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Press Release

ENDURO UNITED UNVEILS VISION FOR ENDURO MTB WORLD TOUR

A NEW CHAPTER FOR INTERNATIONAL ENDURO RACING

As the 2026 UCI Enduro World Cup marks the final season under the current structure, the discipline stands at a defining crossroads. To foster a seamless transition and sustainable future, Enduro United, led by industry pioneers Enrico Guala, Ludovic Henry, Alex Balaud and Adrian Greiner, officially unveils their vision for the Enduro MTB World Tour, planned for launch in 2027. The group has an active and positive dialog with the UCI, to design a unified global framework linking grassroots events to an official pathway to the UCI Enduro World Championships. The initiative centres on the collaborative sounding board structured around dedicated advisory pillars across Athletes, Venues, Industry, Community, Media, and National Series to ensure the discipline's future is directly shaped by all key stakeholders.

It has been a natural gathering of individuals that share a common vision and bring together different and complementary skills. As active mountain bikers, we felt the urgency to connect and talk about the discipline of Enduro. With several years of experience on all the different aspects of Mountain Bike Enduro, from trail design and trail planning, destination development, racing background, team managing and communication, the meetings have been no short of excitement and shared motivations that led to the natural birth of the newly formed entity.

"Enduro is the race format of riding the Mountain Bike, the way most people do."
says *Enrico Guala*, co-founder of the legendary Enduro World Series.
"Since the announcement of WBDS, we have spent countless hours engaging with the community, industry, athletes and venues, and have given this endeavour careful consideration. We took our time to build a common understanding, and we believe we have a strong initial setup for 2027 and laid a solid foundation for future developments."

A Global Calendar Built on Legend and Authenticity

To establish immediate stability and sustainability, the inaugural 2027 Enduro MTB World Tour* calendar is planned to feature premier destinations across Europe and North America, balancing iconic venues with exciting new locations. Full details regarding the 2027 calendar venues, sporting regulations, and partnerships are planned be released over the coming months.

Building the Future Together

This evolution requires the collective minds, passion, and backing of the entire mountain bike world. To bring this comprehensive vision to life and ensure long-term stability, Enduro United is in active exchange with forward-thinking partners, industry leaders, and community allies. They share a passion for the discipline to help fund, co-build, and join the trail to this next era of Enduro MTB & E-MTB.

*Enduro MTB World Tour is a working title

Contact Address

Enduro United
c/o BikeMedia
Staldenstrasse 80
3920 Zermatt
Switzerland

More Info

Web **www.enduro-united.com**
Instagram **@endurounited.mtb**

Email

Host Venues & Event Organisers **venues@enduro-united.com**
Partnerships & Sponsorships **partners@enduro-united.com**
Media **media@enduro-united.com**
Teams & Athletes **ride@enduro-united.com**