



SAGEM official partner of the Tour de France

Thanks to the rider bibs and the sponsorship of the team standings, SAGEM will this year enter the Tour de France adventure.



Paris, the 8th of June

On the back of the riders... and of the photographers

The SAGEM logo will be placed on all the bibs of the riders, beneath their race numbers. It will also be displayed through the composite logo SAGEM / TOUR DE FRANCE on the back of the jackets and chasubles of the professional photographers working on the event.

"Victory is a team sport"

SAGEM will be the **official partner of the team standings**. Every morning, the first team of the overall classification will be distinguished on the podium of the start village. During the race, all the riders will be carrying a yellow bib.

A strategic partnership

This partnership represents for the High-Speed Internet Communication Business Group of Sagem Communication (SAFRAN group) an excellent opportunity to promote the numerous key products of the brand, especially the photo products (printers, digital frames, digital kiosks).

The communion of values

Other than the visibility that the brand will benefit from, SAGEM mainly associates itself to the series of essential principles wanted by the Tour de France. Patrick Sevia, General Director of Sagem Communication, indeed declares that he is *"particularly sensitive to the sponsorship of the team standings: the team work values shared by all our colleagues are for us a key factor of success"*. Christian Prud'homme, Director of the Tour de France, also underlines that *"cycling being the most collective of individual sports, to have an interest for the team standings shows on behalf of Sagem a real knowledge of the stakes and a noble conception of work."*

About Sagem Communication

Sagem Communication (SAFRAN group) is a major actor in the domain of mobile communication and high-speed internet communication, having obtained leading world positions thanks to its highly innovative potential. The SAGEM products especially illustrate themselves in the following activities: mobile phones, printing terminals, residential terminals, digital TV decoders, networks, electronic counters...etc. For more information, visit the websites www.sagem.com and www.safran-group.com.

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