



**Alpine Cols**  
CRANK UP THE POWER

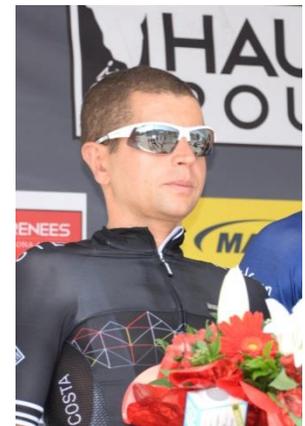


**Directeur Sportif**

*“ After having decided to do the Triple Crown\* I also decided to have the support of Alpine Cols and I must say it was a wise decision. During a so long and demanding challenge all the extra help and support is very welcome and the Alpine Cols support was extremely good with all the staff very friendly and expert.*

*Some of the things I found extremely important:*

- 1. The [Alpine Cols] riders briefing the night before each stage*
- 2. The energy food and drinks before, during and just after the stage*
- 3. The support that every time was possible of the Alpine Cols coaches during the stages*
- 4. The massages just after the stages were also incredibly good for recovery*
- 5. Last but not least, all the mental support given by all the staff ”*



Sergio, 2<sup>nd</sup> place, Triple Crown  
Haute Route 2014

\*Triple Crown riders ride all three of the Haute Route back to back, covering 2700km and 60,000m of vertical in three weeks through the Alps, the Dolomites, and the Pyrenees.

# RACE SMARTER

## Daily briefing

Get the inside information to prepare for the next stage.

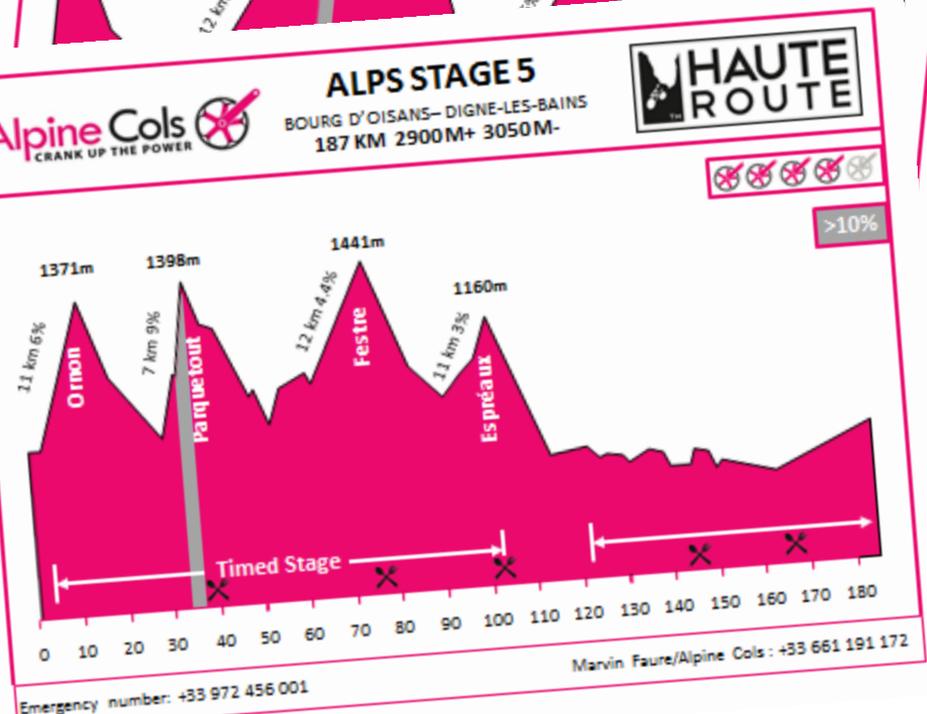
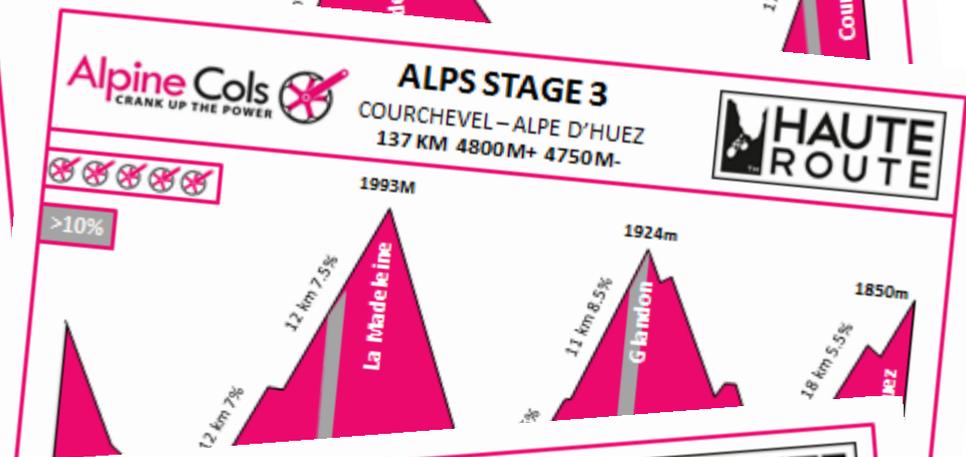
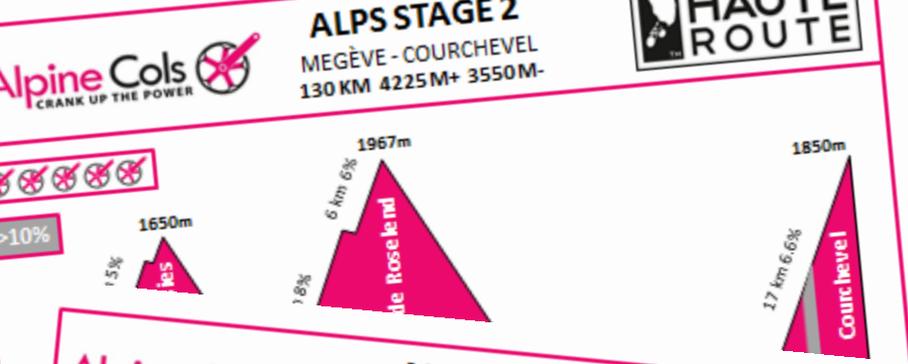
## Real time coaching

Finish faster with on-the-bike support from your coach.

## Recovery

Recover like a pro with expert physiotherapy treatment and optimal nutrition.





# DAILY BRIEFING

The Alpine Cols briefing complements the Haute Route official briefing.

We put all our race experience and knowledge of the climbs into race-winning tips:

- Key characteristics of the route
- What the climbs are really like
- Risks and dangers on the descents
- Which feed station to stop at
- What clothes to wear
- What equipment to choose

We think, you ride.



The arrival village,  
Bagnères-de-Luchon

## RECOVER

Recovery is essential during the Haute Route and must be your priority from the moment you cross the finish line.

Benefit from our post-race hydration and nutrition in those vital first 30 minutes, quickly replacing fluids, salts, carbohydrate and proteins.

Relax and put your legs up at the Alpine Cols base in the arrival village with one of our Compex electro-stimulation devices.

Electro-stimulation increases the blood flow to evacuate the toxins, accelerating recovery and preparing your muscles for massage.

## RECOVERY SUPPORT

Post-race nutrition

Post-race hydration

Electrostimulation

Rest and relaxation

Logistical assistance

Physiotherapy (extra)

# RACE SERVICES

## PROFESSIONAL SUPPORT

Through our Race Services, we aim to make your experience at the Haute Route as pleasant and as easy as possible.

There are three components to the Race Services:

### 1. Directeur Sportif

The Directeur Sportif provides you with the extra level of support routinely enjoyed by the professionals in competition. Here are just a few of the features:

- Comprehensive pre-stage briefing and advice
- Your personal choice of energy drinks and nutrition.
- Pickup and drop-off of extra clothing during the stage
- Access to the Alpine Cols tent in the arrival village for immediate post-stage nutrition and hydration.
- Use of a Compex electro-stimulation device to speed recovery
- Cleaning and preparing your bike for the next day

### 2. Super-domestique

The Super-domestique is an Alpine Cols coach that will cycle by your side throughout the Haute Route, providing coaching and support. This package includes the Directeur Sportif.

### 3. Recovery massage & physiotherapy

A guaranteed 30 minute session at pre-arranged times each evening, from a qualified sports physiotherapist.

## LIMITATIONS

The Haute Route is an amateur race, subject to its own rules and regulations. These mean that we cannot provide an identical service to what you see on the Tour de France, where the riders simply raise their arm to be resupplied on the road by their following car.

The rules state that all non-emergency assistance must be provided within 100m of an official feed-zone.

### In practice

During the 2015 race we supported our riders at two separate feed-zones.

## The benefits

- We take care of the details, you focus on your riding
- Gain multiple places thanks to our coaching
- Recover faster with our top sports physiotherapists

## The costs

- €650 for the Directeur Sportif
- €1250 for the Super-domestique
- €360 for the Physiotherapy (not available alone)

# DIRECTEUR SPORTIF - DETAILS

WHEN	WHAT	WHY
Before the stage (previous day)	Comprehensive <b>Directeur Sportif briefing</b> , based on our intimate knowledge of the stage: <ul style="list-style-type: none"> <li>the route: landmarks and points of danger;</li> <li>the profile: climbs, descents, flat stretches;</li> <li>the weather forecast: temperatures, wind, precipitation;</li> <li>the strategy for the stage: pacing, nutrition, hydration;</li> <li>recommendations for clothing and equipment.</li> </ul>	Know what to expect: no surprises Be fully prepared for the stage
Before the start	<b>Mechanical assistance</b> up to the start	No stress: deal with any last minute mechanicals
	Provision of <b>energy drinks, snacks and gels</b> for the first part of the stage	No need to mix your own: we do it for you.
	Provision of a <b>pre-start energy drink</b>	Start the stage in optimum condition.
During the stage (only in the authorized zones)	<b>One-on-one support.</b> Reply to any questions or last-minute concerns; provide encouragement or if needed help to quieten the “inner chimp”	No stress!
	<b>Private resupply</b> of energy drinks, snacks and gels	Your choice of nutrition/hydration products, and no queuing
	Pick up, drop off or change <b>clothing</b> (jackets, waterproofs, arm-warmers, long-fingered gloves, etc.)	The temperature can vary by 30 degrees on a mountain stage: to be able to pick up, drop off or change clothing is a big advantage.
After the stage	<b>Mechanical assistance:</b> air, puncture repair, wheel exchange, adjustments...	Private access to assistance
	<b>Recovery assistance</b> provided in the arrival village: <ul style="list-style-type: none"> <li>Recovery mix (Overstims Sportdej and Regeprot: easily assimilated carbs &amp; protein)</li> <li>Bicarbonate drink</li> <li>High glucose natural snacks (figs, apricots, etc.)</li> </ul>	The first hour is the most important for recovery and replenishment. This is a critical window not to be missed.
	<b>Immediate access to your small bag</b> with the kit you need upon arrival to shower and change (carried in the Directeur Sportif’s car)	These are not always easy to recover from the main transport: no need to go and get it yourself
	Use one of our <b>Compex electro-stimulation</b> devices to accelerate your recovery.	Electro-stimulation is known to increase the blood flow and thus accelerate the evacuation of lactic acid and other toxins.
	<b>Bike concierge:</b> <ul style="list-style-type: none"> <li>Cleaning and preparing your bike for the next day</li> <li>in the case of a serious mechanical problem that neither we nor Mavic can resolve we will take you to the nearest bike shop.</li> </ul>	Private access to assistance
<b>Coach’s Corner:</b> Debrief on the day’s stage: what went well, lessons learned, followed by briefing for the next day’s stage. Individual debrief for those with power meters: analysis of the power data; lessons learned and recommendations for the next day.	Learn from the day’s experience	
At the end of the week	Provision of a full set of <b>hi-res photographs</b> taken by Alpine Cols staff during the week, with rights for personal, non-commercial use.	Great photos to show friends and family.

*“ I really enjoyed the services you provided. The briefings were very useful, support on feed stations as well but I guess what I enjoyed most is to have a place to go immediately after each stage to get some food, sit down and most important of all a very good massage. That really made a difference in terms of recovery. ”*

Bruno, Alps 2015



*“ Most positive was your team’s attitude. You were positive, helpful, smiling, cheering and always available! I would say I gained some 50 places just because I was able to have extra clothes or give away unnecessary clothes when needed . ”*

Antti, Dolomites 2015



*“ Your service is invaluable for anyone not coming with a group or team. You created a camaraderie amongst the riders which is very important. You started the rebuild process as soon as the rider crossed the line which as you know but many don't is critical to success the next day. ”*

Marshall, Pyrenees 2015





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