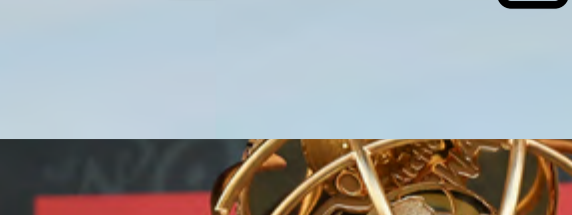


# ARCTIC RACE OF NORWAY

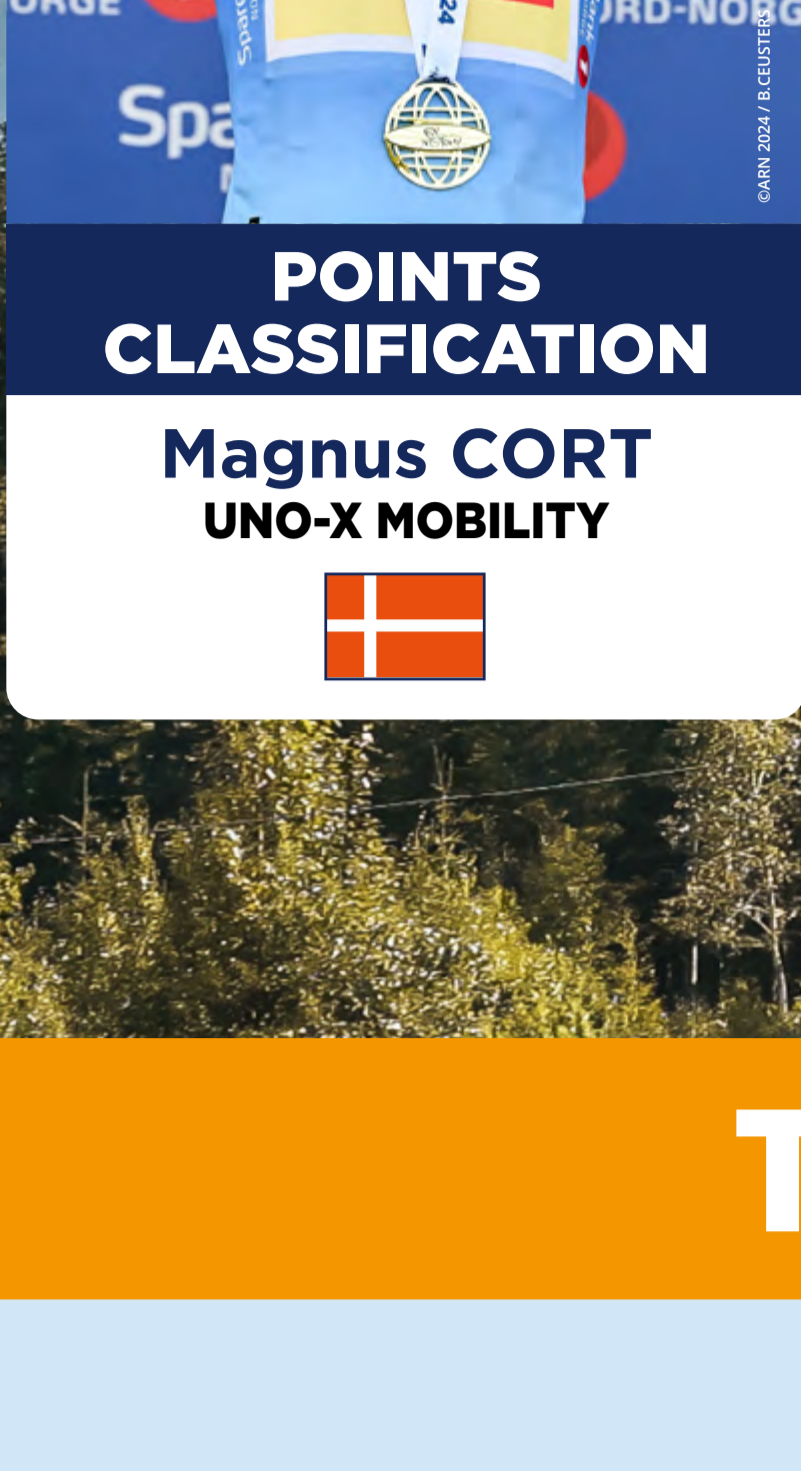
4-7 August 2024 | 11th edition



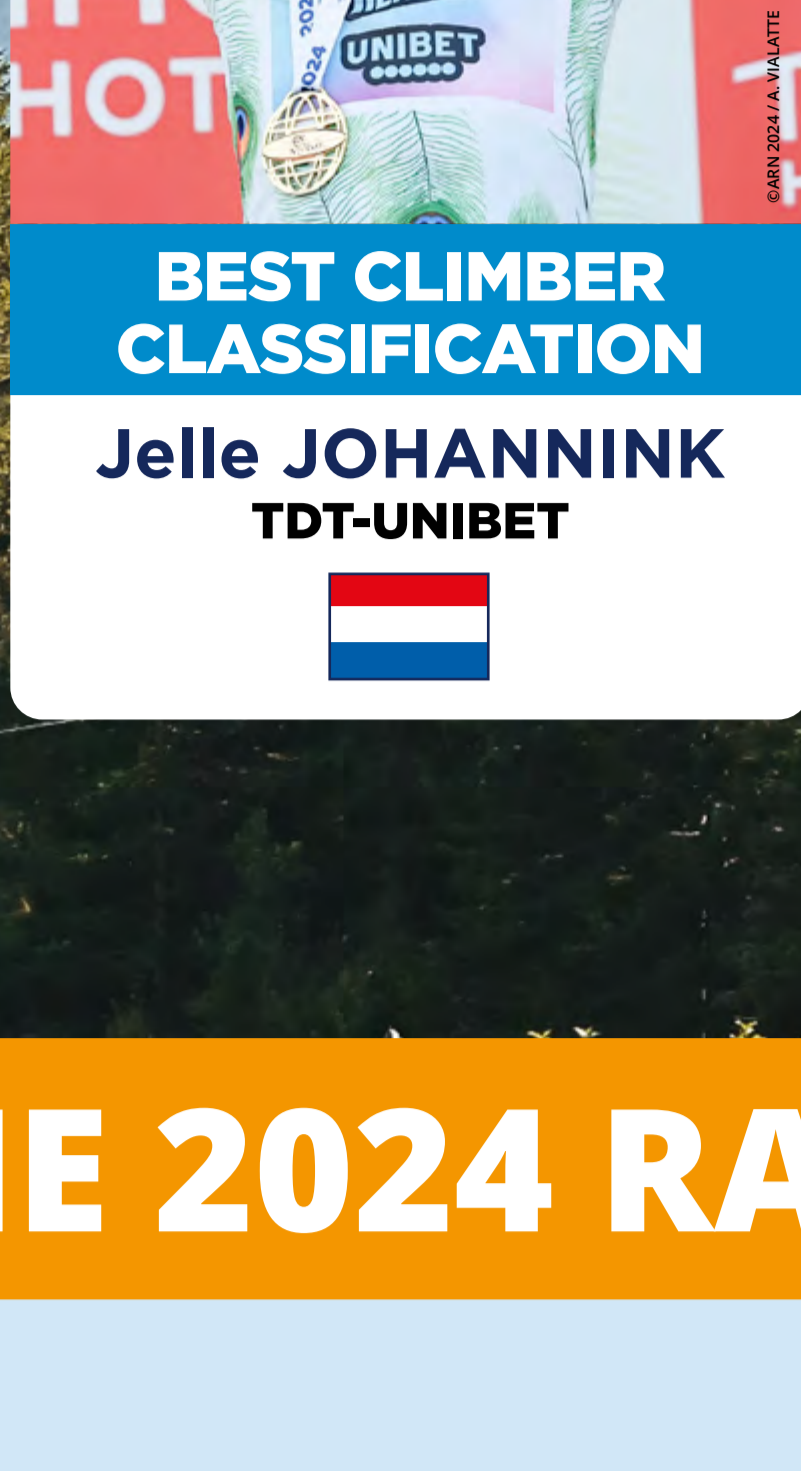
**WINNER 2024**

## Magnus CORT

"It's unbelievable how strong we could race all week long with just six guys. It's amazing to win our home race."



**POINTS CLASSIFICATION**  
Magnus CORT  
UNO-X MOBILITY



**BEST CLIMBER CLASSIFICATION**  
Jelle JOHANNINK  
TDT-UNIBET



**BEST YOUNG RIDER CLASSIFICATION**  
Kevin VERMAERKE  
TEAM DSM-FIRMENICH POSTNL

## THE 2024 RACE

**648km and 4 stages**

**9** Tour de France teams

**1st ever gravel section** in the Arctic Race between Straumen and Fauske

**Chris Froome**  
The 1st Grand Tour winner on the Arctic Race of Norway  
(4 Tour de France, 2 Vuelta, 1 Giro d'Italia)

**7 host municipalities in Salten**  
Bodø as main hub (European Capital of Culture)

**Norway shines at home**

- 2 stage wins for Alexander Kristoff
- 3 stage wins for Uno-X Mobility
- General and points classification for Uno-X Mobility



STAGE 1  
04/08/2024  
Bodø > Rognan

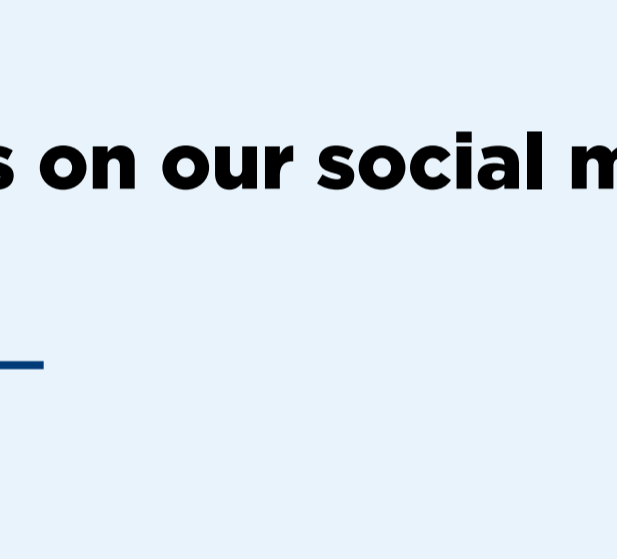
## MEDIA

### A GLOBAL TV COVERAGE

**58** broadcasters (vs 56 in 2023) and **13** live broadcasters

Broadcasted in **190** countries including **156** live broadcast

**More than 15h** of live broadcast

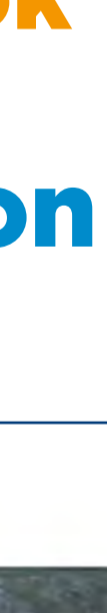


### DIGITAL

## Website

**203,898** visits (+18% vs 2023)

## Social media



**More than 150,000** followers on our social media



**#1** most followed sport event on Facebook in Norway

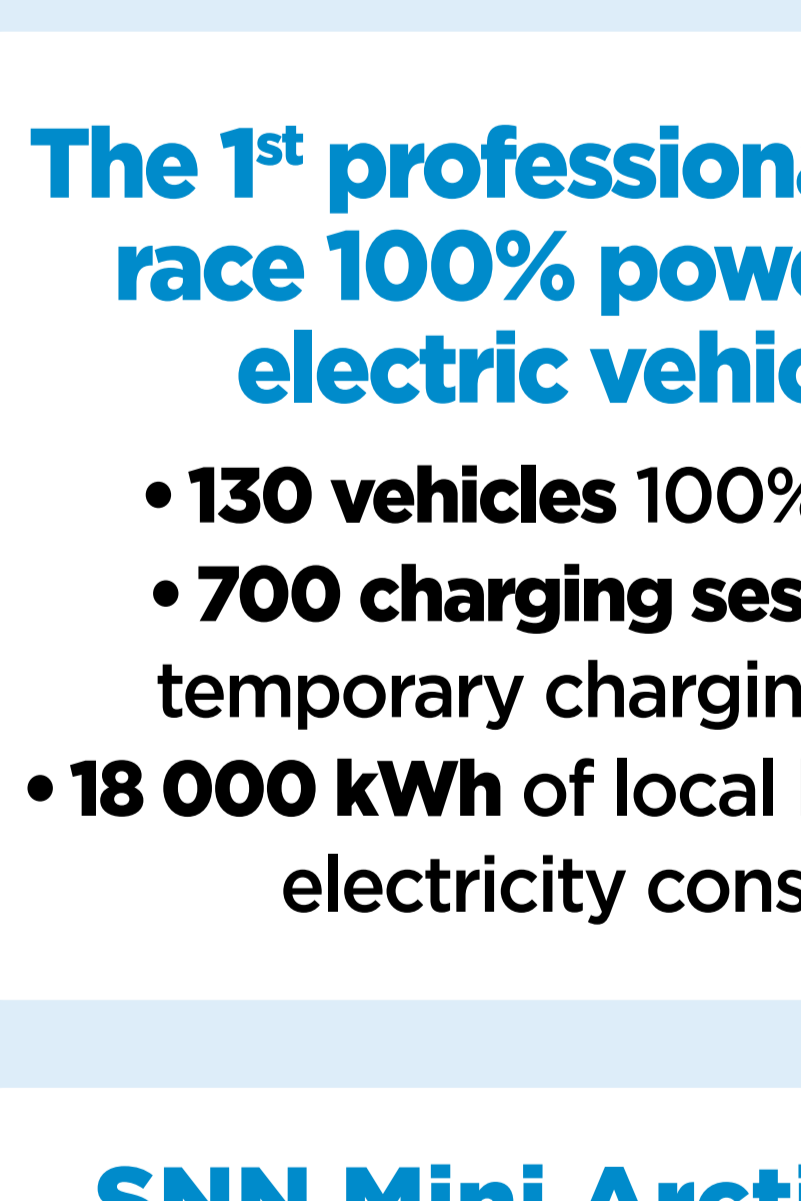
One of the world's **top 10** cycling races

**19 million** video views on the Arctic Race of Norway platforms

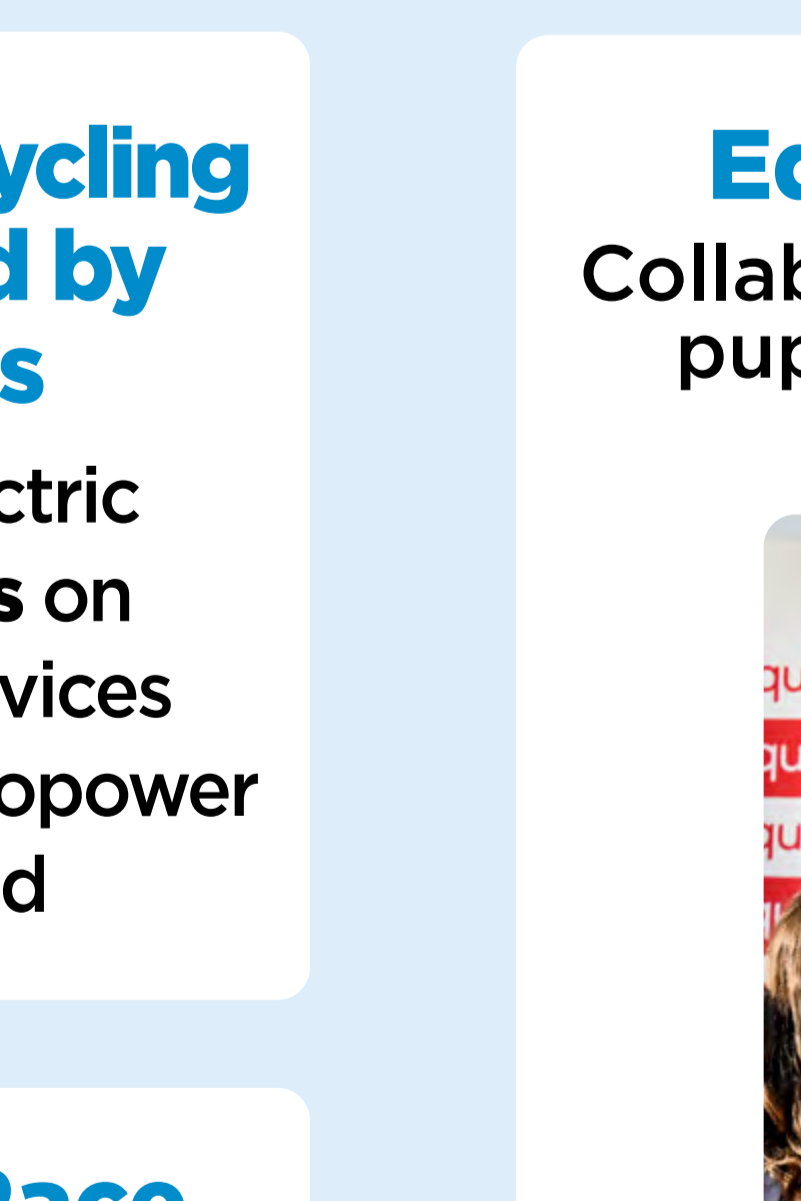
**171 million** people reached on the Arctic Race of Norway platforms (+28% vs 2023)

## Top content

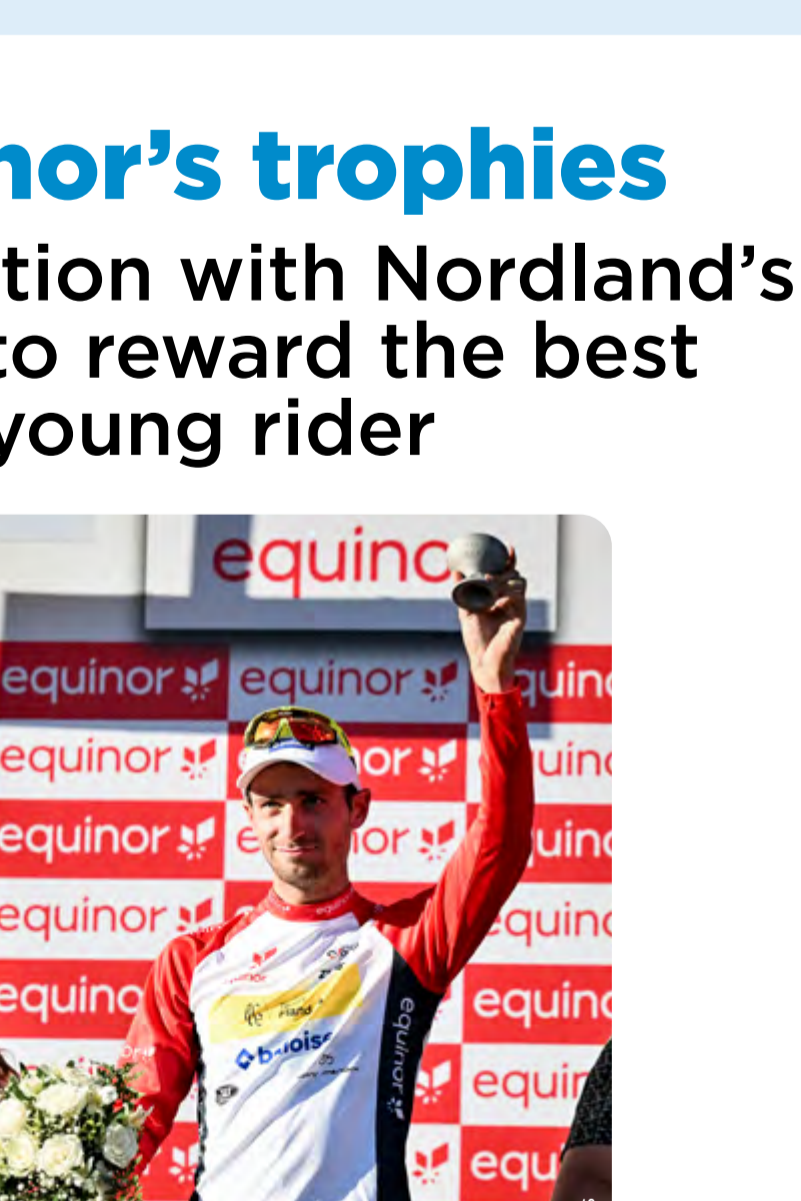
**Best post Facebook**  
**4.1 million** views



**Best post Instagram**  
**738,000** reached accounts



**Best post X**  
**111,000** impressions



### Viking Jersey

is worn by the best teammate of the day, elected by the fans on social networks and handed over by foster children, in collaboration with Bufetat

## MUCH MORE THAN JUST A RACE

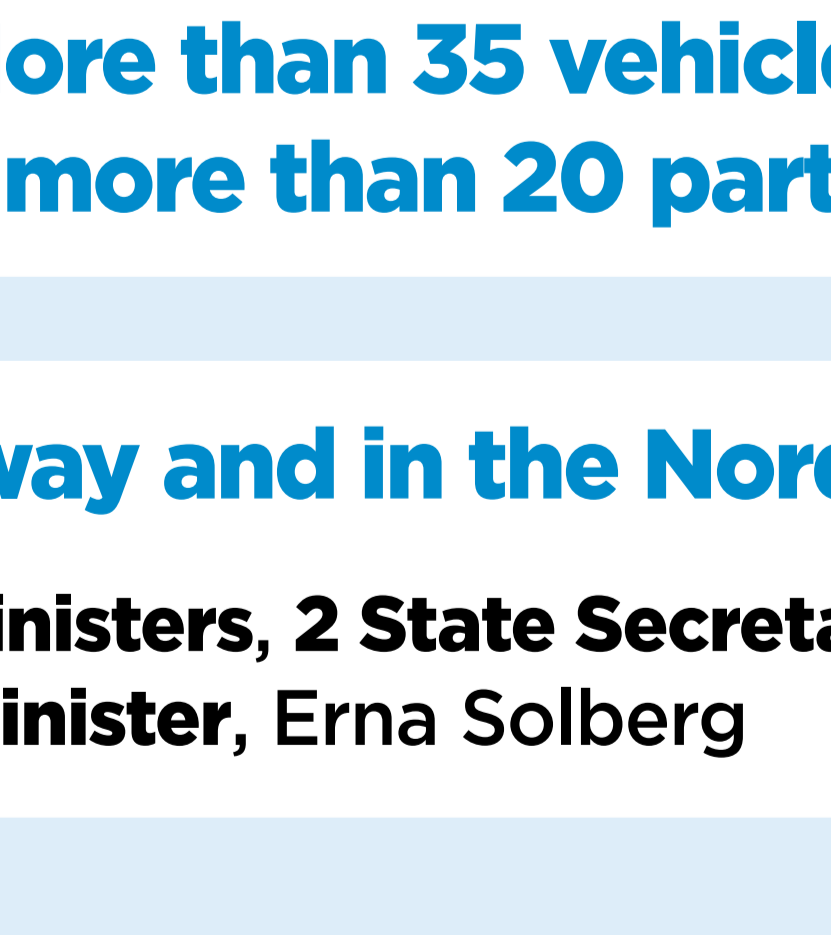
**The 1st professional cycling race 100% powered by electric vehicles**

- **130 vehicles** 100% electric
- **700 charging sessions** on temporary charging devices
- **18 000 kWh** of local hydropower electricity consumed

**SNN Mini Arctic Race**  
**3 kids** racing gathering more than **17,000** children since 2013



**Equinor's trophies**  
Collaboration with Nordland's pupils to reward the best young rider



**The longest caravan of the Arctic Race of Norway history**  
**More than 35 vehicles** and more than **20 partners**

**A platform for collaboration in Norway and in the Nordics**

Major political figures attending the race: **2 Ministers**, **2 State Secretaries**, **3 County Leaders** and **former Prime Minister**, Erna Solberg

## A PIECE OF ARCTIC RACE OF NORWAY FOR EVERYONE

**6 sport side-events gathering more than 450 participants**

**Arctic Race of Norway Challenge**  
A feel-like-a-pro cycling race, giving access to L'Étape du Tour



**POLAR kraft Sprint**  
30,000 NOK distributed to local sports clubs thanks to 3 running races



**Arctic Race of Norway local sports events**  
Bodø run warm-up, Roller Ski Race

