# NTT announced as the Official Technology Partner to the Tour de France Femmes avec Zwift

**Thursday 14 October, 2021**

*Leading technology provider will help power new women's race to promote equality in cycling*

**London, UK – 14 October 2021 –** NTT Ltd., a global technology and business solutions provider, is today announcing its role as A.S.O's Official Technology Partner to Tour de France Femmes avec Zwift. The new race, which will launch in 2022 and for which the route is announced today, will promote the development of women's cycling and inspire the next generation of female riders.

The inaugural race will start on the Champs-Élysées on 24th July, prior to the conclusion of the men's race. The race will feature 20 teams of six riders and will conclude on 31st July 2022. The event adopts the same codes, values, and symbols as the men's race; helping to encourage diversity and equality within the sport.

As the event's official technology partner, NTT will work with A.S.O. to implement a technology roadmap to provide a rich digital experience for fans. This will include Race Center, which brings together social media, and commentary and LeTourData, which will provide fans with data-driven insights and AI predictions across Twitter, Instagram, and TV broadcast to bring them closer to the action.

Commenting on the partnership, Marilyn Chaplin, Chief Human Resources and Sustainability Officer at NTT Ltd., said, "We're incredibly proud to be part of this historic event and to be supporting A.S.O in championing inclusivity and grassroots cycling. The launch of this race will have a significant impact on diversity in cycling and will go a long way in encouraging more women to get involved with the sport. Our technology will help to lift the profile of the women's race and bring its passionate fans closer to the action. We celebrate this step towards a more inclusive and diverse sport."

NTT's role as the official technology partner to Tour de France Femmes avec Zwift, means NTT now supports A.S.O with four of its female events, including Paris-Roubaix Femmes, Fleche Wallonne Femmes and Liege-Bastogne-Liege Femmes. NTT is also the official technology partner to the men's Tour de France race.

Yann Le Moënner, Chief Executive, A.S.O, said: "At A.S.O, we're extremely proud to be launching Tour de France Femmes avec Zwift and to be able to count on key expert partners such as NTT. Our partnership with NTT is well known for bringing the fans closer to the action. In July 2020, NTT worked with Zwift, to host the first Virtual Tour de France, where 40 million fans were able to engage and enjoy the event despite Covid restrictions. NTT's technological capabilities will continue to help us create the race of the future, based on innovation, data analytics and equality."

**-ENDS-**

**About NTT Ltd.**

NTT Ltd. is a leading global technology services company. We partner with organizations around the world to shape and achieve outcomes through intelligent technology solutions. For us, intelligent means data driven, connected, digital and secure. As a global ICT provider, we employ more than 40,000 people in a diverse and dynamic workplace that spans 57 countries, trading in 73 countries and delivering services in over 200 countries and regions. Together we enable the connected future. Visit us at hello.global.ntt

**About A.S.O**

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 240 days of competition per year, with 90 events in 25 countries. A.S.O. is involved in 5 major sports including cycling with Le Tour de France, motor sports with the Dakar, sailing with the Tour Voile, mass events with the Schneider Electric Marathon de Paris and golf with the Lacoste Ladies Open de France. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.

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## Scan Me:

**Media Enquiries:**

Hotwire for NTT Ltd.

Aimee Lynn

aimee.lynn@hotwireglobal.com

## Company Contact:

**NTT Ltd.**

E. ntt@hotwireglobal.com
W. https://hello.global.ntt/

**Additional Contact(s):**
Hotwire for NTT Ltd.
Hannah Lock
hannah.lock@hotwireglobal.com

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