

# THE PIONEER

MTB STAGE RACE, SOUTHERN ALPS, NZ

**7 February 2018**

Media release from The Pioneer, for further information visit [www.thepioneer.co.nz](http://www.thepioneer.co.nz)

## **PIONEER PROVING HUGELY POPULAR WITH ENTRIES OVER 70% SOLD**

Organisers of The Pioneer Mountain Bike Stage race are thrilled with the response to the new format for the event, set to return in November 2018, with entries already over 70% sold and exceeding numbers from the previous two editions of the multi-stage mountain bike event.

Race Director Bec Williams has taken huge confidence from the entries so far, but also the feedback following the announcement that the event would return this year in a six-day format.

“It was our goal to ensure the long-term sustainability of the event, without losing the characteristics that made the first two editions so special. Demand for entries and the conversations we have had with riders directly and online have given complete backing for the changes we have made, it is going to be a very special event in November this year, one that is fresh for returning riders, and a stunning challenge for everyone.”

Amongst the changes is a Queenstown start and finish to the event, with riders now taking in six days of pedaling with 450km of riding in total. Williams says the event will be just as challenging as ever though.

“One thing that was made clear was riders did not want us to soften this event too much, they want and expect to ride over terrain that will take them to their limits, and with over 15,000 metres of climbing, this course certainly ticks that box.”

Entries are coming in from all around the world too, with 21 countries represented, with the biggest numbers coming from Australia, United States, and Singapore, while of course New Zealand is the largest nation of riders.

Williams says those numbers are only going to increase, with a series of information roadshow events about to take place in Australia and New Zealand.

“We expect demand on entries to increase over the next month and urge anyone considering entering to do so now to avoid possible disappointment. We know from the level of registrations for information, that many more people are considering the race, or in fact have already made the commitment to race but haven’t yet completed the entry process.”

The information evenings will provide riders or prospective riders with an overview of the event, including course information, technical advice, gear requirements, advice for supporters, and importantly contain a lengthy question and answer session when anything can be tabled of the organisers. At many of the evenings these questions will also be answered by riders who have already experienced The Pioneer and can share their stories.

**The Pioneer Information Roadshow:**

*Everyone must register for any of the roadshows, space is limited at most venues, [CLICK HERE](#) to find more information or visit [www.thepioneer.co.nz](http://www.thepioneer.co.nz) for more information*

Melbourne, 7<sup>th</sup> Feb  
Bike Now, 6pm to 7:30pm

Melbourne, 8<sup>th</sup> Feb  
Total Rush Richmond  
6pm to 7:30pm

Sydney, 13<sup>th</sup> Feb  
Cyclery Northside  
6pm to 7:30pm

Brisbane, 15<sup>th</sup> Feb  
Planet Cycles  
6pm to 7:30pm

Wellington, 6<sup>th</sup> March  
iRIDE  
6pm to 7:30pm

Auckland, 7<sup>th</sup> March  
Hot Cycles  
6pm to 7:30pm

Christchurch, 14<sup>th</sup> March  
Scotty Browns  
6pm to 6:30pm

Countries represented in The Pioneer, as of Monday February 5, 2018.

*United Arab Emirates, Afghanistan, Australia, Belgium, Brazil, Canada, Switzerland, Germany, Denmark, Spain, France, Great Britain, Hong Kong, Ireland, Malaysia, New Zealand, Philippines, Portugal, Singapore, United States, South Africa.*

## **The Pioneer 2018 – MTB Stage Race Southern Alps, NZ**

November 25 – 30, 2018

450km of riding and 15,500m climbing

### **Stage information**

Prologue	Coronet Peak	Own Accommodation	22km	1500m
Stage 1	Queenstown - Queenstown	Alexandra	66km	2878m
Stage 2	Alexandra - Alexandra	Alexandra	114km	2750m
Stage 3	Alexandra - Bannockburn	Bannockburn	75km	2600m
Stage 4	Bannockburn - Bannockburn	Bannockburn	83km	3100m
Stage 5	Bannockburn - Arrowtown	Own Accommodation	67km	2800m

Estimates of the type of riding throughout the Pioneer

- 36% - 4WD/Farm Track
- 35% - Cycle Trails / Single Track
- 15% - Gravel Road
- 14% - Sealed Road

For more detail on each stage, [CLICK HERE](#)

Additional information can be found at [www.thepioneer.co.nz](http://www.thepioneer.co.nz)

## **THE PIONEER, MTB STAGE RACE, SOUTHERN ALPS, NEW ZEALAND**

The Pioneer came out of a simple idea. Ride beyond. The idea of creating a uniquely New Zealand event that took you through the parts of the country that few will ever get to enjoy. To ride to the remotest parts of the Southern Alps. To push yourself beyond your comfort zone. To get you far away from familiar trails and in to the unknown. And you do it all for six days straight in teams of two.

### **KEY STATS**

6 DAYS OF RACING – Lose yourself in mountain bike nirvana, November 25 - 30, 2018

Queenstown to Queenstown course

450km of riding and 15,500m climbing

Team racing – all riders in teams of two

Entries open at [www.thepioneer.co.nz](http://www.thepioneer.co.nz)

### **OVERVIEW**

The Pioneer is an awe inspiring six-day mountain bike stage race through and around New Zealand's pristine Southern Alps. Linking together amazing riding over farm tracks, NZ Cycle Trails, double track and single-track riding in a very special

part of the world where soaring mountain peaks, crystal-clear blue lakes, and golden high country await. If you're looking for a mountain bike race to get you inspired again, this is it!

## WHAT TO EXPECT

- Find Stunning – A rare chance to journey through a pristine and untouched part of New Zealand – riding through the some of the most awe-inspiring scenery on earth.
- Find Character – An epic challenge that will push you to the edge and have you digging deep.
- Find Welcome – Discover New Zealand's legendary warm kiwi hospitality...with a super-friendly race vibe to enjoy at the end of each day. You'll have earned it!

For further information and interviews, contact:

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## **About IRONMAN**

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock n' Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon® Series, mountain bike races including the Absa Cape Epic®, premier marathons including the Standard Chartered Singapore Marathon, and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company's vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 200 events across 50 countries. For more information, visit [www.ironman.com](http://www.ironman.com).

## **About Wanda Sports Holdings**

Wanda Sports Holdings is the world's leading sports business entity, founded to capture the opportunities in the global sports industry and to contribute to the prosperous international sports landscape – in three key areas: 1) Spectator Sports (media and marketing business), 2) Participation Sports (active lifestyle business), 3) Services (digital, production and service business). Wanda Sports Holding incorporates the international sports marketing company Infront Sports & Media, the iconic endurance brand IRONMAN, and Wanda Sports China. The headquarters are in Guangzhou, China.