

PRESS RELEASE

BASIC-FIT



Basic-Fit Sets Official GUINNESS WORLD RECORDS™ Title During the Tour de France



Col Amic (France), 18 July 2026 - Basic-Fit, Official Fitness Partner of the Tour de France and sponsor of the Best Team Classification, has officially set a **GUINNESS WORLD RECORDS** title for the most people doing 'mountain climber' exercises simultaneously.



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A total 293 of Basic-Fit members and volunteers came together at Col Amic during today's Tour de France stage to achieve the record, which was officially verified on site by a Guinness World Records adjudicator.

More than just breaking a record, the challenge celebrated what Basic-Fit stands for: bringing people together through fitness. Set against the unique backdrop of one of the world's most iconic sporting events, the record attempt transformed hundreds of individual efforts into one unforgettable collective achievement.

Transported to the venue by Basic-Fit, participants enjoyed a full day immersed in the excitement of the Tour de France, with entertainment, shared experiences and the unique opportunity to become part of sporting history before celebrating the official announcement together.

Showing the Power of Fitness Beyond the Gym

This GUINNESS WORLD RECORDS title reflects Basic-Fit's ambition to take fitness beyond the walls of the gym and into moments that inspire, unite and bring communities together.

Designed as a celebration of movement, participation and inclusivity, the event demonstrated that fitness can be accessible, fun and capable of creating unforgettable experiences for everyone, whether they are long-time members or discovering Basic-Fit for the first time.

As Official Fitness Partner of the Tour de France, Basic-Fit continues to encourage more people to embrace an active lifestyle while creating memorable experiences that connect fitness with some of Europe's biggest sporting moments.

Erica van Vonderen – Hahn, Chief Commercial Officer at Basic-Fit, said:

"We did it! This world record belongs above all to our 293 participants, who came together to prove that fitness has the power to unite people in an extraordinary way.

The Tour de France provided the perfect stage for this achievement, allowing us to share our passion for movement with thousands of spectators and participants.

At Basic-Fit, we believe fitness is about much more than exercise. It's about bringing people together, creating positive experiences and inspiring everyone to move more. Today was a perfect example of that spirit, and we're incredibly proud of everyone who helped make history."

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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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**Mountain climbers are a dynamic bodyweight exercise performed in a plank position, alternating the knees towards the chest in a continuous running motion.*