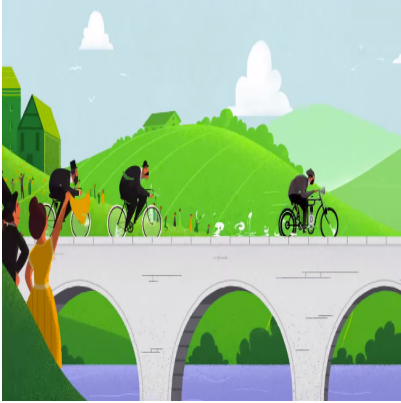
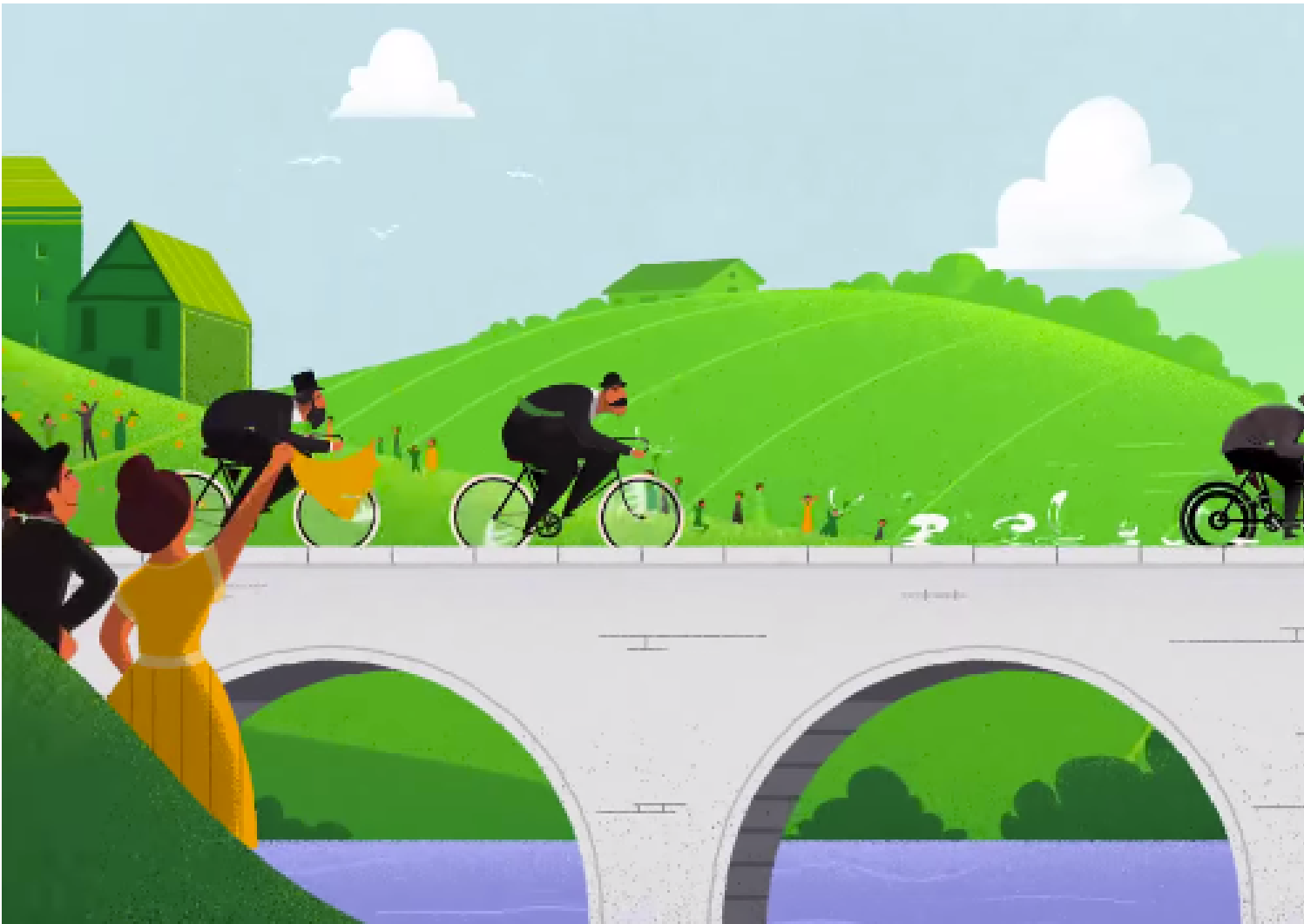




Tour de France 2015 powered by Skoda's past

Description



On your bike! After its sweltering start in Utrecht, the Tour de France 2015 is powering through Belgium as we speak, and soon on to its homeland. We teamed up with long-time sponsors Skoda on a bright

and beautifully animated intro roll for the race's television coverage. An illustrative style captures all the excitement of the race and the energy of Skoda's cycling history in a playfully retro-styled piece.

Sean Redmond's track "The Magnificent" nimbly bolsters the bright sweep and thrill. See if you can catch this spot, or its short and snappy 10-second siblings, as the race dashes across international screens!