The public ballot entry system for the 2017 Prudential RideLondon-Surrey 100 will open to all applicants at www.PrudentialRideLondon.co.uk on Monday 8 August 2016. This ballot system will close on Friday 6 January 2017 or when 80,000 applications have been received.
05 WELCOME
We hope you have fun at Prudential RideLondon, the world’s greatest festival of cycling, on the weekend of 29-31 July

08 PRUDENTIAL RIDE LONDON GRAND PRIX
The weekend kicks off with a new event at Lee Valley VeloPark in Queen Elizabeth Olympic Park on Friday 29 July

10 PRUDENTIAL RIDE LONDON FREECYCLE
Everything you need to know to plan your day on the traffic-free roads of London, including essential travel info

13 PRUDENTIAL RIDE LONDON CLASSIQUE
#PedalParity is the name of the game at the world’s richest women’s one-day race

17 BROMPTON WORLD CHAMPIONSHIP
The 11th edition of the race will see 500 riders zip around St James’s Park

19 PRUDENTIAL RIDE LONDON-SURREY 100
Check out the best places to catch the action as over 26,000 riders take on 100 miles

22 PRUDENTIAL RIDE LONDON-SURREY 46
This new 46-mile sportive offers newer riders a great introduction to cycling

24 PRUDENTIAL RIDE LONDON-SURREY CLASSIC
Follow the action in the pro men’s race with our pace chart, route map and run down of the 25 teams taking part

30 CELEB SPOTTING
From singers to Olympians, check out our guide to the celebrity riders taking on Prudential RideLondon

32 CHANGING LIVES
Participants in Prudential RideLondon will help the London Marathon Charitable Trust to make sport and activity more accessible in London and Surrey
A weekend worth celebrating

Prudential is proud to sponsor the world’s greatest festival of cycling. Whether you’re taking part in one of the cycling events, supporting friends and family or just soaking up the atmosphere, we hope you’re enjoying the weekend.

The event is a celebration of great cycling and raising money for good causes, building on the £29 million it has raised since 2013.

pru.co.uk/prl
WELCOME!

We hope you have an amazing time at this year’s Prudential RideLondon and to ensure you don’t miss a minute of the action, we’ve put together this Festival Guide about the events that make up the world’s greatest festival of cycling.

Use the maps, travel advice, event info and timetables throughout the guide to plan your visit and enjoy all the exciting and exhilarating cycling on offer over the weekend.

EVERYONE’S WELCOME

We want you to be inspired and entertained throughout the weekend so we’ve put together a packed programme of activities and entertainment alongside all the great cycling on offer.

On Saturday 30 July, everyone’s encouraged to enjoy the fun and freedom of cycling on a 10-mile traffic-free route in central London at the Prudential RideLondon FreeCycle (see page 11 for a map of the route). Get your friends and family together and make a day of it!

WONDER WOMEN

Later in the day, support your cycling heroes at the Prudential RideLondon Classique at 17:00. This new race (which replaces the Prudential RideLondon Grand Prix) will see the world’s best women race around a new 5.5km circuit in central London. See page 14 for a map of the race route, and turn to page 15 to find out more about the teams taking part.

BROMPTON WORLD CHAMPIONSHIP

After the pro women’s race, the 11th Brompton World Championship will take place at 19:15 on a circuit around St James’s Park. We’re looking
forward to welcoming this unique event back to central London for a second successive year. Find out more on page 17.

RISING TO THE CHALLENGE
On Sunday 31 July, more than 26,000 amateur cyclists take on the Prudential RideLondon-Surrey 100 – a 100-mile challenge that starts in Queen Elizabeth Olympic Park then heads through the capital and out into Surrey before returning to finish on The Mall. Turn to page 19 to find out more about where to watch.

NEW FOR 2016
The Prudential RideLondon festival of cycling will feature a brand-new event in 2016. The Prudential RideLondon-Surrey 46 has been created with newer cyclists in mind and comprises a spectacular 46-mile route on traffic-free roads.

The sportive begins at Queen Elizabeth Olympic Park in east London and follows the same route as the Prudential RideLondon-Surrey 100 for the first 27 miles before taking a new two-mile section, which then links up with the last 17 miles through London to the finish on The Mall. Find out more on page 22.

SEE THE GREATS
At 13:15 on Sunday, 150 of the world’s best cyclists will go head-to-head in the Prudential RideLondon-Surrey Classic. There will be loads of spectator hot spots along the 200km route in London and Surrey – turn to page 24 for more details.

A BIG THANK YOU!
Thanks for coming along for the ride – and if you’re inspired by your experiences over the weekend, don’t forget that next year it could be you riding 100 miles! Turn to page two to find out how to enter the ballot for the 2017 Prudential RideLondon-Surrey 100. We hope you have a fun and inspiring weekend!

THE PRUDENTIAL RIDELONDON TEAM

YOUR NEXT VISIT
Next time you’re visiting London or Surrey, be sure to check out www.visitlondon.com and www.visitsurrey.com
INSPIRED TO RIDE?

From Brompton to Bianchi via BMC & Bobbin, we are proud to stock the world’s greatest cycling brands. And with over 60 stores across the UK full of friendly cycling folk, free home delivery and Click & Collect, it’s a simple matter to find your new pride and joy.

ENJOY THE RIDE

BMC Teammachine SLR03 105
RRP: £1600
£1280

Pinnacle Lithium 6
RRP: £900
£630

Norco Torrent 7.2
£950

Brompton M6L
FROM
£990
For the first time in 2016, the world’s greatest festival of cycling kicks off on Friday 29 July at the Lee Valley VeloPark in Queen Elizabeth Olympic Park.

The Prudential RideLondon Grand Prix will be packed with exciting races and competitions, while there will also be plenty of free entertainment for the family to enjoy in the Festival Zone.

The afternoon begins with the Prudential RideLondon Handcycle Grand Prix, an event for injured veteran servicemen and women, while the Prudential RideLondon Elite Handcycle Grand Prix at 19:00 will feature some of the world’s best handcyclists, including last year’s British winner Brian Alldis and 2013 and 2014 champion Walter Ablinger of Austria.

The Prudential RideLondon Youths Grand Prix will showcase Britain’s next generation of top cyclists in a series of four races for boys and girls, and the Prudential RideLondon Youths BMX Grand Prix will feature events for four age categories.

Meanwhile, the Grand Prix Festival Zone will be headlined by legendary stunt rider Danny MacAskill’s Continental Tyres Drop and Roll Tour, and will offer spectators a glimpse of some of the entertainment that will be on offer at the Prudential RideLondon FreeCycle Festival Zones on Saturday 30 July.

**THE NEXT GENERATION**

The Prudential RideLondon Youths Grand Prix will consist of boys and girls races in both Youth A (open to riders under 16) and Youth B (open to riders under 14) categories, while the Youths BMX Grand Prix is open to riders in the following four age groups: under 8s; 9 to 10-year-olds, 11 to 12-year-olds; and 13 to 14-year-olds.

Check out the race schedule on page nine, then come along and show your support as the cycling stars of the future perform in the Olympic Park.
DON'T MISS... THE CONTINENTAL TYRES DROP AND ROLL TOUR
Led by thrill-seeking street cyclist Danny MacAskill, the Continental Tyres Drop and Roll Tour will wow the crowds at the Prudential RideLondon Grand Prix Festival Zone on Friday 29 July. It promises to showcase the very best of street trials cycling and will feature a series of breathtaking drops and jumps, plus spectacular stunts and tricks that have to be seen to be believed; this is an exhibition not to be missed!

PRUDENTIAL RIDELONDON GRAND PRIX TIMETABLE

<table>
<thead>
<tr>
<th>LOCATION &amp; TIME</th>
<th>ROAD CIRCUIT ROUTE</th>
<th>BMX TRACK</th>
<th>GRAND PRIX FESTIVAL ZONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00</td>
<td>PRUDENTIAL RIDELONDON HANDCYCLE GRAND PRIX (13:00-13:40)</td>
<td>BMX PRACTICE (14:30-15:00)</td>
<td>CONTINENTAL TYRES DROP AND ROLL TOUR</td>
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<tr>
<td>13:30</td>
<td></td>
<td>BMX MOTOS (15:45-17:30)</td>
<td>AUTOGRAF SESSION (14:30-15:00)</td>
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<tr>
<td>14:00</td>
<td>YOUTH A GIRLS (14:30-15:20)</td>
<td>BMX QUARTER FINALS (17:35-18:20)</td>
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<tr>
<td>14:30</td>
<td>YOUTH A BOYS (15:30-16:20)</td>
<td>BMX SEMI FINALS (18:35-19:00)</td>
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<tr>
<td>15:00</td>
<td>YOUTH A GIRLS (16:30-17:20)</td>
<td>BMX FINALS (19:15-19:30)</td>
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<tr>
<td>15:30</td>
<td>YOUTH A BOYS (17:30-18:20)</td>
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<tr>
<td>16:00</td>
<td>PRUDENTIAL RIDELONDON ELITE HANDCYCLE GRAND PRIX (19:00-19:45)</td>
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<tr>
<td>16:30</td>
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<tr>
<td>21:00</td>
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</tbody>
</table>
Everyone is welcome at this summer’s biggest and best festival of cycling. For one day only you’ll be able to enjoy a traffic-free ride past many of the city’s world-famous landmarks, from Buckingham Palace in the west to the Bank of England in the east, via the Houses of Parliament and St Paul’s Cathedral.

**NEW FESTIVAL ZONE!**
This year, Southbank joins Aldwych, Lincoln’s Inn Fields, Green Park, St Paul’s Churchyard, Guildhall Yard and Leadenhall Market as official Festival Zones – find out more about what’s happening at each zone on page 12.

**THE ROUTE**
As well as passing many of London’s iconic landmarks, the route goes south of the river for the first time with a loop over Waterloo Bridge, offering stunning views of London. There are a further two miles of Explore Routes through the City of London, allowing riders to meander through the historic streets of the capital.

You can enter and exit at any point along the route, do as many laps as you like and come and go as you please as you explore London. You can also hop on and off your bike at our seven fabulous Festival Zones to enjoy a range of music, entertainment and activities or grab some refreshments from one of the many restaurants, cafes and bars around the route.

There will also be music zones, Penny Farthings, stagecoaches, music bikes, bands on bikes and stilt bikes. Bike doctors will be on hand in case your bike has a mechanical problem.

**ALL FESTIVAL ZONES INCLUDE:**
- **Info Point** – If you have questions on the day, the Info Points at every Festival Zone and in Trafalgar Square are the best places to start. Our staff will have all the info you need.
- **Medical** – First Aid medical provision will be provided at Festival Zones and along the Prudential RideLondon FreeCycle route. If you, or someone you’re cycling with, requires assistance please stop at one of the medical points or ask one of the many marshals along the route.
- **CTC Dr Bike** – If your bike needs a quick once over or a little TLC, pop along to see one of our CTC bike doctors, who will be located at all seven Festival Zones. The CTC bike doctors will also be roaming around the route to assist you.
- **Bike Parking** – With 5,000 secure spaces at Green Park, make sure you dismount, lock your bike and enjoy everything on offer knowing your bike is secure. We also have limited bike parking at our other Festival Zones. Please remember to lock your bike using a gold ‘Sold Secure’ lock, ideally using two different locks with at least one being a high-quality D-lock.
- **Refreshments** – There will be a food court at Green Park Festival Zone, a coffee shop at Aldwych and plenty of space for a picnic at Lincoln’s Inn Fields. You can also hop on and off your bike at any time to enjoy the many enticing food and drink options that London has to offer along the route. Each Festival Zone will also have a bottle refill station so you can refill your water bottle to ensure you stay hydrated. Each Zone will also have toilet facilities.
- **Cycle Safety** – Your safety is important to us. For tips on safe cycling and more, visit: [www.tfl.gov.uk/cycling](http://www.tfl.gov.uk/cycling)

**HEALTH ADVICE**
Follow this simple NHS advice to stay safe in the sun:
- **Enjoy the sunshine safely** – use a sunscreen with SPF15 or higher and wear a hat.
- **Eat well** – enjoy some healthy snacks.
- **Stay hydrated** – carry a bottle of water with you.
- **Carry your medication** with you if you might need it while you’re away from home.
PRUDENTIAL RIDELONDON FREECYCLE
ROUTE

prudentialridelondon.co.uk
GREEN PARK FESTIVAL ZONE

**International Urban Trials competition** featuring top stunt rider Andrei Burton and a team of world and national champions who will tackle a series of breathtaking challenges using replica iconic buildings as obstacles and platforms.

**Street Velodrome** – bringing the excitement and drama of track cycling to Green Park this year, Prudential RideLondon will be hosting the Street Velodrome Grand Final event. There’ll be opportunities to see pro riders and for all ages to have a go at track cycling.

**Kiddimoto** – unique balance bikes for children on a brilliant inflatable course.

**The VeloPark Challenge** – a virtual try-out of the Olympic Velodrome with spot prizes.

A **200m mountain bike course** for beginners and advanced riders.

**Go Ride racing** with coaches from British Cycling.

**Cycle for All** – showcasing all-inclusive cycling and adapted cycles on a unique cycling track.

**Big screen** with all-day entertainment.

**Transport for London’s Time to Cycle stand** offers information on free Cycle Skills sessions, cycle routes and hiring with Santander Cycles.

**Exchanging Places** – sit in the driver’s seat of an HGV or bus to get a better understanding of what the driver can and can’t see.

**Kids’ Zone** – indoor cycle-themed arts and crafts and outside giant games and entertainers.

**Customise-Your-Tabard Zone** – kids’ area with paints and glitter and lots more to give your tabard a makeover.

**Bling-Your-Bike Zone** – lots of bits to customise your bike and give it a colourful new lease of life.

**Outdoor games** including giant Jenga, Connect Four, table football and lots more.

**Activity areas** presented by Prudential and Skoda.

**Cycle Food Court** with healthy food options.

ST PAUL’S FESTIVAL ZONE

**Jump box ramp stunt show.**

**Bike polo** with matches by pros and polo try-outs for spectators by the London Hardcourt Bike Polo Association.

**Penny Farthings**

**Get Cycling Disability Bike Roadshow Junior Track** with a range of bikes for younger riders.

GUILDHALL YARD FESTIVAL ZONE

**Extreme Unicyclists**: the world’s only stunt unicycle team will amaze you.

**Access Sport BMX** try-out course.

LIVE DJ TRUCK

**Pedal-powered quiz**

**Cycle Scalextrics**

**Virtual Velodrome**

**Pedal-powered juice bar**

**DJs** entertain with some pedal-powered sounds and beats.

LEADENHALL MARKET FESTIVAL ZONE

Transformed into the London Bike Market: Makers Market showcasing the makers and craftspeople working in cycling today.

**Live DJs & Bikeoke!**

**South London Saddle Surgery**

**Kids’ Art Workshops**

**Cycle screen printing press**

ALDWYCH FESTIVAL ZONE

**Cycle Cinema** – pedal-powered screenings

**Brompton Urban Challenge**

**Flat Land Street Cycle** with pro riders demonstrating spins, balance and technical tricks.

**Cycle-themed face painting** for the children and free massage for the adults!

**Rollapaluza races** – race your family and friends on a static race bike.

**King’s College coffee shop**

LINCOLN’S INN FIELDS FESTIVAL ZONE

**Picnic zone**

**Classical music** live on the bandstand.

**Outdoor games**

**Cafe**

SOUTHBANK FESTIVAL ZONE

**Continental Tyres Drop and Roll Tour** - fronted by Danny MacAskill, Drop and Roll will feature the world’s top street trials riders performing on a state of the art custom display rig.

**Puncture Kit** – the drumming cyclist.

Visit the **Coca-Cola London Eye** (advance booking required).

**Rollapaluza races** – race your family and friends on a static race bike.
The new Prudential RideLondon Classique replaces the Prudential RideLondon Grand Prix, the women’s criterium race that was held for the past three years in and around St James’s Park.

The Prudential RideLondon Classique will take place on a spectacular 5.5km circuit in central London, beginning on The Mall in St James’s Park, going up Constitution Hill, turning at the top to come down and onto Birdcage Walk, then passing Big Ben and turning left onto Whitehall and right onto the Strand before turning again to come back up the Strand, through Trafalgar Square, Admiralty Arch and back onto The Mall.

In a landmark moment for women’s cycling, the prize money for the Prudential RideLondon Classique will be the highest ever offered for a women’s one-day race and matches the prize money offered at the world’s richest one-day men’s race – the Prudential RideLondon-Surrey Classic – which takes place the following day, Sunday 31 July.

We’ll be celebrating this significant milestone by encouraging everyone riding in the race, as well as everyone watching on TV at home and on the streets of London, to use the hashtag #PedalParity @RideLondon to mark this great moment.

The Prudential RideLondon Classique, which will be televised live by BBC Sport, has a prize pool of 100,000 Euros. The Classique has also been awarded UCI WorldTour status by the world’s governing body for cycling, the Union Cycliste Internationale (UCI).

Come along to show your support and enjoy a spectacular, adrenalin-fuelled display of bike racing as the world’s top women riders race around central London, with many of the capital’s finest landmarks providing a stunning backdrop to all the action. See page 15 for more on the teams to watch at the Prudential RideLondon Classique.
### THE TEAMS TO WATCH AT THE PRUDENTIAL RIDE LONDON CLASSIQUE

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Country</th>
<th>Info</th>
<th>Did you know?</th>
<th>Did you know?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CANYON//SRAM RACING</strong></td>
<td>Germany</td>
<td>wmncycling.com</td>
<td>Did you know?</td>
<td>Barbara Guarischi won the 2015 Prudential RideLondon Women’s Grand Prix.</td>
</tr>
<tr>
<td><strong>LENSWORLD-ZANNATA-ETIXX</strong></td>
<td>Belgium</td>
<td>lensworld-zannata-etixx.com</td>
<td>Did you know?</td>
<td>This team celebrated victory at the Belgian Championship in June when Kaat Hannes finished top of the podium.</td>
</tr>
<tr>
<td><strong>TOPSPORT VLAANDEREN- ETIXX GUILL D’OR</strong></td>
<td>Belgium</td>
<td>cyclingteam-damesvlaanderen.be</td>
<td>Did you know?</td>
<td>Belgian sisters Kelly, Jessy and Demmy Druyts all ride for the team.</td>
</tr>
<tr>
<td><strong>CYCLANCE CYCLING TEAM</strong></td>
<td>USA</td>
<td>cylanceprocycling.com</td>
<td>Did you know?</td>
<td>Shelley Olds, runner-up at the 2015 Prudential RideLondon Grand Prix, is now part of the Cylance Cycling Team.</td>
</tr>
<tr>
<td><strong>PARKHOTEL VALKENBURG</strong></td>
<td>Netherlands</td>
<td>parkhotelvalkenburgct.nl</td>
<td>Did you know?</td>
<td>This Netherlands-based team has a roster which is comprised entirely of Dutch riders.</td>
</tr>
<tr>
<td><strong>WIGGLE HIGH5</strong></td>
<td>Great Britain</td>
<td>wigglehighfive.com</td>
<td>Did you know?</td>
<td>Giorgia Bronzini won the Prudential RideLondon Grand Prix for the Wiggle Team in 2014.</td>
</tr>
<tr>
<td><strong>ALE’ CIPOLLINI</strong></td>
<td>Italy</td>
<td>alecipolliniteam.com/en</td>
<td>Did you know?</td>
<td>Shelley Olds and Annalisa Cucinotta finished second and third respectively for Ale’ Cipollini at the Prudential RideLondon Grand Prix in 2015.</td>
</tr>
<tr>
<td><strong>PODUM AMBITION PRO CYCLING POWERED BY CLUB LA SANTA</strong></td>
<td>Great Britain</td>
<td>podiumambition.com</td>
<td>Did you know?</td>
<td>Podium Ambition Pro Cycling is making its professional debut in 2016.</td>
</tr>
<tr>
<td><strong>RABO LIV WOMEN’S CYCLING TEAM</strong></td>
<td>Netherlands</td>
<td>raboliv.com</td>
<td>Did you know?</td>
<td>Rabo Liv was the top ranked UCI Women’s team in 2015.</td>
</tr>
<tr>
<td><strong>ASTANA WOMEN’S TEAM</strong></td>
<td>Kazakhstan</td>
<td>astanawomen.com</td>
<td>Did you know?</td>
<td>Astana has won back-to-back silver medals at Mexico’s National Championships in 2015 and 2016 through riders Ingrid Drexel and Carolina Rodriguez.</td>
</tr>
<tr>
<td><strong>POITOU-CHARENTES. FUTUROSCOPE-86</strong></td>
<td>France</td>
<td>cyclisme-pch.futuroscope-86.com</td>
<td>Did you know?</td>
<td>This team has claimed more than 180 wins since its formation in 2006.</td>
</tr>
<tr>
<td><strong>CERVELO BIGLA PRO CYCLING TEAM</strong></td>
<td>Switzerland</td>
<td>bpct.ch</td>
<td>Did you know?</td>
<td>Cervélo Bigla’s Lotta Lepistö won her fifth Finnish national road championship in July 2016.</td>
</tr>
</tbody>
</table>
THE TEAMS TO WATCH AT THE PRUDENTIAL RIDE LONDON CLASSIQUE

DROPS CYCLING TEAM  
Country: Great Britain  
Info: drops-cycling.com  
Did you know?  
The Drops Cycling Team was handed UCI classification in January 2016.

ORICA-AIS  
Country: Australia  
Info: greenedge-cycling.com  
Did you know?  
The Orica team returns to Prudential RideLondon for the first time since the event’s inaugural year in 2013.

BOELS-DOLMANS CYCLING TEAM  
Country: Netherlands  
Info: boels-dolmans-cycling-team.com  
Did you know?  
The Boels Dolmans team features Lizzie Armitstead, a British rider who has clocked up a number of UCI Women’s Road World Cup and WorldTour wins.

RALLY CYCLING  
Country: USA  
Info: rally-cycling.com  
Did you know?  
Two Rally Cycling team members, Jasmin Glaesser and Kirsti Lay, have been selected for the 2016 Canadian Olympic Team.

TEAM TIBCO–SILICON VALLEY BANK  
Country: USA  
Info: team-tibco-svb.com  
Did you know?  
Team Tibco-SVB has clocked up over 480 team wins in 12 seasons of racing.

BTC CITY LJUBLJANA  
Country: Slovenia  
Info: kolesarke.si  
Did you know?  
BTC City Ljubljana became Slovenia’s first professional cycling team in 2014.

TEAM HITEC PRODUCTS  
Country: Norway  
Info: team-hitec-products.no  
Did you know?  
Based in Norway, this team also features riders from Germany, Italy, Australia and the Netherlands.

TEAM GB  
Country: Great Britain  
Info: british-cycling.org.uk  
Did you know?  
Spectators will have the chance to cheer British cycling’s future Olympians.

TEAM LIV–PLANTUR  
Country: Netherlands  
Info: liv-cycling.com  
Did you know?  
Riders from the Liv-Plantur team have enjoyed podium finishes in national championships in Sweden, Great Britain and Canada in 2016.

BEPINK  
Country: Italy  
Info: bepink.eu  
Did you know?  
BePink was formerly known as Astana BePink, until the sponsor formed their own Kazakhstan-based team in 2015.
After the Prudential RideLondon Classique pro women’s race on Saturday 30 July, the 11th Brompton World Championship will take place in St James’s Park, bringing this unique event to central London for the second time.

Always a show-stopping spectacle, the Brompton World Championship will see up to 500 riders make a mad dash to unfold their bikes before sprinting off on two wheels to complete up to eight laps around St James’s Park.

This will be a strictly no Lycra allowed race – it’s a chance for riders to showcase their city style in suit jackets, collared shirts and neck ties as around 500 of them go for glory.

The race will follow a fast, flat 1.3-mile circuit around St James’s Park. The stunning route starts on The Mall before heading towards Buckingham Palace, through two tight turns onto Birdcage Walk before a left-hand turn into Horse Guards Road. The final left brings riders back onto The Mall for a spectacular finish facing Buckingham Palace.

Check out further information and plan where to catch all the action at [www.PrudentialRideLondon.co.uk](http://www.PrudentialRideLondon.co.uk)
At Evans Cycles, we're committed to finding the right bike for you. Which is why when you buy a new bike from us, if it’s not the one for you, you have 30 days to change it. No questions asked.

Welcome to the Right Bike Guarantee.

ENJOY THE RIDE
Celebrating the legacy for cycling created by the London 2012 Olympic and Paralympic Games, the Prudential RideLondon-Surrey 100 will start in Queen Elizabeth Olympic Park, then follow a 100-mile route on closed roads through the capital and into Surrey’s stunning countryside.

Around 26,000 riders will cross the Start Line of the 2016 Prudential RideLondon-Surrey 100, ready to tackle a route that’s perfect for club and recreational cyclists alike.

Riding & Fundraising
As well as the personal challenge of completing the route, the sportive participants’ involvement will also benefit good causes. Riding for charity is a key element of the sportive; the Prudential RideLondon-Surrey 100 aims to be the largest charity fundraising cycle event in the world - the equivalent of the London Marathon (the world’s biggest one-day fundraising event) on two wheels.

In its first three years, riders in the sportive raised £29 million for charity, setting a new record for a UK one-day cycling event. The goal for 2016 is to raise £12 million, so if you know anyone who’s riding and fundraising, be sure to give them your support.

Access to much of the start area will be limited, there will be very few public transport options at that time in the morning and parking will be extremely difficult.

If you’re interested in starting your spectating duties early in central London on Sunday morning, you could head to a London landmark such as the Tower of London or Trafalgar Square to support the cyclists. Turn to page 21 for a map of the sportive route.

Travel Information
Public transport on and around the route of the Prudential RideLondon-Surrey 100 is unfortunately subject to unforeseen changes so please do check all train times and any up-to-date travel information online before you travel. Click on the ‘Live travel news’ link on prudentialridelondon.co.uk
**THE FINISH**
The Prudential RideLondon-Surrey 100 will finish on The Mall in central London, shortly before 150 professional cyclists race on a similar route. There will be loads to see and do in Green Park throughout the afternoon so why not head there to watch all the action from the pro race unfold on the big screen?

**WHERE TO WATCH**
Watch the cycling action from a pub on the route – with a drink and some pub grub in your hand – for a perfect summer Sunday! There are loads of great venues to choose from – details are in the panel on the right – along the Prudential RideLondon-Surrey routes, including many pubs, restaurants and cafes that are taking part in the Prudential RideLondon Celebration Scheme.

You could also spend the day at one of the spectator hot spots on the route. Many towns and villages, including Kingston, Pyrford, West Byfleet, Dorking, Leatherhead and Wimbledon, will be hosting festivals and street parties with big screens showing live coverage of the cycling events alongside free activities and entertainment. Find out more on where to catch all the action on pages 25 to 26.
**PRUDENTIAL RIDELONDON-SURREY 100**

**ROUTE**

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**KEY**
- Prudential RideLondon-Surrey 100 route
- ✗ Towns and villages along the route
- S Start
- F Finish
- London/Surrey boundary
- Drinks Station: toilets, drinks, mechanical repair
- Gel Station
- Hub: Medical, toilets, food, drink, mechanical repair
- Distance markers (every 10 miles)

---

**ENTERING THE 2017 EVENT**

If you feel inspired to take on the Prudential RideLondon-Surrey 100 yourself next year, the public ballot entry system for the 2017 event will open online to all applicants on Monday 8 August 2016 at www.PrudentialRideLondon.co.uk. Turn to page two for more details.

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prudentialridelondon.co.uk
The Prudential RideLondon-Surrey 46 is a new event for 2016 and has been created with newer cyclists and younger cyclists in mind.

Beginning at Queen Elizabeth Olympic Park, the sportive follows the same route as the Prudential RideLondon-Surrey 100 for the first 27 miles and last 17 miles, with a new two-mile section linking the two parts together. After heading south through London as far as Thames Ditton and Western Green, the route turns to the east at the Scilly Isles, taking riders back into London through Kingston and over Putney Bridge to cross the River Thames for a final time.

Riders then follow the Embankment alongside the Thames, across Parliament Square, up Whitehall and left at Trafalgar Square before streaming under Admiralty Arch to a spectacular finish on The Mall.

WHERE TO WATCH
Supporters can use the map on the right, and the information on pages 25 and 26 to check out the best places to watch the sportive from the roadside. There will be a big screen – and a festival atmosphere – in Kingston, making this a great base for spectators. TV coverage of the events will also be shown on a big screen at the Festival Zone near the Finish in Green Park.

prudentialridelondon.co.uk
O.R.S Hydration Tablets are soluble tablets that contain a combination of electrolytes and minerals to help you stay hydrated during prolonged exercise.

Winning athletes including Saracens, Durham County Cricket Club and The Leeds Rhinos already Incorporate O.R.S Hydration Tablets into their training and now you can join this winning team.

We are hydrating all Prudential RideLondon cyclists on the day - Incorporate O.R.S Hydration Tablets into your training now with 30% off purchases at www.ors.uk.com using the discount code RL2016.

To support your training we’ve also worked with some of the world’s top coaches and athletes to develop the O.R.S Hydration Calculator. Available as a free APP download the O.R.S Hydration Calculator will help you find the optimal combination of O.R.S Hydration Tablets and water for you - whatever your sport or training schedule may be.
The drama of world-class pro cycling returns to the roads of London and Surrey this weekend when around 150 of the world’s top pro cyclists compete in the Prudential RideLondon-Surrey Classic on Sunday 31 July. London and Surrey are preparing to welcome the world with festivals and public street parties along the route of this year’s race and you’re invited!

Now in its fourth year, the race (Category 1.HC on the UCI Europe Tour) offers the highest prize money of any one-day classic and will be televised live by BBC Sport and shown on big screens around the route (see pages 25 and 26 for details).

**WHERE TO WATCH**

The race will see 25 teams of six riders start on Horse Guards Road in St James’s Park at 13:15 on Sunday and stream west through the capital, offering spectators a variety of great opportunities to support their cycling heroes along the route.

One option for cycling fans is to head to the start area on Horse Guards Parade, next to St James’s Park, where spectators will be able to see the pro riders signing on and putting the finishing touches to their preparation ahead of the race. The race will also be televised live by the BBC and shown on a big screen on The Mall and in Green Park.

You can watch the action from anywhere along the 200km route but if you’d like to head to a spectator hot spot, there are loads of street parties and festivals along the route to celebrate the event. Top spots to watch the action, in route order, include Kingston, West Byfleet, Pyrford, Dorking, Leatherhead and Wimbledon – see pages 25 and 26 for details.

**THE MALL AND GREEN PARK**

Giant screens will be showing the BBC’s live coverage of the race on The Mall and in Green Park so this is a great area to head to if you’re in central London. Turn to page 27 for a map of the entire Prudential RideLondon-Surrey Classic race route and check out the teams racing on Sunday on page 28.
**KINGSTON UPON THAMES**

Kingston takes centre stage as the only town on the route through which the cyclists ride twice on Sunday 31 July.

The excitement will begin when more than 26,000 cyclists start to stream through the town from 07:00, approaching the 25-mile mark in the Prudential RideLondon-Surrey 100. Then come the riders in the inaugural Prudential RideLondon-Surrey 46 – a new event created for newer and younger riders looking to ride in their first sportive – before 150 of the world’s top professional cyclists race south through the town in the Prudential RideLondon-Surrey Classic. Riders in all three events will also pass through Kingston on their way back into central London and the Finish Line on The Mall.

The Kingston Bike Festival will provide a huge range of activities and events for all the family throughout the day as the town celebrates the bicycle. The Action Sports BMX Display Team will perform in the Market Place, demonstrating the thrills and excitement of this rapidly growing sport. There will be a big screen here so that visitors can relax at the bars and cafes and watch all the action from BBC TV’s coverage.

There’s plenty more to enjoy on Clarence Street and Wood Street, with the Continental Tyres photo booth, pedal-powered smoothie bikes, children’s rides and a local food market. There will also be a Crazy Bike Inflatable Race Course, another big screen outside John Lewis and live music throughout the town centre!

**WHEN THE RIDERS ARRIVE**

- **Prudential RideLondon-Surrey 100 and 46:**
  - 07:00-16:20

- **Prudential RideLondon-Surrey Classic:**
  - 13:45 & 17:35

**CELEBRATE PYRFORD**

This festival takes place every year at Pyrford Cricket Club and for the fourth successive year celebrates Prudential RideLondon. There will be a cycle track with bikes for visitors to have a go, lots of different fun activities for all ages, including a giant slide, a bungee run, bouncy castles for adults and children and live music; it’s a great place to take the family. Visit [www.celebratepyrford.moonfruit.com](http://www.celebratepyrford.moonfruit.com) to find out more.

**WHEN THE RIDERS ARRIVE**

- **Prudential RideLondon-Surrey 100:**
  - 07:30-12:00

- **Prudential RideLondon-Surrey Classic:**
  - 14:15
DORKING
Dorking town centre will be one of the best locations on the entire route to view the action. The 26,000+ riders in the 100-mile sportive will start streaming along the High Street from 08:30, with the last riders reaching the town just before 14:30. Spectators will then have the chance to cheer on the peloton in the Prudential RideLondon-Surrey Classic as it races through Dorking five times on the circuits through the Surrey Hills. There will be two big screens, showing the live BBC TV coverage, and children’s street entertainment. The shops, cafes and restaurants in the town will be open, offering a great range of dining and refreshment options.

WHEN THE RIDERS ARRIVE
Prudential RideLondon-Surrey 100:
08:30-14:30

Prudential RideLondon-Surrey Classic:
15:00-17:00

LEATHERHEAD
A big screen will be located outside the Swan Centre along with deck chairs so visitors can relax at the bars and cafes and watch all the action from BBC TV’s coverage. There will also be activity from Rollapaluza - a static race bike challenge - along with the chance to support riders in the sportive as they stop for drinks and refreshments at the Swan Centre - 25 miles from the Finish Line on The Mall.

WHEN THE RIDERS ARRIVE
Prudential RideLondon-Surrey 100:
08:50-15:35

Prudential RideLondon-Surrey Classic:
17:10

WIMBLEDON
When the pro riders in the Prudential RideLondon-Surrey Classic reach Wimbledon, they will be less than 10 miles from the Finish Line. The Love Wimbledon street party will once again take place on Wimbledon Hill Road with thousands of spectators expected to line the street to cheer the riders up the last climb on the route. There will be displays from the Extreme Wheels BMX team and the chance to try out your bike skills along with a range of music, face painting, entertainment and street food. Visit www.lovewimbledon.org to find out more.

WHEN THE RIDERS ARRIVE
Prudential RideLondon-Surrey 100 and 46:
09:30-16:50

Prudential RideLondon-Surrey Classic:
17:50

prudentialridelondon.co.uk
PRUDENTIAL RIDE LONDON-SURREY CLASSIC

ROUTE

KEY:
- Prudential RideLondon-Surrey Classic
- Prudential RideLondon-Surrey Classic – Surrey Hills
- Towns and Villages along the route
- Start and Finish
- London/Surrey boundary
- Drinks Start
- Drinks Finish
- Continental Tyres Sprint
- Feed
- Continental Tyres King of the Mountains
- Climb severity category
- Green (waste) Zone

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>RACE MILE</th>
<th>FAST (28mph)</th>
<th>MEDIUM (26mph)</th>
<th>SLOW (24mph)</th>
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<tbody>
<tr>
<td>Kom 1 - Leith Hill</td>
<td>47</td>
<td>15:02</td>
<td>15:10</td>
<td>15:20</td>
</tr>
<tr>
<td>Sprint 1 - Dorking</td>
<td>54</td>
<td>15:16</td>
<td>15:25</td>
<td>15:36</td>
</tr>
<tr>
<td>Kom 2 - Ranmore Common</td>
<td>58</td>
<td>15:25</td>
<td>15:35</td>
<td>15:46</td>
</tr>
<tr>
<td>Sprint 2 - Dorking</td>
<td>66</td>
<td>15:41</td>
<td>15:52</td>
<td>16:06</td>
</tr>
<tr>
<td>Kom 3 - Ranmore Common</td>
<td>70</td>
<td>15:50</td>
<td>16:02</td>
<td>16:16</td>
</tr>
<tr>
<td>Sprint 3 - Dorking</td>
<td>78</td>
<td>16:07</td>
<td>16:20</td>
<td>16:36</td>
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<tr>
<td>Kom 4 - Ranmore Common</td>
<td>82</td>
<td>16:16</td>
<td>16:30</td>
<td>16:46</td>
</tr>
<tr>
<td>Sprint 4 - Dorking</td>
<td>90</td>
<td>16:32</td>
<td>16:48</td>
<td>17:05</td>
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<td>Kom 5 - Box Hill Summit</td>
<td>93</td>
<td>16:40</td>
<td>16:56</td>
<td>17:15</td>
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<tr>
<td>Sprint 5 - Wimbledon Village</td>
<td>116</td>
<td>17:29</td>
<td>17:48</td>
<td>18:11</td>
</tr>
<tr>
<td>Finish - The Mall</td>
<td>126</td>
<td>17:49</td>
<td>18:10</td>
<td>18:35</td>
</tr>
</tbody>
</table>

CELEBRATION SCHEME VENUES

Many pubs, restaurants and cafes around the cycling routes will be putting on special events – turn to page 20 for details of the venues taking part.

prudentialridelondon.co.uk
## Team Jerseys 2016

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Country</th>
<th>Website</th>
<th>Did you know?</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOTTO SOUDAL</td>
<td>Belgium</td>
<td>lottosoudal.be</td>
<td>A firmly established cycling team, Lotto Soudal are set to bring a strong compliment of riders to Prudential RideLondon.</td>
</tr>
<tr>
<td>ETIXX – QUICK-STEP</td>
<td>Belgium</td>
<td>etixx-quickstep.com</td>
<td>Etixx – Quick-Step’s Fernando Gaviria has already tasted success on British soil in 2016, winning the UCI Track Cycling World Championships omnium at Lee Valley VeloPark.</td>
</tr>
<tr>
<td>BMC RACING TEAM</td>
<td>Switzerland</td>
<td>bmc-switzerland.com</td>
<td>BMC Racing’s Jean-Pierre Drucker was the winner of last year’s Prudential RideLondon-Surrey Classic.</td>
</tr>
<tr>
<td>ORICA BICEEXCHANGE</td>
<td>Australia</td>
<td>greenedgecycling.com</td>
<td>Formerly Orica GreenEDGE, this team was the first from Australia to gain UCI WorldTour status.</td>
</tr>
<tr>
<td>CANNONDALE DRAPAC PRO CYCLING TEAM</td>
<td>USA</td>
<td>slipstreamsports.com</td>
<td>Cannondale boast the youngest team in the peloton for the 2016 season.</td>
</tr>
<tr>
<td>TEAM DIMENSION DATA</td>
<td>South Africa</td>
<td>africasteam.com</td>
<td>Mark Cavendish joined Team Dimension Data ahead of the 2016 season and won four stages at the Tour de France in July for the South African team.</td>
</tr>
<tr>
<td>TEAM SKY</td>
<td>Great Britain</td>
<td>teamsky.com</td>
<td>Team Sky member Ben Swift finished third at the 2015 Prudential RideLondon-Surrey Classic.</td>
</tr>
<tr>
<td>FORTUNEO – VITAL CONCEPT</td>
<td>France</td>
<td>fortuneo-vital-concept.fr</td>
<td>The Rennes-based team were given a wildcard invitation to the 2016 Tour de France.</td>
</tr>
<tr>
<td>CCC SPRANDI-POLKOWICE</td>
<td>Poland</td>
<td>cccsport.eu/en</td>
<td>The team’s time-trial success continued in 2016 as Patryk Stosz won the Poland Under-23 Time Trial Champs.</td>
</tr>
<tr>
<td>BARDIANI CSF</td>
<td>Italy</td>
<td>bardianicsf.com</td>
<td>Bardiani’s Giulio Ciccone won the 10th stage of the recent Giro d’Italia.</td>
</tr>
<tr>
<td>WANTY – GROUPE GOBERT</td>
<td>Belgium</td>
<td>wanty-groupegobert.be/en</td>
<td>They often feature among the top 10 in the UCI Europe Tour rankings.</td>
</tr>
<tr>
<td>ONE PRO CYCLING</td>
<td>Great Britain</td>
<td>oneprocycling.com</td>
<td>One Pro Cycling was co-founded by former England wicketkeeper Matt Prior in 2014.</td>
</tr>
<tr>
<td>Team</td>
<td>Country</td>
<td>Website</td>
<td>Did you know?</td>
</tr>
<tr>
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<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>CAJA RURAL-SEGUROS RGA</td>
<td>Spain</td>
<td>teamcajarural-segurosrga.com</td>
<td>The team has scored stage wins in Spain and Turkey in 2016.</td>
</tr>
<tr>
<td>TOPSPORT VLAANDEREN-</td>
<td>Belgium</td>
<td>topsport-vlaanderen.be</td>
<td>The team has been showcasing young Belgian talent for over two decades and has no less than 23 Belgian riders on its 2016 roster.</td>
</tr>
<tr>
<td>BALOISE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEAM WIGGINS</td>
<td>Great Britain</td>
<td>teamwiggins.co</td>
<td>Team Wiggins picked up a trio of wins at the World Track Championships in London earlier this year, as Sir Bradley claimed the Madison title, Jonathan Dibben won the Points race and Scott Davies was victorious in the Under-23 Time Trial.</td>
</tr>
<tr>
<td>TEAM RALEIGH GAC</td>
<td>Great Britain</td>
<td>teamraleighgac.co.uk</td>
<td>After a strong showing during the 2016 Tour Series, Team Raleigh GAC will be hoping for success at Prudential RideLondon.</td>
</tr>
<tr>
<td>TEAM ROTH</td>
<td>Switzerland</td>
<td>cycswiss.ch</td>
<td>The Swiss team has only recently become a part of the UCI Continental Circuit races, having been founded in 2014.</td>
</tr>
<tr>
<td>NFTO</td>
<td>Great Britain</td>
<td>nfto.com</td>
<td>NFTO were unable to repeat their victory through Adam Blythe in 2014 at the 2015 Prudential RideLondon-Surrey Classic, as Eddie Dunbar finished 21st.</td>
</tr>
<tr>
<td>PEDAL HEAVEN</td>
<td>Great Britain</td>
<td>pedalheavenrt.co.uk</td>
<td>Pedal Heaven will ride in the Prudential RideLondon-Surrey Classic for the first time in 2016.</td>
</tr>
<tr>
<td>TEAM GB</td>
<td>Great Britain</td>
<td>britishcycling.org.uk</td>
<td>Adam Blythe, the 2014 Prudential RideLondon-Surrey Classic winner, will ride for Team GB at the 2016 edition of the race</td>
</tr>
</tbody>
</table>
On Sunday 31 July a host of celebrity cyclists will take on the Prudential RideLondon-Surrey 46 and 100, many of them raising money for charity. Here's who to look out for...

**Dame Kelly Holmes**
CHARITY The Dame Kelly Holmes Legacy Trust, Myeloma UK, Pickering Cancer Centre, Mind UK, Hospice in the Weald
BEST KNOWN FOR Double Olympic gold at the 2004 Athens Olympics in 800m and 1500m

**Sam Bailey**
CHARITY Scope
BEST KNOWN FOR Winning X Factor in 2013 and topping the UK album charts
DID YOU KNOW? The former prison officer is back for her second sportive

**Stefan Booth**
CHARITY Kidney Research UK
BEST KNOWN FOR The role of Greg Jessop in BBC soap opera EastEnders
DID YOU KNOW? He came second in ITV’s ice-skating competition Dancing on Ice

**Colin Charvis**
CHARITY Sparks
BEST KNOWN FOR Captaining the Wales rugby union team
DID YOU KNOW? Colin has completed the ABSA Cape Epic, a 700km seven-day cycling race across Africa

**Hugh Dennis**
CHARITY ActionAid
BEST KNOWN FOR His role as Pete Brockman in hit BBC One sitcom Outnumbered
DID YOU KNOW? Hugh is a keen cyclist and took part in the 2007 L’Etape du Tour, cycling an open stage of the Tour de France
Michelle Dewberry
BEST KNOWN FOR Winning the second series of BBC TV show The Apprentice
DID YOU KNOW? Michelle ran the London Marathon in 2007 but this is her first time riding the Prudential RideLondon-Surrey 100 sportive

Lauren Drummond
CHARITY WellChild
BEST KNOWN FOR Acting in TV shows Holby City, Coronation Street and Waterloo Road
DID YOU KNOW? Lauren is riding for the Charity of the Year WellChild’s Peloton Relay team

Tim Foster CBE
CHARITY Sparks
BEST KNOWN FOR Winning a rowing Olympic gold medal at the 2000 Sydney Olympics
DID YOU KNOW? Now an elite coach, this is Tim’s second Prudential RideLondon

Dr Dawn Harper
BEST KNOWN FOR Appearing on Channel 4 series Embarrassing Bodies
DID YOU KNOW? Dawn was part of a team of TV doctors who cycled from London to Paris to raise money for Action Medical Research

Martin Johnson CBE
BEST KNOWN FOR Captaining England to Rugby World Cup victory in 2003
DID YOU KNOW? The two-time British and Irish Lions captain is taking part in his third Prudential RideLondon-Surrey 100

Allan Lamb
BEST KNOWN FOR Playing over 200 times for the England cricket team throughout the 1980s and into the 90s
DID YOU KNOW? ‘Lamby’ will be taking part in his second Prudential RideLondon-Surrey 100

Lemar
BEST KNOWN FOR Seven top 10 songs in the UK singles charts
DID YOU KNOW? Lemar finished third on the first series of British singing competition Fame Academy but is regarded as one of the most successful artists from a reality TV show

Leon Ockenden
CHARITY WellChild
BEST KNOWN FOR Playing Will Chatterton in soap opera Coronation Street
DID YOU KNOW? Leon will join Lauren Drummond as part of Charity of the Year WellChild’s Peloton Relay team

Mark Webber
CHARITY London Youth
BEST KNOWN FOR Eleven victories over an 11-year Formula 1 career, including the 2012 Silverstone Grand Prix
DID YOU KNOW? He was part of the Porsche team to win the 2015 FIA World Endurance Championships

Jo Whiley
BEST KNOWN FOR Being one of the voices of BBC Radio 1 and Radio 2 for more than two decades
DID YOU KNOW? In 2014 the DJ ran, jogged and walked on a treadmill for an incredible 26 hours for Sport Relief
Changing Lives

Participants in Prudential RideLondon will make sport in London and Surrey better for everyone, and we’ve got the facts and figures to prove it...

This weekend’s Prudential RideLondon festival of cycling will once again support The London Marathon Charitable Trust and enable The Trust to fund a wide variety of facilities that will inspire and increase the numbers of people regularly taking part in sports and physical activities across London and Surrey.

Previous grants have supported projects that include the enhancement of changing facilities to encourage more women to get active, the provision of devices that allow people with mobility challenges dignified entry into the water when they go swimming and the construction of state of the art games areas and apparatus on inner city housing estates.

Where does the money for these inspiring projects come from? Once the costs of putting on events like Prudential RideLondon are met, London Marathon Events Ltd, one of the organisers of the cycling festival, transfers its profits to The Trust to be distributed in grants in the areas in which the company hosts events. In addition, all bequest income from the Prudential RideLondon-Surrey 100 and 46 registrations system goes directly to The Trust.

Since its founding in 1981, The Trust has awarded more than £62 million to over 1,100 sports and recreation projects across the capital and beyond. This year contributions from participants will again enable generous grants from The Trust to support the building and renovation of facilities to encourage individuals to get off their couches and to get active, so make sure you give the sportive riders a big cheer as they cycle past you on Sunday.

Cycling Projects Supported by The London Marathon Charitable Trust

RUNNYMEDE ROCKETS BMX CLUB Surrey
- £50,000 from The Trust towards full refurbishment and upgrade of its track surface and jumps
- 330m-long BMX track
- 400 riders took part in the track’s launch event

PECKHAM BMX CLUB Burgess Park, Southwark
- £75,000 from The Trust towards the £1.2m track construction
- 350m-long track and 70m pro straight
- 35-foot pro jump, one of the biggest in the country

LEE VALLEY VELOPARK
- £2m donated to Lee Valley VeloPark
- 395,000 visited Lee Valley VeloPark between April 2015 and April 2016
- 97,000 of those visitors cycled

The London Marathon Charitable Trust in Numbers

1981 the year The Trust was formed, alongside the first ever London Marathon

£2.5m helping 31 facilities in The Trust’s latest round of grants

£62m+ total value of grants awarded since The Trust’s foundation

1,130 projects have received grants