbox will offer:

- interactive fitness challenges, including smart bikes and prize wheels,
- participative entertainment and activities,
- dedicated photo opportunities,
- and a fully dedicated team embodying the brand’s energy, accessibility, and community spirit.

The concept will also expand through dedicated “Orange Zones” along the Tour route, inviting fans to experience exclusive and highly engaging moments during:

- Stage 8 – July 11 (Périgueux - Bergerac)
- Stage 9 – July 12 (Malemort - Ussel)
- Stage 13 – July 17 (Dole - Belfort)

A Strong Social Commitment from Start to Finish

Basic-Fit is also integrating a strong social impact dimension into its Tour de France program by supporting associations focused on inclusion, women's sport, and health awareness.

This commitment will come to life through active participation in fan zones, including talks, conferences, and awareness initiatives, as well as solidarity actions such as charity bibs and fundraising initiatives.

The brand also aims to highlight inspiring personal stories, including that of Léo, creator of the RTL podcast "Le Tour de Léo", whose journey perfectly illustrates sport's power to unite people and overcome differences.

Former Miss France, TV host, and medical doctor Marine Lorphelin will also join Basic-Fit during Stage 7 of the Tour de France between Hagetmau and Bordeaux on July 10.

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.

Press Contact – Basic-Fit x Tour de France 2026

PLRP Agency
Philippine LAURAIRE
philippine@plrp.fr
+33 (0)6 76 15 84 10

Press Contact – Basic-Fit

Adrian Gonzalez Ibbitson
adrian.gonzalezibbitson@basic-fit.com