



Racement GmbH

iXS DOWNHILL CUP

MEDIA GUIDE

SEASON 2024

SHORT INFORMATION



- ▶ More than 20 years of race experience and existence
- ▶ In the future, the European Cup will play a decisive role as a qualification for the World Cup.
- ▶ Most valuable and highest rated independent race series in Europe



- ▶ Different race series for rookies, amateurs and professionals
- ▶ More than 4.000 participations from over 1.800 unique riders
- ▶ 45 attending nations
- ▶ Sustainable and important platform for young talents



- ▶ Strong international attention, media presence and popularity
- ▶ Authentic and professional target group approach
- ▶ Participation of international elite athletes

ABOUT THE SPORT

MOUNTAIN BIKE DOWNHILL

It's not comparable with any other sport. Downhill is the pinnacle of all bike disciplines, as the F1 is in motor sports. The speed, the stunning landscapes and the high technical level characterizes MTB Downhill. All of this combined with the cool lifestyle makes this discipline young, fresh and packed with plenty of action. The competition is great for spectators and fans because most of them are familiar with bikes and everyone understands the rules.

MORE THAN 20 YEARS OF RACING

The iXS Cup was launched in 2003, more than 20 years ago. In the meantime, it has given rise to various race series with different target groups, from amateur athletes to professionals. The different series are organized across countries and are unique worldwide in their comprehensive structure. All series form a perfectly coordinated system, so that an optimal path is offered from the five-year-old junior athlete up to entry into the UCI World Cup.

In the future, the iXS European Downhill Cup will play an even more important role in the qualification system for the World Cup, as it will become more elite and the entry requirements more difficult.



MEDIA LINKS:

www.ixsdownhillcup.com

www.rookiescup.bike

www.facebook.com/ixs.downhill.cup

www.instagram.com/ixsdownhillcup

www.instagram.com/rookiesdownhillcup

www.youtube.com/user/racement

DESCRIPTION OF THE SERIES

The racing series provide the perfect sporting career. Kids as young as 5 can enter age-appropriate events and develop through the various series to become ambitious athletes in professional sports.

THE FORMULA 1 OF CYCLING

Mountain bike downhill is and remains the best sport in the world. It looks amazing and is also extremely demanding.

iXS EUROPEAN DOWNHILL CUP

The iXS European Downhill Cup is now entering its 18th season. The series is the springboard for aspiring professionals and has already brought out some of the best athletes in the world. Renowned venues with challenging courses offer competitions with a family flair.

iXS DOWNHILL CUP

The iXS Downhill Cup, which emerged from the former Swiss and German series, consists of races with a rather national character. Many classical downhill venues are united to form the largest race series in the German-speaking region.



GREAT VENUES

An important pillar of the series are the organising venues.

Besides the professional organisation of the races, it is the destinations themselves that are always worth a trip.

PROPAIN ROOKIES CUP

Races for young talents are just as important as adult races. You have to be 15 years old to take part in other race series, that's the reason for us to focus on the youngest talents, organize the PROPAIN Rookies Cup series and give all kids the chance to prove their skills and get more experienced with every race.

VSPACE KIDS CUP

The VSPACE Kids Cup is the youngest race series, both because it has only existed since 2022 and because it targets participants aged between five and ten. It's all about having fun on the bike, mostly on two short downhill courses with smaller obstacles. The level of the kids surprised even us.



iXS INTERNATIONAL ROOKIES CHAMPIONSHIPS

This race is part of the PROPAIN Rookies Cup and is certainly the highlight of the season for all young and ambitious riders. The iXS International Rookies Championships are held in Schladming, Austria, one of the most popular mountain bike venues in the world. Every year, riders from almost two dozen countries take part in the race and compete for the title of Rookies Champion. Big names have already been able to adorn themselves with the title, for example Valentina Höll from Austria or Jackson Goldstone from Canada.

PRESTIGIOUS TITLES

A look at the podiums of the races is often also a look into the future of the sport.



VENUES 2024

iXS EUROPEAN DOWNHILL CUP

- ▶ Losinj CROATIA
- ▶ Lenzerheide SWITZERLAND
- ▶ Maribor SLOVENIA
- ▶ Panticosa SPAIN
- ▶ Les Deux Alpes FRANCE
- ▶ Abetone ITALIA
- ▶ Verbier SWITZERLAND

iXS DOWNHILL CUP

- ▶ Winterberg GERMANY
- ▶ Willingen GERMANY
- ▶ Steinach GERMANY
- ▶ Bad Tabarz GERMANY
- ▶ Ilmenau GERMANY
- ▶ Spicak CZECH REPUBLIC
- ▶ Bellwald SWITZERLAND

PROPAIN ROOKIES CUP

- ▶ Winterberg GERMANY
- ▶ Saalbach Hinterglemm AUSTRIA
- ▶ Steinach GERMANY
- ▶ Oberhof GERMANY
- ▶ Schladming AUSTRIA

iXS INTERNATIONAL ROOKIES CHAMPIONSHIPS

- ▶ Schladming AUSTRIA

AS PART OF FESTIVALS

- ▶ iXS Dirt Masters GERMANY (DHC/RDC)
- ▶ BIKE Festival Willingen GERMANY (DHC)
- ▶ Bike Feast Lenzerheide SWITZERLAND (EDC)
- ▶ Glemmride AUSTRIA (RDC)



PLANNED MEDIA OUTPUT

We can make the following content available for external publication. Further agreements are possible and exclusive content can be created.

Videos

Maxxis Course Preview

Produced at all EDC races and selected DHC & RDC races
Published on Friday

Highlight Review

Produced at all EDC races and selected DHC & RDC races
Published on Sunday/Monday

Shot of the Day

Produced at all EDC races
Published on Friday, Saturday and Sunday



Photos

We publish a photo gallery every day, so that current photos are always available for download for reporting. All media can choose the pictures they need.

Preview, Results & Race Report

Some days before the race we are provide a announcement as preview with all relevant details concerning the venue, the track, the favorites and some special information.

We will publish the results immediately after the race on Sunday and a press release shortly afterwards. Both can also be published on external media.

MEDIA COOPERATION

In the case of media co-operations, we can coordinate the individual services and provide the partner with what they need.





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