DAVID MILLAR TO RE-JOIN THE PELOTON FOR THE MASERATI TOUR DE YORKSHIRE RIDE

Wednesday 15 April, 2015

- **MILLAR TO RIDE ALONGSIDE HIS FATHER AND 6000 OTHER RIDERS ON SUNDAY MAY 3**
- **DAVID MILLAR AND MASERATI HAVE PRODUCED A ROUTE PREVIEW VIDEO TO PREPARE RIDERS FOR THE CHALLENGE**

Wednesday 15th April 2015: British ex-pro cyclist David Millar has confirmed he will join 6000 other amateur riders for the first time since his retirement, to take part in the Maserati Tour de Yorkshire Ride on Sunday, May 3. Millar will take his place on the start line alongside his father Gordon, who has only just recently taken up cycling, for company along the iconic Yorkshire route.

Millar adds significant pedigree to the sportive, the Scot being one of only two Britons to have worn the leader's jersey at all three of the Grand Tours.

The Maserati Tour de Yorkshire Ride offers riders the choice of a 55km, 109km, 142km and 55km women's only Cycletta sportive - all of which take place on the same day and many of the same roads as the third and final stage of the Tour de Yorkshire Pro ride. Indeed much of the route was part of the iconic 2014 Yorkshire Grand Départ stage of the Tour de France.

In order to ensure that those taking part are fully prepared for the ride ahead, David Millar and Maserati have produced a preview video in order to give riders an insight into what to expect from some of the more challenging stages.

Millar, who rode part of the route in March as part of the launch of Maserati Cycling, discusses the four key climbs along the route: Côte de Chevin, Côte de Hebden Bridge, Côte de Goose Eye and Côte de Cow and Calf, giving a rider's-eye view of each climb.

Commenting on the Maserati Tour de Yorkshire Ride route Millar said, "We wanted to give the riders of the Maserati Tour de Yorkshire Ride a look at the route as there are a few very hard climbs. Parts of the route were used in Stage Two of last year's Tour de France with many parts catching out the pro-riders."

He continued, "It's important not to underestimate the difficulty of this route. On the climbs you need to make sure you put on very small gears as it is going to be hard, especially if it rains. I'm very excited to be heading up to Yorkshire and competing in what will be an iconic ride for everyone involved."

To view the video on the Maserati YouTube channel click here:
https://www.youtube.com/watch?v=5WuVTdv6fvI

The ride will start and finish at Roundhay Park, Leeds on the morning of Sunday, May 3 and will precede the third and final stage of the Tour de Yorkshire Pro race later that day.

Maserati Cycling is a new programme designed to celebrate the marque's affinity with the sport and to offer a series of unique experiences for Britain's road cyclists.

The rapid growth of road cycling in the UK has been particularly evident amongst Maserati customers and employees, whose passion for performance, sporting excellence and design provides a natural conduit to the sport. Through Maserati Cycling, the company will aim to embrace this passion and is committed to supporting its continued growth.

Ends

Notes to Editors

Entries are still available for the 50km women only Cycletta sportive
http://letour.yorkshire.com/tour-de-yorkshire/sportive

About Maserati

Officine Alfieri Maserati was founded on December 1, 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports car culture and its development. Every

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For more information on Maserati, visit: www.maserati.co.uk

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