

Press Release

“The Summit of Cycling” – A new brand for the alpine cycling and biking destination Andermatt+Sedrun+Disentis

Andermatt, Sedrun, Disentis, June 27th, 2025 - **The Andermatt+Sedrun+Disentis region is positioning itself as one of the leading cycling and biking destinations in the Alps with a new, cross-regional brand architecture. Under the slogan “The Summit of Cycling – Where Roads, Gravel and Trails meet,” all offerings from the road, gravel and mountain bike disciplines are bundled under a common identity and anchored emotionally, visibly and strategically as a project of the regional development strategy Andermatt+Sedrun+Disentis.**

Andermatt+Sedrun+Disentis – three Alpine bike spots, one shared vision. As “The Summit of Cycling” the region aims to establish itself as one of the most versatile biking destinations in the Alps – a place where legendary passes, spectacular trails and a vibrant biking culture merge into a unique experience. Here, sporting ambition meets Alpine splendor, and every biking adventure peaks with a true summit.

#RoadCyclingSummit

For years, the region Andermatt+Sedrun+Disentis has been home to a number of popular events, including the Swiss Cycling Alpenbrevet and the Bern/Zurich to Andermatt stage of the Chasing Cancellara series. From May through to October, road cyclists can access world-renowned mountain passes, including Furka, Susten, Nufenen, Grimsel, Klausen, Lukmanier, Oberalp and Gotthard – the latter is the most frequently ridden pass in the history of the Tour de Suisse. Several of the passes can be linked, making the region an attractive base for cyclists seeking a challenge in pleasant riding temperatures.

Earlier this month, Andermatt Swiss Alps AG announced a new partnership with Tudor Pro Cycling. The Team’s Founder & Owner, Fabian Cancellara, said:

“Andermatt holds a special place in my heart, and it’s been a key destination for Chasing Cancellara. The surrounding region is a mecca for road cycling and the ideal location for the Tudor Pro Cycling Team to now consider as home.”

#GravelSummit

Gravel biking has rapidly grown in popularity and the possibilities in Andermatt+Sedrun+Disentis are plentiful. Numerous gravel routes have become known far beyond the region through events such as the Octopus Gravel event in June. Janosch Wintermantel, founder and organizer of Octopus Gravel:

“Andermatt and the surrounding region offer ideal conditions for gravel enthusiasts and fans of alpine scenery. It is all the more fitting that Octopus Gravel – the largest and most renowned gravel event in the Alps – has found its home here. The seven spectacular climbs can be combined flexibly, allowing both beginners and world-class athletes to explore everything the sport has to offer”

#MTBSummit

The municipalities of Disentis and Sedrun (Tujetsch), as well as the Disentis cable car company Bergbahnen Disentis, have invested heavily in recent years in developing a high-quality mountain bike infrastructure – with trails, skills parks, and a flow trail from Gendusas to Caischavedra. This quality is one of the reasons why one of the world's best mountain bike teams, Thömus maxon, led by Ralph Näf, chose Disentis as their home base. Disentis Catrina Experience is the main sponsor of the team for six years already.

“This brand platform makes tangible what distinguishes the region: Alpine diversity, sporting ambition, and genuine enthusiasm for biking. “The Summit of Cycling” isn't just a slogan for me, it's an invitation to everyone who loves cycling. Here, flow trails meet high mountain passes, nature meets precision. That's precisely why we chose Disentis as the home base for our team”, says Ralph Näf, Team Principal of Thömus maxon Swiss Mountain Bike Racing Team.

The new brand architecture is consistently visible across all communication channels – at events, on signage, in product communication and online. The central point of contact is the website [thesummitofcycling.ch], which clearly presents all disciplines – road, gravel, and mountain bike. The site offers inspiration, tour suggestions, event information, and services such as rental stations, accommodations, and bookable biking experiences – presented in a compact, user-friendly, and target-group-oriented manner.

Andermatt Sedrun Disentis Marketing AG (ASDM) is acquiring the rights to the brand and is responsible for its further development. The new brand is based on a broadly based strategic process and was adopted on May 22, 2025, by the Andermatt Sedrun Disentis Strategic Committee, which includes the three host communities Andermatt, Tujetsch and Disentis, the two mountain railway companies Andermatt-Sedrun Sport AG and Bergbahnen Disentis AG, both tourism organizations Andermatt-Urserntal Tourismus GmbH and Sedrun Disentis Tourismus AG, the Matterhorn Gotthard Bahn, and Andermatt Swiss Alps AG.

The Summit of Cycling Events Summer 2025:

- [Octopus Gravel Andermatt \(Sa, 28. Juni\)](#)
- [Thömus maxon Bike Days Disentis \(13. – 16. Juli\)](#)
- [Chasing Cancellara Andermatt \(Sa, 16. August\)](#)
- [Tremola by Night Hospental \(Sa, 16. August\)](#)
- [Trailcamp Sedrun \(25.-27. August\)](#)
- [Just Ride 2025 Sedrun \(29. – 31. August\)](#)
- [Swiss Cycling Alpenbrevet Andermatt \(Sa, 6. September\)](#)

Contact:

Andermatt Sedrun Disentis Marketing AG

Pascal Schär

Mobil +41 79 103 61 20

E-Mail: pascal.schaer@asd-marketing.ch