



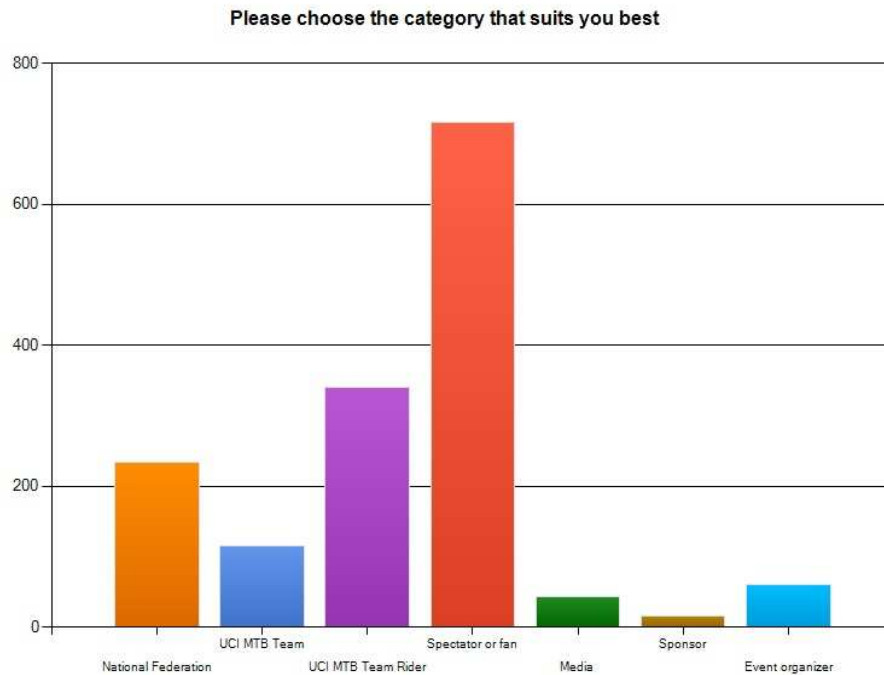
OFF-ROAD SURVEY

ENDURANCE SURVEY RESULTS



1. Endurance

The endurance on-line survey was answered by 1,527 people as per the below graph:



1.1 ENDURANCE TODAY

1.1.1 National Federations

233 people from National Federations answered the on-line survey. The main findings are summarized below:

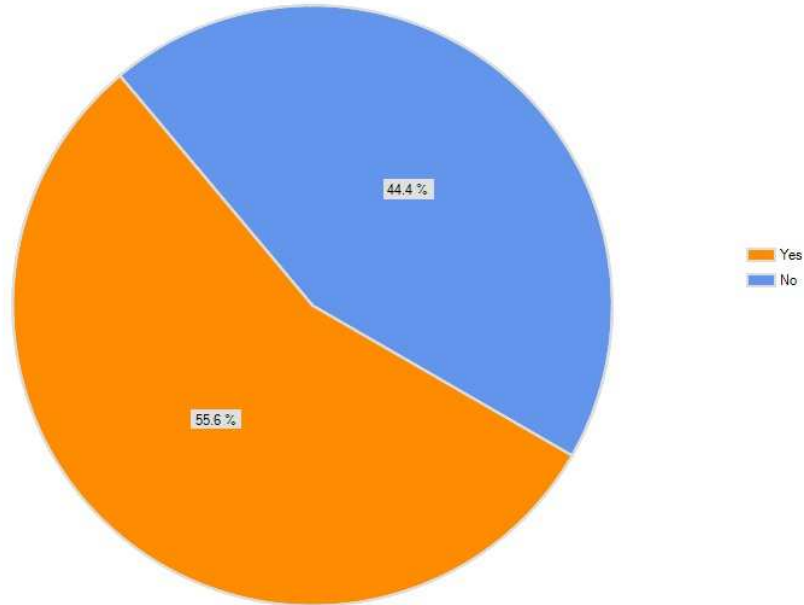
National Federations Findings:

- XCO is more important than XCM.
- XCM UCI points should be included into the XCO UCI Ranking.
- Additional events (Short track, Eliminator, Time Trial) should be included at World Cup events.
- 8 rounds are considered optimal for the XCO World Cup.
- All rounds should count for the General XCO World Cup Classification.
- World Cup Finals should be held before World Championships.
- Juniors XCO World Cup events should have a General XCO World Cup Classification.
- UCI points should NOT be increased to reduce the number of World Cup starters.
- Under 23 World Cup races should be organized separately from Elite to reduce number riders fields in World Cup.

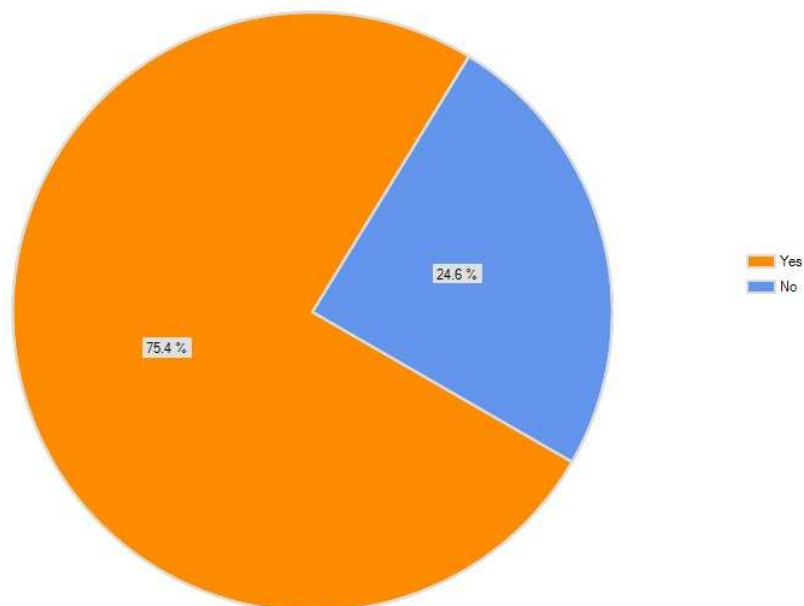
- World Cup races should NOT be limited to riders from UCI MTB Teams and National Teams only.
- More TV coverage, Better TV production, Spectator Friendly races (big screens, grandstands) and better challenging course are considered very important to develop Endurance disciplines.

Selected answers by National Federations to the on-line survey below:

Should under-23 races be organized separately to reduce the number of riders fields in the World Cup?



Would you support an additional event at XCO World Cup events such as Short Track, Eliminator, Time Trial?



1.1.2 Media

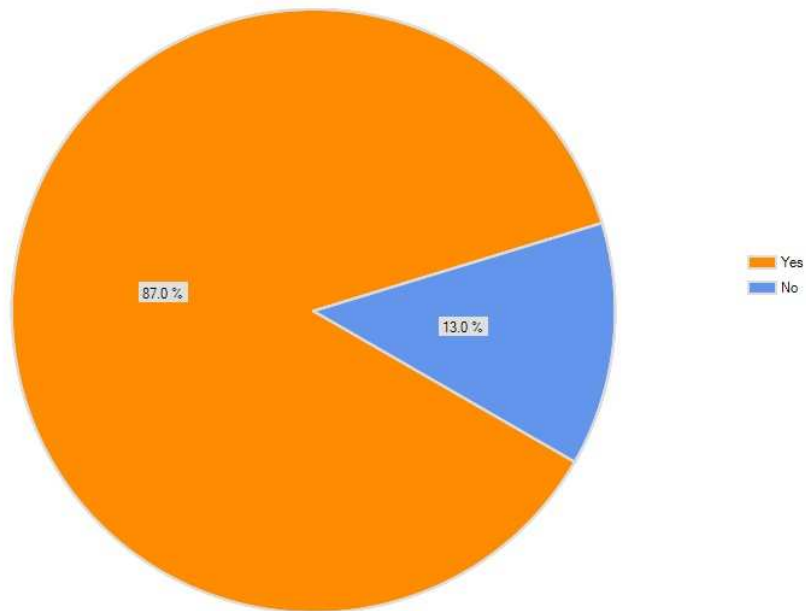
44 people from Media answered the on-line survey. The main findings are summarized below:

Media Findings:

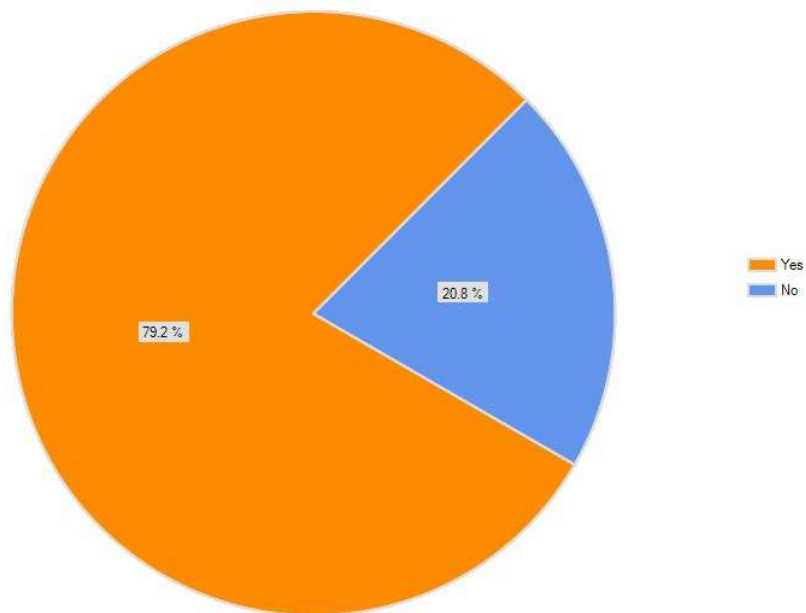
- The majority of journalists at World Cup events work for written media (newspapers, websites).
- Written press asks for more “space” to work (i.e. allow them to interview riders after race), not only prioritize access to TV Media.
- Media considers not all organizers are familiar with accreditation system.
- Photo bibs considered not sufficient.
- Extend opening hours of the Media Center.
- Level of Media Center should be of similar high quality at all events.
- Basic catering at all events would be highly appreciated.
- World Cup calendar could be improved with more events, back to back events, easier travel schedule.
- To promote teams / riders there should be live internet broadcasting, press conference with riders, live interviews of riders, more speakers on different places of race, increase TV coverage, more spectator friendly races (i.e. more TV screens, grandstands).

Selected answers by Media to the on-line survey below:

Can the service towards you as a media representative (before, during and after the event) provided by the organizer be improved?



Do you think that the World Cup calendar could be improved (more events, back-to-back events, easier travel schedule, etc)?



1.1.3 Sponsors

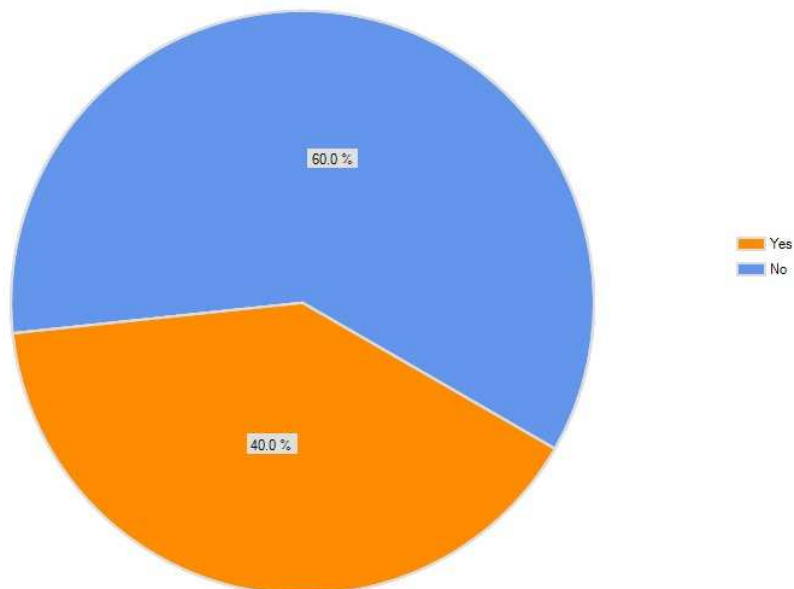
16 people from Sponsors answered the on-line survey. The main findings are summarized below:

Sponsors Findings:

- XCO is more important than XCM.
- XCO attracts more young people to cycling than XCM.
- More TV coverage would make XCO and XCM more valuable to Sponsors.
- Better TV production, Spectator Friendly races (big screens, grandstands), better challenging courses, good commentators and additional entertainment are considered very important to develop Endurance disciplines.

Selected answers by Sponsors to the on-line survey below:

Currently, Cross-country Olympic (XCO) race format consists of 5-9 km circuits.
Would Cross-country Olympic (XCO) race format be improved by shortening the circuit distance?



1.1.4 Event Organizers

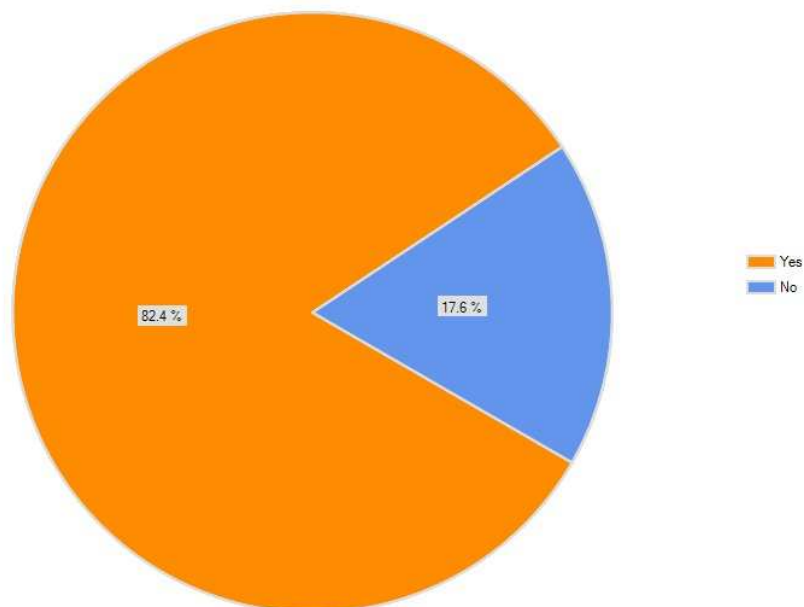
61 people from Event Organizers answered the on-line survey. The main findings are summarized below:

Event Organizers Findings:

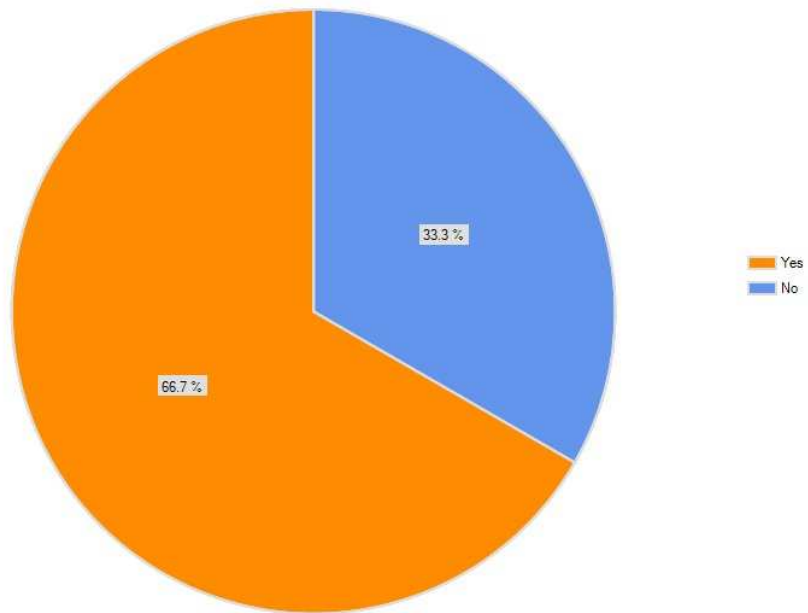
- XCO is more important than XCM.
- XCO attracts more young people to cycling than XCM.
- A majority of organizers would organize XCO and XCM races again.
- The most difficult aspects when organizing races include finding Sponsors / funding, get Media and Spectators interested.
- Additional events (Short track, Eliminator, Time Trial) should be included.
- More TV coverage, better TV production, Spectator Friendly races (big screens, grandstands), and easier spectator access are considered very important to develop Endurance disciplines.

Selected answers by Event Organizers to the on-line survey below:

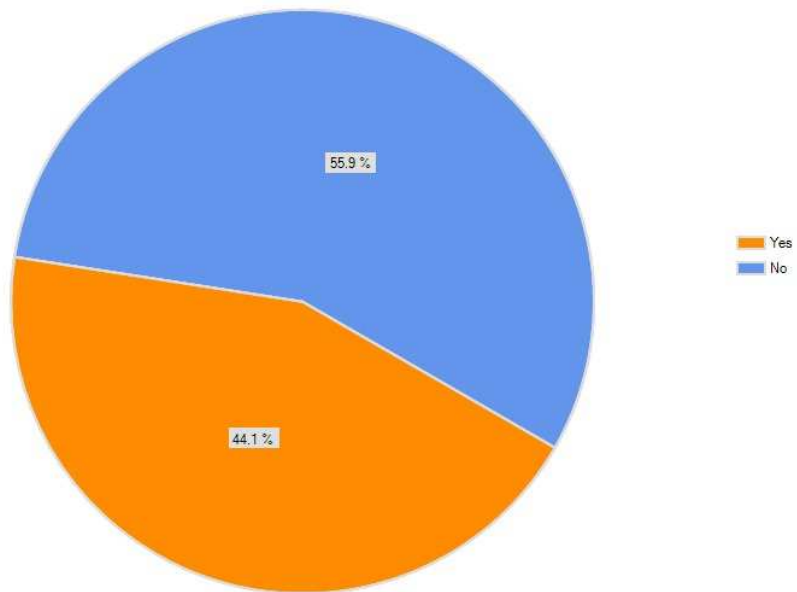
Would you support an additional event at XCO World Cup events such as Short Track, Eliminator, Time Trial?



Can the service towards you as an organizer (before, during and after the event) provided by the UCI and its partners be improved?



Currently, Cross-country Olympic (XCO) race format consists of 5-9 km circuits. Would Cross-country Olympic (XCO) race format be improved by shortening the circuit distance?



1.1.5 Teams

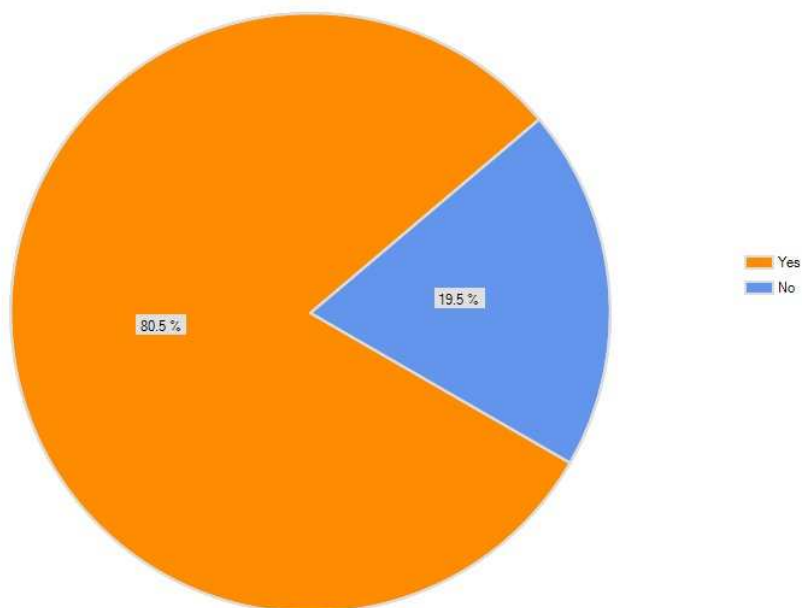
116 people from Teams answered the on-line survey. The main findings are summarized below:

Teams Findings:

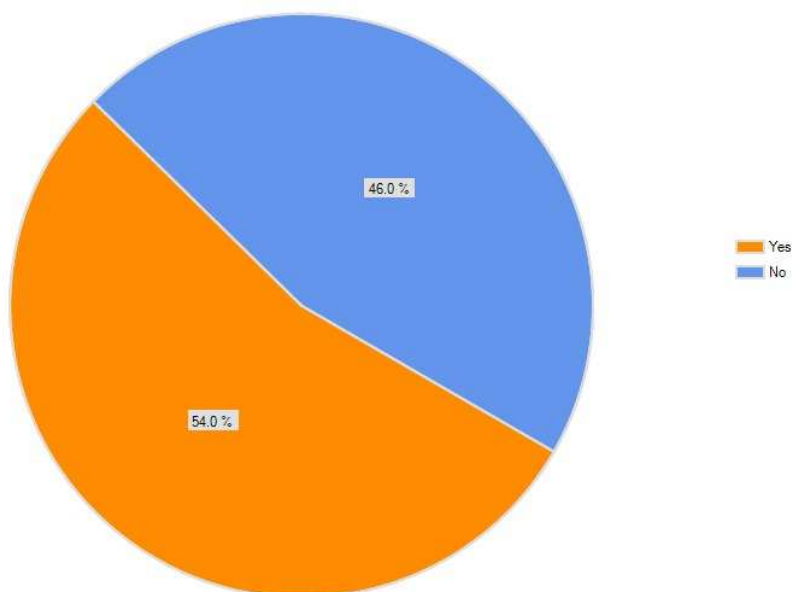
- XCO is more important than XCM.
- XCO attracts more young people to cycling than XCM.
- XCO circuits should be shortened.
- There are enough races in the UCI MTB International Calendar where Teams can participate.
- Logistics, travelling and funding are challenges faced by teams.
- 8 rounds are considered optimal for the XCO World Cup.
- All rounds should count for the General XCO World Cup Classification.
- World Cup Finals should be held after World Championships.
- Half of the Teams do not have Juniors; school obligations prevents them from being drafted.
- Juniors XCO World Cup events should have a General XCO World Cup Classification.
- Several teams have female riders.
- The number of riders fields in the World Cup should be reduced.
- UCI points should be increased to reduce the number of World Cup starters.
- XCM UCI points should NOT be included into the XCO UCI Ranking.
- Under 23 World Cup races should be organized separately from Elite to reduce number of riders fields in World Cup.
- World Cup races should NOT be limited to riders from UCI Teams and National Teams only.
- Additional events (Short track, Eliminator, Time Trial) should be included at World Cup events.
- More TV coverage, better TV production, Spectator Friendly races (big screens, grandstands), and easier spectator access are considered very important to develop Endurance disciplines.

Selected answers by Teams to the on-line survey below:

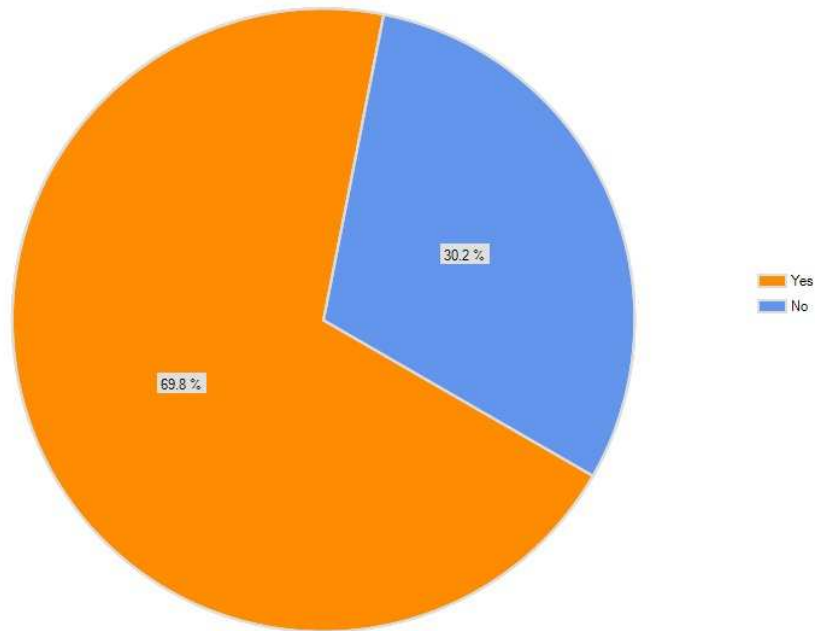
Would you support an additional event at XCO World Cup events such as Short Track, Eliminator, Time Trial?



Currently, Cross-country Olympic (XCO) race format consists of 5-9 km circuits. Would Cross-country Olympic (XCO) race format be improved by shortening the circuit distance?



Should the number of riders fields in the World Cup be reduced?



1.1.6 Riders

340 Riders answered the on-line survey. The main findings are summarized below:

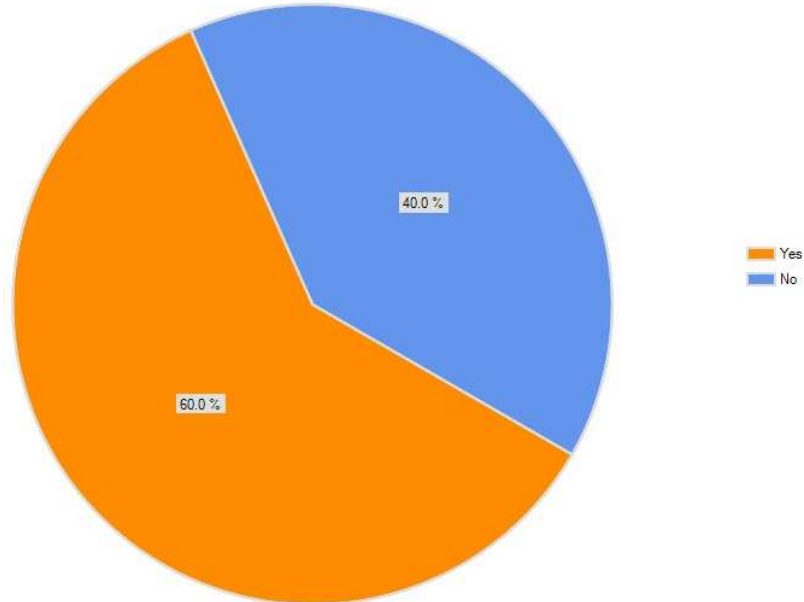
Riders Findings:

- XCO is more important than XCM.
- XCO circuits should NOT be shortened.
- Interaction with fans is very much appreciated by riders.
- 8 rounds are considered optimal for the XCO World Cup.
- All rounds should count for the General XCO World Cup Classification.
- World Cup Finals should be held after World Championships.
- Juniors XCO World Cup events should have a General XCO World Cup Classification.
- The number of riders fields in the World Cup should be reduced.
- UCI points should NOT be increased to reduce the number of riders fields.
- Under 23 World Cup races should be organized separately from Elite to reduce number of riders fields in World Cup.
- World Cup races should NOT be limited to riders from UCI MTB Teams and National Teams only.
- Additional events (Short track, Eliminator, Time Trial) should be included.
- XCM UCI points should NOT be included into the XCO UCI Ranking.

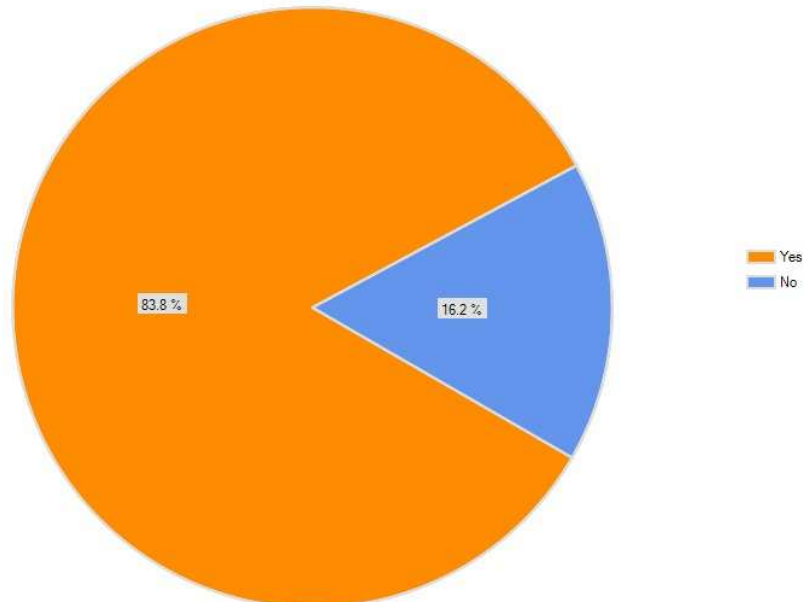
- More TV coverage, better TV production, Spectator Friendly races (big screens, grandstands), and good commentators are considered very important to develop Endurance disciplines.

Selected answers by Riders to the on-line survey below:

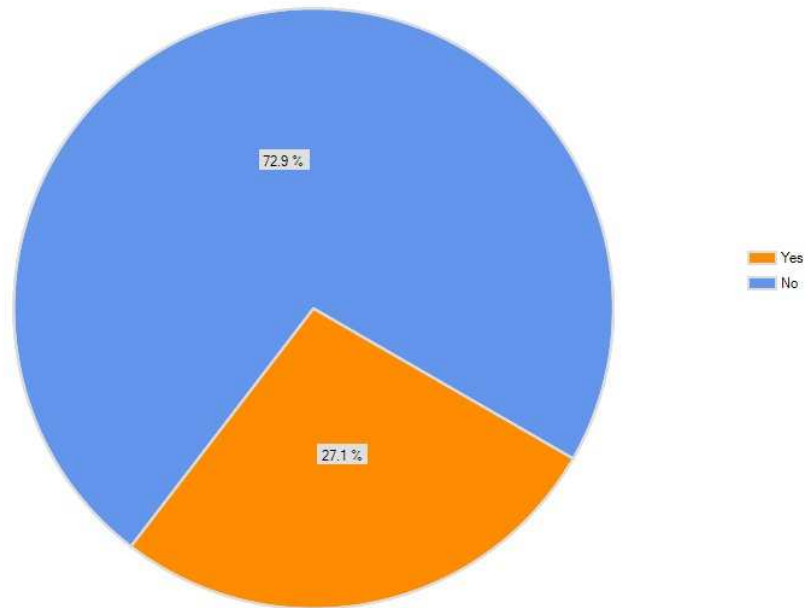
Should under-23 races be organized separately to reduce the number of riders fields in the World Cup?



Would you support an additional event at XCO World Cup events such as Short Track, Eliminator, Time Trial?



Should World Cup races be limited to UCI MTB Teams and riders belonging to the National Teams only?



1.1.7 Spectators

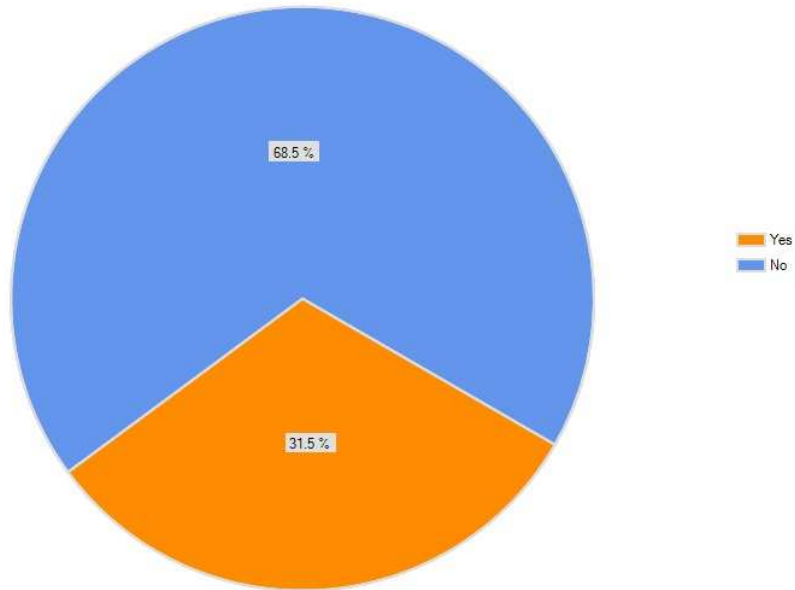
717 Spectators answered the on-line survey. The main findings are summarized below:

Spectators Findings:

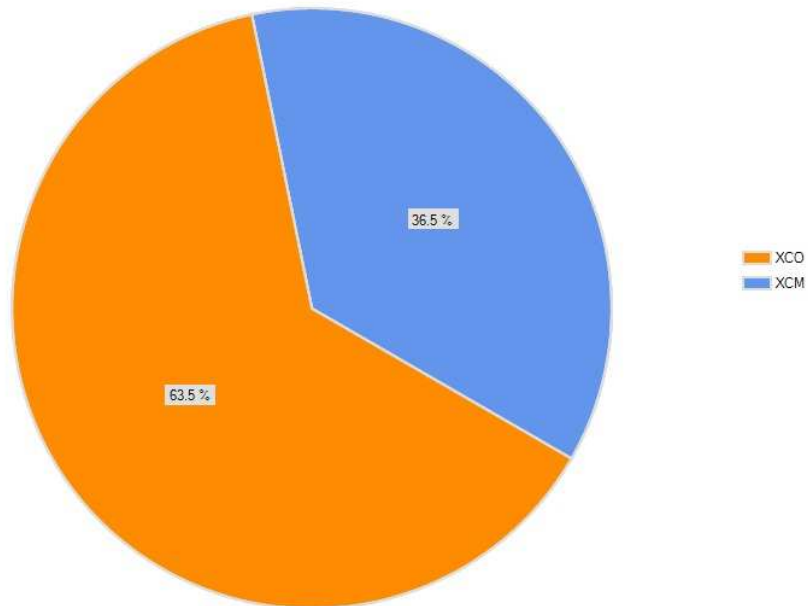
- XCO is more important than XCM.
- XCO attracts more young people to cycling than XCM.
- 65% of Spectators have seen 5 or more XCO / XCM races on site or on Media.
- The atmosphere and watching the technical display of riders is enjoyed by Spectators.
- More TV coverage, better TV production, good commentators and Spectator Friendly races (big screens, grandstands) are considered very important to develop Endurance disciplines.

Selected answers by Spectators to the on-line survey below:

Currently, Cross-country Olympic (XCO) race format consists of 5-9 km circuits. Would Cross-country Olympic (XCO) race format be improved by shortening the circuit distance?



What do you like most, Cross-country Olympic (XCO) or Cross-country Marathon (XCM)?





OFF-ROAD SURVEY

CONCLUSION ENDURANCE



AIGLE, SEPTEMBER 2010

UCI International Calendar

Outcome Survey

- Optimal number of XCO UCI World Cup considered as 8 rounds per year.
- World Cup rounds must be organised as back to back weekends to allow easier travel schedule.
- World Cup Finals should be held AFTER UCI MTB World Championships.

Comments

- Eight rounds could be too much during the Olympic year, where 7 rounds could be the optimal number.
- Potential stand alone World Cup events should be combined with major Stage Races on the UCI MTB International Calendar on the different continents.

Action

- Implement request for the 2012 UCI MTB International Calendar towards the 2016 Olympic year.

UCI Rules

Outcome Survey

- All World Cup rounds should count for the General XCO World Cup Classification.
- Additional events (short track, eliminator) should be included into the World Cup program.
- Elite XCO World Cup starters' field should be reduced:
 - not by increasing UCI points to participate at World Cup events
 - not by limiting participation to National Federations and UCI MTB Teams only→ but by creating separate XCO U23 World Cup events
- Juniors XCO World Cup events should have a General XCO World Cup Classification.
- The outcome on the reducing XCO courses is 50-50.
- Mountain Bike Marathon is considered less important than XCO but is the ideal as cycling for all. The majority does not want to include the Marathon UCI points into the XCO UCI Ranking.

Comments

Additional events

Side events are intended to offer more race options for the riders and to create more atmospheres at the event. A TV production for those events and TV coverage is less complex than during regular XC events.

XCO U23 World Cup

Splitting the Elite and U23 riders will reduce the starters' field at the popular events. History shows us that Top U23 riders are able to compete on the Elite Level although only few have been able to do so. Installing U23 World Cup races will probably create fewer drop-out and especially create a better competition between the U23 riders and a better interest for their Teams.

Top U23 riders could be allowed to participate in Elite XCO World Cup events.

XCO Junior World Cup

We had several remarks from Teams that they don't hire Junior riders as they still have school obligations. The school argument is used not to install a General XCO World Cup Classification. Juniors should be able to compete at a few World Cup events but not being forced to travel towards World Cup races.

Action

Additional events

- Install Eliminator races at the World Cup events
- Install separate U23 World Cup events
- Maintain Junior XCO World Cup events (without GC)

Junior XCO World Championships

Juniors will be able to score UCI points at the XCO World Championships. Only the points of the 2nd year juniors will be calculated into the UCI Elite Ranking in the beginning of the following year.

Marathon

- New concept for Mountain Bike Marathon will be worked out.

TV

Outcome Survey

- Most parties request a better TV production, more TV coverage and spectator friendly races.
- Focus on TV production, TV coverage for the side events and the Olympic format races.

Comments

- TV production is an enormous part of the UCI MTB World Cup budget. This budget is covered by UCI.
- To suit the TV channels the only way is to shorten the XCO courses as well as the race times in order to reduce the TV production costs. For XCO World Cup events 4 to 6 km courses must be accepted including a double Feed/Technical Assistance Zone, race times should also be reduced. Off course the courses must remain technical and will need extra work in order to be technical.
- Spectators must be able to walk around the course and guided towards the most technical parts of the course, where a DJ and/or a commentator create atmosphere during the race.
- Show element must be increased, maybe the transponder pick-up should be combined with signing the start sheet on the Podium and having some rider interviews at the same time. An excellent commentator is also requested in this case.

Action

Adapt Rule on course length and race distance to TV interest in order to improve TV coverage. Also riders' presentation, interviews must be included in the programs on a more dynamic way.