THE SCHWALBE MAGAZINE 2 / 26 WORLD EDITION

PROFIL



A CHANGE OF GENERATION AT SCHWALBE
The family-run business in the best of hands

MARATHON, MOTION, HYBRID
New structure in the touring segment

GOLDEN SEASON
Six World Championship titles on Schwalbe



Dear Schwalbe Partner,

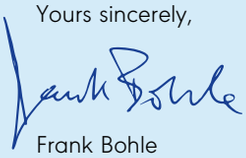
Since 2005, you have been reading my editorial here, just as you previously read my father Ralf's. Back in 1999, he handed over the management of the company to Holger Jahn and me, and Andreas Grothe joined us shortly afterwards. Now, after years of careful preparation, we have initiated the next generational handover. From 2027, Felix Jahn will be addressing you here.

After almost three decades at the helm, we are very grateful to be able to hand over the company in such good shape. We are proud that we have succeeded in inspiring the younger generation: my daughter Clara and my nephews Felix and Philipp Jahn, all of whom are highly qualified and have been with the company for many years.

In 2027, they will take over the leadership of our family business together with Nico Simons, who has been Managing Director of Sales since 2021. To tackle the increasingly complex challenges faced by a globally operating company, we have expanded the management team to a total of eight executives.

"The generational handover is the most important task in a family business," said my father, Ralf Bohle. We have taken this to heart. We look to the future with optimism and aim to continue our success story whilst remaining true to our roots and values as a family business. In doing so, we look forward to continuing our trusting partnership with you.

Yours sincerely,



Frank Bohle

Conversion kits for the workshop

The revolutionary Schwalbe Clik Valve (SCV) is finding its way onto more and more bikes: over two million tires are already rolling on German roads fitted with this incredibly easy-to-use Clik Valve. New specifications for converting to SCV are now available in a handy workshop pouch containing 50 pieces each. The following are now available: valve inserts for SV (silver and black), DV (silver) and the corresponding dust cap. Also new are the valve wrenches and the SCV pump head adapter for AV, available in packs of 50 and 25 respectively.



Love at first click: the conversion kits for the Clik Valve are now also available in a workshop pouch for specialist retailers.

Maximizing the impact of your sales floor

Greater visibility leads to better sales opportunities: the new Sales Promotion Brochure shows you how. In the new Schwalbe Sky Blue colour scheme, shop modules and other promotional materials showcase tires and inner tubes to great effect. Existing shop shelving can be refreshed with matching upgrades – without the need for dismantling. The compact floor displays allow even smaller spaces to be used efficiently, whilst the Clik-Valve display, floating ceiling hangers and LED light boxes create additional purchasing incentives. What's more: Schwalbe supplies tires and inner tubes free of charge with almost all modules and displays. This enables specialist retailers to strengthen their presence at the point of sale and get straight to work with stock ready for sale.



For sales areas that speak for themselves: Schwalbe's wide range of POS products is summarized in the new brochure.





Double shop upgrade

Back-to-back, the Schwalbe Shops at Radhaus Gerhardy in Dortmund (Germany) form an impressive, 7.50-meter-long tire display right in the middle of the shop. For a good 15 years, Klaus Gerhardy has valued his Schwalbe Shop as a display and sales aid. Now it was time for an upgrade to the new design: "The new look is brighter and more contemporary; it suits our sales area much better. The conversion is straightforward. Anyone with a bit of technical know-how can manage it in half a day, even in larger shops," says Klaus Gerhardy. It is now impossible to tell that the old Schwalbe Shop is hidden beneath the new panels.

Schwalbe offers eight new shop modules and five upgrade modules in heights of 1.60 m, 2.40 m and 2.70 m. All elements can be adapted to individual shopfitting requirements. For further information, please contact your local Schwalbe partner.



From old (right) to new (top): The original Schwalbe shop is hidden behind the panels featuring the new design.

Extreme tires for cyclocross



When extreme conditions prevail during winter cyclocross races, Schwalbe's new X-One RX Pro is in its element. Designed for deep mud and treacherous courses, its flexible knobs provide excellent grip and rapid self-cleaning even in the toughest conditions. This keeps it on track even on wet meadows. It had already achieved success before it even hit the market: British rider Zoe Bäckstedt (photo) won the 2025 U23 Cyclocross World Championships on X-One RX prototypes in a tubeless setup – on technically demanding terrain and in a veritable mud battle. With this new tire, Schwalbe rounds out its cyclocross tire lineup.



The new X-One RX Pro.

***COMPANY** / Delegating responsibility, maintaining continuity: at Schwalbe, the generational handover has been carefully prepared over many years. From 2027, three young members of the family will take over the leadership of the family business alongside the current managing director, Nico Simons.*

THE FAMILY BUSINESS IN THE BEST OF HANDS

At Schwalbe, entrepreneurial action has always been about more than just economic success. "Our decisions are very much shaped by a sense of responsibility. That was instilled in me and my sisters Andrea and Helga from a very young age," says Frank Bohle. This responsibility extends to employees in Germany, Europe and worldwide; the Asian partner company Hung-A; specialist retailers; customers; suppliers; and the environment. Responsibility also means constantly improving our own products, delivering long-lasting quality and acting sustainably – every single one of these three points has always been part of Schwalbe's DNA.

On an equal footing with partners

Treating partners as equals at all times – particularly specialist retailers – is also part of this responsibility. Customers trust the brand's expertise in advising them – this is how the brand made

CHANGE AT SCHWALBE: THE FOURTH GENERATION TAKES

On 1 January 2027, the next generation of the family-run business will take over the reins. Schwalbe is thus completing the handover of management that has been in the pipeline for some time. After three decades at the helm of the company, three of the current four managing directors – Frank Bohle, Andreas Grothe and Holger Jahn – will hand over the reins from 2027. The fourth generation – comprising Clara Bohle, Philipp Jahn and Felix Jahn – will join the management team and, together with a broad-based team, assume entrepreneurial responsibility. Continuity is ensured by Nico Simons, who will remain on the management board as a managing director. Giovanna Salvato, who has been an authorized signatory for six years, is also a member of the extended management team.

A team with experience, expertise and passion

In future, responsibility will be deliberately shared across several people: the management team consists of an eight-member team with comprehensive expertise in their respective areas. At the same time, valuable experience remains within the company: two long-serving executives have been granted power of attorney. The two managing directors, Frank Bohle and Andreas Grothe, will remain closely linked to Schwalbe via the family-owned company's holding company and will continue to contribute their experience. Holger Jahn will remain associated with the company in an advisory capacity for the areas of technology and supply chain management.

Felix Jahn, currently head of the CSR department and grandson of the company's founder Ralf Bohle, will take on the role of CEO from 1 January 2027. Speaking on behalf of the new management team, he says: "For us, cycling is a passion and a way of life. This makes us all the more grateful for the trust placed in our new management team – both by our family and by the entire workforce. A team of people deeply rooted in Schwalbe is taking on this responsibility together."



The outgoing and incoming management teams (from left): Felix Schäfermeier, Felix Jahn, Clara Bohle, Philipp Jahn, Vanessa Schulte, Nico Simons, Giovanna Salvato, Holger Jahn, Andreas Grote and Frank Bohle.

S OVER MANAGEMENT

The new management team

Felix Jahn (34) serves as Chief Executive Officer (CEO) and company spokesperson. In this role, he coordinates the management team. The grandson of Ralf Bohle currently heads the CSR department. In future, he will have overall responsibility for the technical and supply chain divisions, as well as for close collaboration with the joint-venture production partner Hung-A.

Nico Simons (46), as Chief Commercial Officer (CCO), is responsible for leading the sales division. He has been with Schwalbe since 2001 and has been part of the management team since 2021.

Clara Bohle (31), as Chief Strategy Officer (CSO), is responsible for HR and corporate strategy. The daughter of Frank Bohle established the Schwalbe Foundation, and has served as its managing director since its foundation in 2024.

Philipp Jahn (38), as Chief Marketing Officer (CMO), is responsible for strategic brand management. The grandson of Ralf Bohle has headed the marketing department since 2022.

The position of Chief Financial Officer (CFO) will be filled by an external candidate.

The extended management team

Giovanna Salvato (61) is the Chief People Officer (CPO) and is responsible for HR and Legal. She has been with the company since 2018 and has been an authorized signatory since 2020.

Vanessa Schulte (37), who has been with the company since 2009, has headed up Supply Chain Management since 2020. As Chief Operating Officer (COO), she will in future oversee day-to-day operations in the areas of procurement, logistics and production.

Felix Schäfermeier (38), as Chief Technology Officer (CTO), is responsible for the entire technical division. The former professional cyclist has been with Schwalbe since 2013 and has been head of the Product Management department for the past two years.

its name. "Recognising the importance of specialist retailers is at the very heart of our brand." That is why the company has a sales force dedicated to providing advice, numerous sales support materials and a close partnership with specialist retailers.

Relationships with the Korean manufacturing partner Hung-A have been an integral part of the brand since 1973. "We are two sides of the same coin." Managing development and production jointly with the partner, relocating production to Indonesia in 1992, establishing a joint venture and opening a second production facility in Vietnam in 2013 were vital steps. Every year, we visited our partners in Asia and our subsidiaries in Europe





Clara Bohle is taking over responsibility for HR and corporate strategy. Previously, Frank Bohle's daughter was managing director of the Schwalbe Foundation.

Philipp Jahn will be responsible for strategic brand management going forward. Prior to this, he had headed the marketing department since 2022.

and North America – travelling around the world for almost 30 years. Understanding these relationships from the ground up, living them and guiding them into the future – that was our task back then, and it is now the task of the next generation."

In a league of its own

Senior partner Ralf Bohle initiated his own succession in 1999 by handing over the reins to Frank Bohle and Holger Jahn; Andreas Grothe joined them in 2001. For Ralf Bohle, the succession was "the most important business decision". "But what it really means to be the head of the family as well as the CEO only became fully clear to me after my father's death in 2010. It was also a burden that one first has to come to terms with – and an opportunity to live up to that responsibility in one's day-to-day work. "From 2010 to 2026, together with the management team, we took the company to a whole new level – back then with a lean organisation, but also with a heavy personal toll," recalls Frank Bohle. Following some particularly challenging years – the Covid boom was followed by a crash – one conviction remained constant. "With great passion, we focused all our efforts precisely on our niche and have thus become a 'hidden champion' in the truest sense. We had, and still have, no doubts about our vision, brand and industry. We are now handing over to a strong foundation based on values that have guided us for decades and which make it particularly resilient to crises."

The younger generation

"After three decades on the board, I am filled with gratitude to see how sustainably Schwalbe has developed and that we are able to hand over the company in such good shape. And I am proud that we have managed to inspire the younger generation. Three young people from the family, all on an equal footing – that is a great stroke of luck! They are highly qualified and have been with the company for several years," says Frank Bohle.

Clara Bohle, Philipp and Felix Jahn grew up right next to the headquarters in Bergneustadt (Germany). Family and the company – for them, the two went hand in hand from an early age. Back then, Schwalbe was still considerably smaller and success was by no means a given. "For as long as I can remember, I've felt a deep sense of pride in our grandfather and the company he built. And also in the way he always looked after everyone and treated every person as an equal, with respect," says Philipp Jahn. "We've seen first-hand from our fathers the rewards and challenges that come with the job – we know what we're getting ourselves into."

"Our grandfather and our father, Frank Bohle and Andreas Grothe, were able to make a real difference through their work; we realized that from an early age. And they passed on to us a love of cycling. As a child in the countryside, it was the key to independence," adds his brother Felix.

From an early age, the grandsons did holiday work at the company, accompanied their grandfather and fathers to trade fairs and sporting events, and as teenagers visited the subsidiaries and production partners in Asia, sometimes for several weeks at a time. The time they spent together prepared them to understand the many personal relationships and foreign cultures.

Individual experiences

But initially, they went their separate ways. Clara Bohle, Philipp and Felix Jahn used their time at university and the early years of their working lives to gain experience in other sectors and work in various countries. After completing their degrees, they wanted to do something completely different for a while, broaden their horizons and live in foreign cultures.

Philipp Jahn – after completing his degree and spending five years working in the UK – started out as a brand manager, working with the marketing team on everything from catalogues and packaging to sponsorship and sales materials. Then came the major project, 'Brand World' – and under his leadership, the team seized the opportunity to completely reposition the Schwalbe brand.

After eleven years in the UK, it was also clear to Felix Jahn that he wanted to bring his passion for cycling to the company. "My academic training and early career gave me the tools I needed to make strategic decisions. But at Schwalbe, the most important thing was to learn and understand the company from



Nico Simons remains part of the four-member management team. He has been with Schwalbe for 25 years and has been Managing Director of Sales for the past five years.



Felix Jahn is to become Chief Executive Officer and company spokesperson. The grandson of Ralf Bohle currently heads the CSR department.

the ground up – from production, through technology, innovation and research, to procurement, sales and the cultural differences between Germany, Korea, Vietnam and Indonesia.

During his time as product manager for the touring division, he played a key role in the development of the Green Marathon – a tire that was awarded the German Sustainability Prize. Later, as Head of Corporate Social Responsibility, he and his team established the sustainability department. Sustainability is an integral part of the strategy – with solutions such as the recycling system and Fair Rubber.

"My career path wasn't originally geared directly towards the family business," says Clara Bohle. After completing her studies in Munich and the UK, her career initially took her into government development cooperation. In Berlin and later in Senegal, she worked on international projects, focusing, amongst other things, on social responsibility, sustainable development, organisational issues and collaboration between different stakeholders and cultures.

"It was important for me to gain my own experience first. A turning point came with the family workshops marking the start of the succession process in 2021. There, I realized that many topics which interest me personally – sustainability, organisational issues and social responsibility – also play a key role in Schwalbe's future, and that I can contribute very effectively here." In 2023, Clara Bohle officially joined the company and initially helped set up the non-profit Schwalbe Foundation, which is committed to greater mobility equity. "With concrete succession planning beginning in 2025, it then became clear to me that I wanted to pursue this path in the long term."

After three decades on the management board, I am filled with gratitude to see how well-positioned Schwalbe is for the future and that we are able to hand over the company in such good shape. And I am proud that we have managed to inspire the younger generation.

FRANK BOHLE, CEO

Continuity and reliability

In the past, the product range was small, and there was a clear distinction between wholesale and specialist retailers. Today, the tasks are significantly more complex – with an enormous product range, online retailers, a challenging geopolitical situation, material price shocks and customs regulations – all of which make management much more demanding. Consequently, management responsibilities will be shared amongst eight people in future, whilst Nico Simons will remain on the four-person core management team.

"We have been planning this transition for a long time – with Nico Simons, we are ensuring continuity. He has worked for Schwalbe for over 25 years, held power of attorney for many years and was appointed to the management board in 2021," says Frank Bohle.

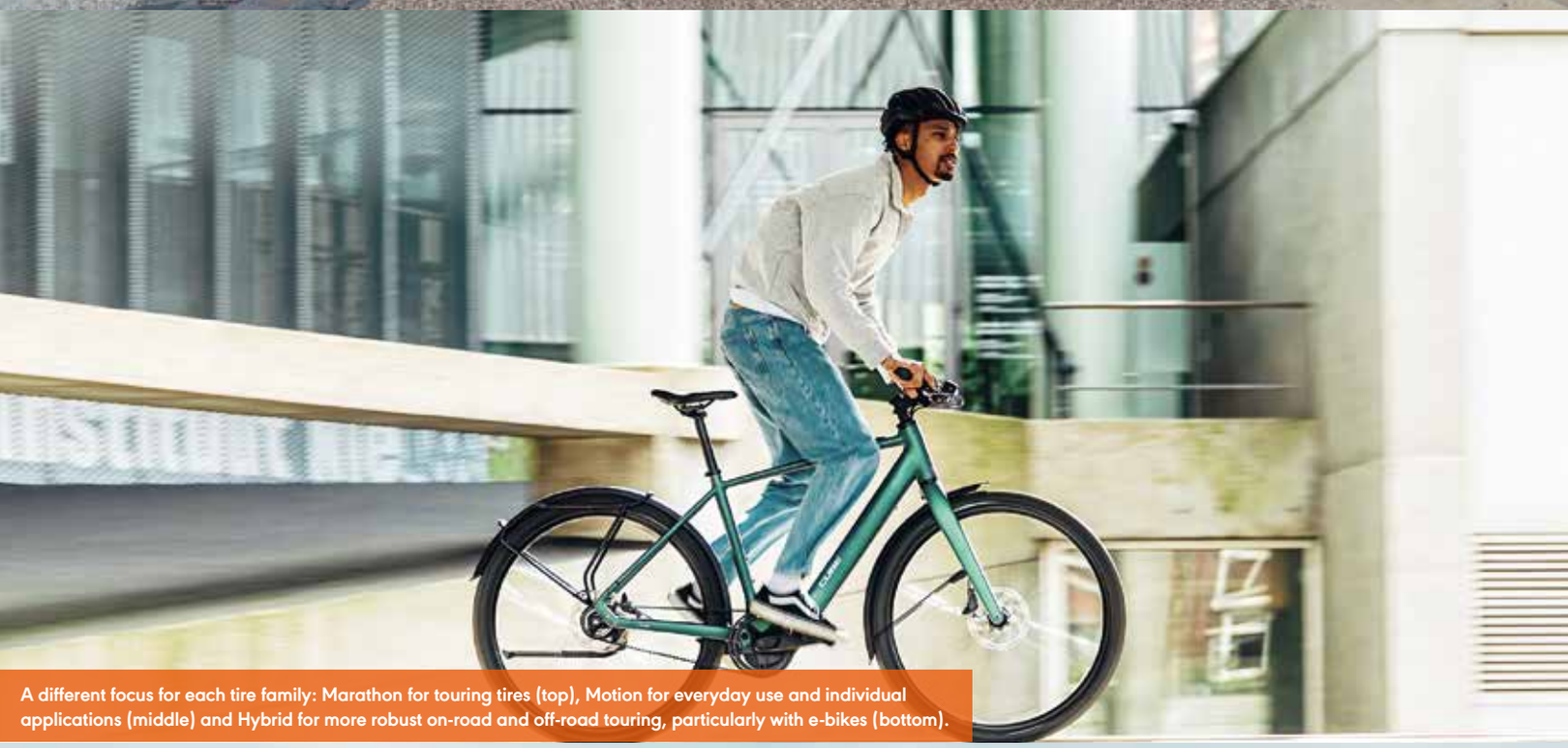
Nico Simons adds: "For me, this is a very special step. I was personally recruited 25 years ago by the company's founder, Ralf Bohle, and have been running the business alongside my three colleagues for the past five years. That makes it a particular honour for me to now bridge the gap between three generations and contribute the experience I've gained over the last quarter of a century."

"We are currently still operating in a challenging and, at times, highly volatile market environment. At the same time, some of our most important tasks lie within our own organisation," emphasizes Clara Bohle. "Schwalbe has grown significantly over many years – in terms of products, markets and areas of focus. Our internal structures and processes have not kept pace with this growth in every area. We must therefore ask ourselves questions such as: How do we communicate and work together in an increasingly hybrid and international organisation? Our management team plays a central role in this, and we are currently making a conscious effort to further develop and strengthen it. After all, these changes can only succeed if we work together."

"The three outgoing managing directors have shaped Schwalbe over decades with an extraordinary feel for the market. Building on this, we want to further develop the company strategically so that we are ideally positioned to meet future challenges," adds Philipp Jahn.

"As a full-range supplier in the cycling industry, we face the challenge of further expanding our core competencies – service, customer focus, innovation and technological leadership – in an increasingly competitive market. At the same time, it is important to preserve our family-like Schwalbe spirit – even as we continue to grow and expand internationally," emphasizes Felix Jahn. "However, we look to the future with optimism and want to continue writing our success story – without losing sight of our roots and values as a family-run business."





A different focus for each tire family: Marathon for touring tires (top), Motion for everyday use and individual applications (middle) and Hybrid for more robust on-road and off-road touring, particularly with e-bikes (bottom).



***TECHNOLOGY** / Following the relaunch of its MTB portfolio, Schwalbe is now also reorganising its touring segment. The three tire families – Marathon, Motion and Hybrid – make it easier to choose the right tire for different purposes. Five innovative models complete the revamped range.*

SCHWALBE REORGANIZES ITS TOURING SEGMENT

Clear categories, exciting new products, a streamlined range: with the new structure, customers can find the tire that suits their individual needs even faster. At the same time, Schwalbe is reducing its portfolio by 30 per cent. To achieve this, the company has removed tires such as the Delta Cruiser – which had similar applications and sizes to the Road Cruiser – from the range. In addition, the Big Apple and Big Ben have been merged to form the new Motion Big Apple.

The Marathon category: the benchmark for touring tires
Hardly any tire is as closely associated with Schwalbe as the Marathon. Since 1983, this legendary long-distance tire has stood for high quality, unrivalled puncture protection and modern tire technology. With the new Marathon Almotion (see page 10), the range now comprises ten models – from the Green Marathon and the Marathon 365 to the puncture-resistant Marathon Plus.

Motion: Trend-conscious models from urban to cargo
With the Motion range, Schwalbe caters to both everyday cyclists and those with specific riding needs. The range extends

from heavy-duty models for cargo bikes to lightweight, dynamic variants for sporty urban bikes. The 13 tires in total include, for example, the Motion Big Apple, Motion Hurricane and Motion Super Moto X.

Hybrid: Robust all-rounders with high volume
Hybrid tires combine everyday practicality and touring comfort with off-road capabilities and high puncture protection. Depending on the model, the focus is either more on-road or off-road use. Despite their large volume, they roll smoothly and quietly on tarmac. The five models in the Hybrid range – from the Hybrid Advancer to the Hybrid Johnny Watts Plus – are particularly suitable for SUV bikes.



Marathon Almotion



Marathon Pro Almotion



Motion Kojak



Motion Land Cruiser



Hybrid Johnny Watts

The new Marathon Almotion

The benchmark for demanding tours The sporty, lightweight Marathon Almotion is a versatile companion on demanding tours and cycle trips. The new tread pattern with a solid center promises a smooth ride and a long service life. High-grip shoulder lugs ensure traction in wet conditions and on unpaved paths. The puncture-resistant RaceGuard provides reliable protection against punctures, whilst the Addix Green rubber compound ensures high performance, smooth rolling and durability. It is manufactured using 100 per cent recycled carbon black (including from the Schwalbe recycling system) and renewable raw materials, including silica from rice husk ash and natural rubber.

Pro version with V-Guard and Race Compound The foldable Marathon Pro Almotion combines low weight with maximum performance and high puncture protection. This is ensured by the puncture- and tear-resistant V-Guard and the Race Pro casing, which combines low rolling resistance with high load-bearing capacity – for fast trekking bikes and cycle tours with luggage. Thanks to their E-50 approval, the Marathon Pro Almotion and Marathon Almotion are also approved for fast e-bikes.

Two new Motion models

Urban and stylish Schwalbe is rolling out the fast Kojak in the Motion family. This sporty, urban tire catches the eye with its distinctive scale-like pattern on the tread and sidewalls, and offers low rolling resistance, reliable grip and stable handling in corners. Addix Green stands for high performance, smooth rolling and durability. It is manufactured using 100 per cent recycled carbon black (including from the Schwalbe recycling system) and renewable raw materials, including silica from rice husk ash and natural rubber. In addition, the lightweight RaceGuard provides effective protection against punctures and cuts. The Motion Kojak is approved for e-bikes up to 25 km/h – for modern light assist e-bikes as well as classic city bikes.

For tarmac and gravel The Motion Land Cruiser is designed for trekking and all-terrain bikes. Its modern tread pattern, with a closed center section, reduces rolling resistance on tarmac, whilst the open shoulder lugs ensure secure grip on gravel and when cornering. It is approved for e-bikes up to 25 km/h. The Plus version offers additional safety – with rubberised sidewalls, three-millimeter-thick puncture protection and reflective strips.

Hybrid Johnny Watts

Radial technology for SUV bikes The Hybrid Johnny Watts is ready for anything – from everyday city riding to off-road excursions. Originally developed for sporty MTBs, the radial carcass can fully demonstrate its advantages in everyday use thanks to a contact patch that is around 30 per cent larger, which absorbs bumps, kerbs and rough terrain more smoothly. Closely spaced center knobs form an almost closed tread pattern for smooth rolling on tarmac. At the shoulders, the tread opens up with generous MTB-style side knobs – for impressive cornering grip off-road.

Versions with TLR and Plus puncture protection As the Johnny Watts TLR, it can also be ridden in a tubeless setup to further enhance comfort, grip and puncture resistance. This version is also compatible with hookless rims. For a completely worry-free ride, there's the Johnny Watts Plus: its all-round protection with a reinforced puncture protection belt makes it particularly durable.



Victory after 27 hours: riding the G-One RX Pro, Svenja Betz won the 350-mile (563-kilometer) race.



A size with potential: the G-One RX Pro in 32-inch (50-686).

***TECHNOLOGY** / At the most legendary of all gravel races, the Unbound in Kansas (USA), there was not only a one-two victory for Schwalbe, but also a first: for the first time ever, a race was won on 32-inch tires.*

DOUBLE SUCCESS AT UNBOUND XL

Schwalbe athletes Svenja Betz (Germany) and Robin Gemperle (Switzerland) claimed the gravel crown at the Unbound XL. Betz won the 350-mile race (563 kilometers) as the fastest woman in just over 27 hours – her second victory following her success in 2024. In the men's race, Gemperle triumphed in around 21 hours. He rode 32-inch prototypes of the G-One RX Pro, securing the first victory on this tire size.

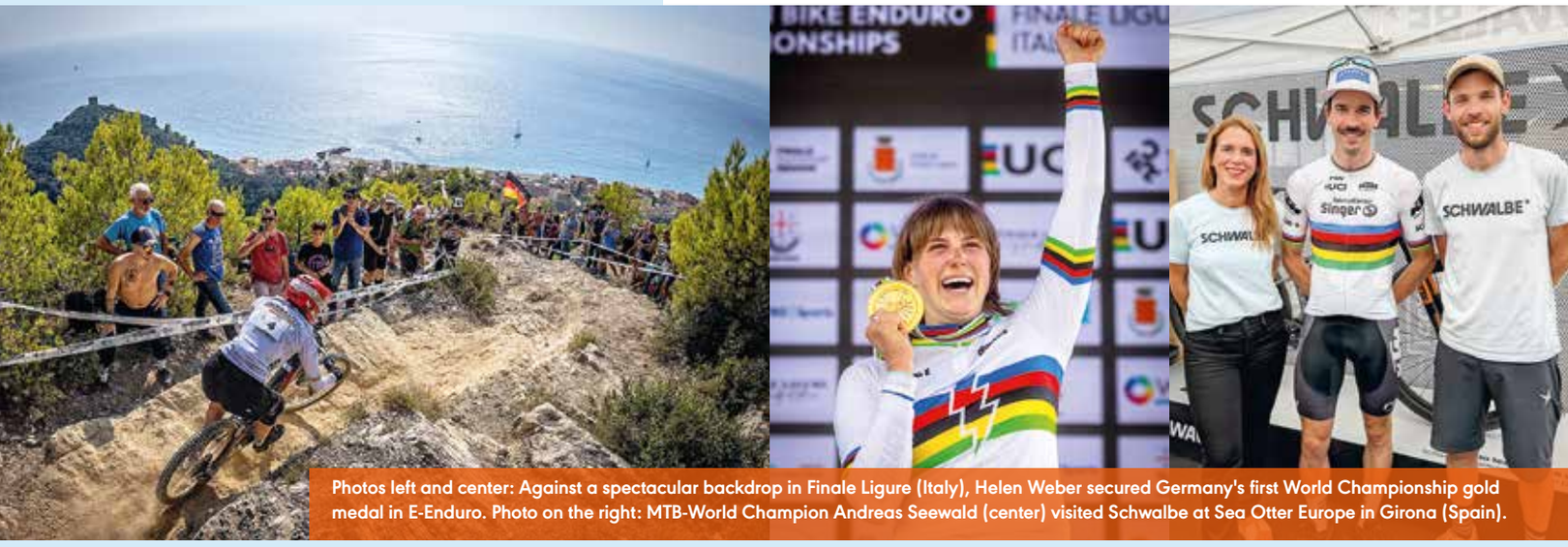
Other riders also celebrated successes on Schwalbe tires: Alex McCormack and Josh Amberger finished third and fourth respectively, both on G-One RS Pro tires. In the 200-mile race, there were a total of four top-ten finishes on Schwalbe tires.

Robin Gemperle's winning XL race was still achieved with a niche set-up consisting of prototypes, both for the bike and the tires. "But this success shows just how much potential the new sizes hold," says Felix Schäfermeier, Head of Product Management at Schwalbe. "The 32-inch concept proved to have decisive advantages over long distances in the exceptionally tough and muddy conditions. In particular, the traction and directional stability ensured a less tiring ride over the 563 kilometers on the soft ground."

To objectively assess the benefits for as many riders as possible, Schwalbe has extensively tested various prototypes both in the laboratory and in real-world conditions. The results:

- More stable handling and a greater sense of safety
- On varied, root-strewn and stony terrain, 32-inch tires roll more smoothly. This provides greater traction and allows for higher cornering speeds whilst offering greater comfort
- The increased weight has no noticeable negative effect when riding uphill
- Laboratory measurements confirm that, on uneven terrain, 32-inch tires offer measurable advantages in terms of rolling resistance

Conclusion: 32-inch tires are a promising technology with real, tangible benefits – regardless of individual market segments and extending beyond purely performance-oriented tires. Against this backdrop, Schwalbe is already producing its first 32-inch gravel tires: the G-One RS Pro and the G-One RX Pro. Both tires will be available in the first half of 2027.



Photos left and center: Against a spectacular backdrop in Finale Ligure (Italy), Helen Weber secured Germany's first World Championship gold medal in E-Enduro. Photo on the right: MTB-World Champion Andreas Seewald (center) visited Schwalbe at Sea Otter Europe in Girona (Spain).

Six World Championship titles on Schwalbe

It was a golden autumn for no fewer than six athletes riding Schwalbe: they secured their rainbow jerseys in the Cross Country Marathon, Enduro, E-Enduro and Gravel disciplines.

German cycling is once again celebrating an MTB world champion: the reigning German champion Andreas Seewald won his second World Championship title – following his victory in 2021 – in the long-distance race in the Dolomites. What makes this so remarkable is that Seewald secured his victory on a prototype 32-inch race full-suspension bike fitted with 32-inch Schwalbe tires. In the women's race, Switzerland's Anna Weinbeer triumphed on the course, which covered a good 95 kilometers and more than 4,000 meters of elevation gain.

No fewer than two German female mountain bikers – and Schwalbe riders – stood at the top of the podium at the Enduro World Championships in Finale Ligure, Italy: Helen Weber and Raphaela Richter secured Germany's first-ever Enduro World Championship titles with their victories: Weber won on an e-bike and Richter in the classic enduro category. In the men's race, Australian Ryan Gilchrist rode to an unchallenged victory, also on Schwalbe tires.

First 'true' gravel world champion

Magnus Bak Klaris (Denmark) secured the sixth title on Schwalbe tires in the men's elite race at the Gravel World Championships in Nannup, Western Australia. In doing so, he claimed Denmark's first rainbow jersey in this discipline. What's more, he is the first gravel specialist to win World Championship gold – and thus the first rider outside the WorldTour to achieve this in the five-year history of the UCI Gravel World Championships.

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