



MIND OVER MOUNTAINS

EPIC CLIMBS OF
THE WESTERN ALPS

HIGHLIGHTS

NeuroFire Cycling is thrilled to offer passionate cyclists a limited series holiday tour that combines pro athlete neurostimulation conditioning with some of the most beautiful and iconic excursions through the Western Alps.

NeuroFire is a subdivision of IRR Institute, the Official Sports Medicine Clinic of UCI WorldTeam Bahrain Merida. Over 35 years of expertise in the field, an enduring commitment to innovative technologies, and officially recognized by the International Federation of Sports Medicine—NeuroFire Cycling's aim is to offer to the general public the same quality of sports conditioning currently administered to professional cyclists.

This limited edition tour was formed through a partnership with Tourissimo, one of the leading cycling tour operators in Italy.

Many cols ridden on TDF and Giro:
Colle delle Finestre, Col du Galibier,
Col de l'Izoard, Colle dell'Agnello

1

2

Riding like a Pro with UCI World Team Treatment from one the world's Top Pro Cycling clinics

Wildest side of the Alps up and
down the Cuneo Province valleys

3

4

Advanced Neurostim protocols used by the world's top riders for enhanced flow-state performance and recovery

Turin, Bardonecchia and Sestriere,
the Olympic mountains

5

6

Sampling of Alpine specialties, some of the region's best wines

Rolling hills of Historic UNESCO
World Heritage wine regions,
home to Barolo, Wine of Kings

7

8

Discovering the first capital of Italy, Torino, and its royal past

A BIKE TOUR LIKE NO OTHER

Ride iconic
Italian-French
passes while
igniting your
potential by
conditioning like one
of the Best Teams in
the UCI WORLD Circuit

You'll ride from Turin over the Alps
between France and Italy, then down into
the UNESCO vineyards of Langhe & Roero.

These climbs have been featured
on the Giro d'Italia and Tour de France.

Experience the cutting edge
technology that team Bahrain Merida
has incorporated into its training.



Fitness



Scenary



Culture



Food/wine



8 days (7 days of riding)



Premier and Casual Hotels

LOCATION

This unique tour will take place in Piedmont, a region in the northwest corner of Italy that borders France and Switzerland.

Almost half of Piedmont can be described as mountainous while most of the remainder is considered hilly. Its terrain is higher and perhaps more challenging than the description “the foot of the mountains”, the literal translation of its name, might suggest.

Its many mountain passes over the Alps make it a hidden gem for cyclists. Crossing over the watersheds, we will find ourselves in France to ride some iconic Tour de France passes, such as Galibier and Izoard. We will make it back to Italy via Col dell’Agnello (one of the toughest climbs in all of the Alps). You will get to experience France and Italy in a single journey, marveling at spectacular alpine views everyday.

Our tour, which takes us from the elegant city of Turin to the far stretches of Briançon and over majestic passes into Langhe, is not without challenges. With daily distances generally between only 50 and 60 miles, it should challenge riders just enough to experience mountain riding in a way that will become a positive milestone in their riding careers.

The roads in this area have made, and broken, cycling legends for over a century. The Tour de France and the Giro d’Italia are at home on these passes and villages.

While off the saddle, we combine the rides’ stunning scenery with superb cuisine and focus on your performance, recovery, and well-being in a way that has only been available to pro teams up to now. If you love the mountains, there’s hardly a trip more worthwhile than this.

WHY THIS TOUR

We call Piemonte home and we adore riding these itineraries. These rides are both fulfilling and challenging. You'll benefit from traditional and cutting-edge conditioning techniques will take your riding and wellbeing to the next level. We partnered with Tourissimo because they are the experts in custom and private cycling tours. They love designing and running flawless and inspiring itineraries.

NEURO STIM "FLOW STATE PERFORMANCE"

In recent years a growing amount of scientific literature has demonstrated that Neuro Stimulation with tDCS (trans-cranial direct current stimulation) has a unique ability to augment athletic performance, particularly in cyclists. Among the benefits are increased endurance, propensity to enter "flow-states" (ie. "get into the zone"), improved mood, deepened and prolonged concentration, improved management of physical and mental fatigue, as well as more thorough and effective recovery from athletic exertion.

Our parent institute, IRR is one of the first sports science clinics in Europe that has taken this cutting edge technology out of the research lab and applied it directly to Olympic and professional athletes. At the beginning of the 2018 cycling season Team Bahrain Merida partnered with IRR to conduct research on the performance and mood enhancing effects of this technology on their Pro Cyclists.



Team Bahrain Merida

Through collaboration with the Official Clinic of the Bahrain-Merida Team, you will have the opportunity to receive the unique performance boosting benefits of this treatment.

One of the Top UCI WorldTeams founded in 2017 with 53 podiums in their first year, comprised of globally recognised cycling experts that have designated IRR as BM's official sports medical center for the innovative approaches they bring to augmenting athletic performance and the expertise they offer in sports science.



What tDCS Protocols Do:

- Applies low frequency anodal or cathodal electric stimulation to targeted regions of the brain
- Reduces:
 - input required for neurons to fire in that region
 - perceived exertion
- Increases:
 - readiness of neuron firing
 - the capacity of neurons to fire in unison
 - strength and clarity of neuron signals sent to the body
 - ability to reinforce and form new neural connections
 - neuroplasticity, inducing states of concentrated plasticity
 - Peak Power Output, surpassing standard



What are the results?

- Deepens and prolongs concentration
- Allows athletes to surpass normal limits of maximal exertion
- Decreases the perception of effort corresponding to the quantity and intensity of physical exertion
- Enhances:
 - muscular strength training through the increased uniformity of neural firing
 - endurance
- Improves:
 - propensity to enter "flow-states" ie. "get into the zone"
 - mood, and general well-being
 - ability to learn new skills
 - management of physical and mental fatigue
 - efficacy and depth of recovery from athletic exertion (post-exertional recovery)

Day 1 - Itinerary

One of our guides will meet you at the Turin airport. After checking in we will transfer to IRR for assessment tests and the first tDCS treatment. The first day is spent at the IRR center where the doctors will analyze values and set training goals.

Arriving early?

If you plan to arrive a day early, Torino features, among other things, the **Egyptian museum** (2nd largest collection in the World), the **Cinema Museum**, and the **Royal residence of La Reggia di Venaria**, a UNESCO World Heritage Site.

DAY 1

TURIN



Meals
LD



Hotel
Grand Hotel Sitea



DAY 2

TURIN

Day 2 - Itinerary

The day will begin with **NeuroStimulation of the Prefrontal Cortex** to improve concentration, propensity to enter “flow-states”, overall athletic performance, and mood.

NeuroStimulation enhances athletic activity by **increasing neurons' natural baseline** charge in a specific region of the brain. This decreases the amount of input required for neurons to fire, making them fire more readily, **enhancing the functioning of the activity and plasticity in that region.**

After the NeuroStimulation session, a warm up ride will take us along the **Po river** and up to a beautiful lookout point (**Colle della Maddalena**). Back at the hotel we will gather for an intro talk about the week ahead and what you can expect on and off the bike. A walking tour of the beautiful town center will precede dinner.



Daily Mileage
28 mls



Type of riding
Hilly



Meals
LD



Hotel
Grand Hotel Sitea

DAY 3

BARDONECCHIA

Day 3 - Itinerary

A 40 minute transfer, NeuroStim, some bike fitting – if necessary – and it will be time to climb some mountains!

The **Colle de Finestre** is atypical because it's one of the few passes remaining on the Alps that is unpaved. It goes up at a grueling 9.1% average gradient. Some of the Giro champions have conquered the pink jersey on these switchbacks.

Colle delle Finestre links **Susa Valley** and **Chisone Valley** and it summits at 2178 mt (7,145 ft). Beyond the tree line the views are stunning as the road gets near the top of the watershed at an **unforgiving gradient** (max 14%).

You'll be able to **put yourself to the test**, as the effects of Neuropriming begin to kick in at this point. The descent (paved) will eventually lead to the second and final climb of the day to the ski resort of Sestriere. **Our final destination is Bardonecchia**. Both Sestriere and Bardonecchia were venues for the **XX Olympic Winter Games**.



NeuroStimulation for Performance:

Anodal NeuroStim of the Dorsolateral Prefrontal Cortex to enhance performance, mood and the propensity to enter flow states



Daily Mileage
**60 mls with
10,000 ft or
31 mls with
7,400 ft**



Type of riding
Mountains



Meals included
BD



Hotel
Hotel Rivè



Colle delle Finestre:
summit 7,458 ft
- gain 5,481 ft - 10.5 mls

Col Sestriere (from Depot):
summit 6,676 ft
- gain 3,139 ft - 13 mls

DAY 4

BRIANÇON

Day 4 - Itinerary


From Bardonecchia we transfer, passing through the Frejus tunnel into France.

The **Frejus** tunnel is an amazing piece of infrastructure and **one of the 10 longest road tunnels in the world** (8.1 mls). On the other side, we will have a briefing where you'll learn how the Telegraph and, mostly, the Galibier passes can be conquered.

The **Galibier** (2,645 mt - 8,678 ft) was first used in the **Tour de France** in 1911. Being the first rider over Galibier means entering a very special club in the company of the best climbers of all time.

The pass connects **Saint-Michel-de-Maurienne** and **Briançon** via the **col du Télégraphe** (north) and the **Col du Lautaret** (south). At the summit there is a road as well as a narrow crest tunnel that was opened in 1891 to overcome the maintenance challenges of the last mile (the tunnel makes for it 102 meters lower and that's why you often find two heights for Galibier pass). If weather allows it, we'll have lunch here.

We reach **Briançon** via col du Lautaret. Briançon is a commune in the **Hautes-Alpes** department in the Provence-Alpes-Côte d'Azur region in southeastern France. At an altitude of 4,350 ft it is **the highest city in France**, based on the French definition as a community containing more than 2,000 inhabitants. The old part of town is secluded inside a large fortress, which we will visit with the opportunity to do some shopping.

 **NeuroStimulation for Performance:**
Anodal NeuroStim of the Dorsolateral Prefrontal Cortex to enhance performance, mood and the propensity to enter flow states



Daily Mileage
**45 mls with
7,260 ft**



Type of riding
Mountains



Meals included
BLD



Hotel
Parc Hotel



**Col du Télégraphe
& Col du Galibier:**
summit 8,632 ft - gain
6,938 ft – 20.7 mls

DAY 5

SAMPEYRE

1823

ALT. 2744

FRANCE

ITALY

Day 5 - Itinerary

Our queen stage with over 13,000 ft of elevation gain takes us back into Italy via Colle dell’Agnello (lamb pass).

However, **Agnello** is preceded by the climb of the just as iconic **Col Izoard**, right above Briançon (2361 mt – 7,746 ft). The climb from Briançon to the col is 19 km (11.8 mi) in length, climbing 1,105 mt (3,625 ft) at an average gradient of 5.8%.

Mountain pass cycling milestones are placed every kilometer. They indicate the current height, the height of the summit, the distance to the summit, as well as the average slope in the following kilometer. Do not forget to take a picture at the **Coppi-Bobet memorial** on the way down.

As epic as the climb is, the pass itself is **not glamorous** (no shops selling jerseys, no coffee bars). Col Agnello is somewhat unknown and not heavily used. It is one of the many passes suggested as **the route taken by Hannibal** in his march, with elephants, to attack Rome at the start of the Second Punic War and a modern-era plaque, mounted on a rock on the French side, commemorates the event.

Our overnight stay is at the mountain village of **Sampeyre**, an important **Occitan cultural enclave**. The **cuisine** of this valley is superb and you’ll be happy to refuel at the hotel restaurant after such a long day. At this stage in the Tour, guests will benefit from **tDCS treatment** that aids the **central nervous system’s natural recovery processes**. This treatment not only helps riders relax and improve their **sleep quality**. It ultimately **facilitates accrual of performance gains** made throughout the week.



NeuroStimulation for Recovery:

Anodal NeuroStimulation of the Upper Motor Cortex to enhance the central nervous system’s role in natural recovery processes.



Daily Mileage
52 mls with
8,760 ft or
27 mls with
5,400 ft



Type of riding
Mountains



Meals included
BLD



Hotel
Monte Nebin



Colle dell’Agnello:
summit 9,002 ft - gain
4,803 ft – 13.9 mls

Col de l’Izoard:
summit 7,357 ft - gain
3,500 ft - 11.5 mls

DAY 6

LANGHE/ROERO

Day 6 - Itinerary

From Sampeyre, in the Valle Varaita, we cross over the watershed with the Maira Valley.

The valleys of the province of Cuneo are among the prettiest and wildest of the entire Alps. The climb of Col Sampeyre is breathtaking, both physiologically and figuratively, and it summits at 2,284 mt (7,493 ft) after about 10 miles and 4,215 ft of elevation gain. The road is often carved into the rocks of the Cottian Alps.

Colle Sampeyre is a humbling climb that is sometimes featured in the Giro d'Italia (last time in 2016) and Tour de France once (2015). We reach the village of Stroppio and then descend the Val Maira until Dronero where we start heading towards Alba, our final destination. Before Alba, we cross one of the most important wine regions of Italy where the King of Wines - Barolo - is produced. Our final 20 miles are over rolling hills covered with endless vineyards and past ancient castles and hidden hilltop hamlets.

The big passes are behind us and it's time to celebrate some great accomplishments, having conquered some of the most challenging climbs in this enchanting corner of the French and Italian Alps. Dinner will be at one of the finest restaurants in town and it will feature local specialties including, of course, a glass of Barolo wine.



NeuroStimulation for Recovery:

Anodal NeuroStimulation of the Upper Motor Cortex to enhance the central nervous system's role in natural recovery processes.



Daily Mileage
86 mls
with 6,800 ft



Type of riding
Mountains,
Vineyards



Meals included
BLD



Hotel
Hotel Calissano



Col di Sampeyre:
summit 7,493 ft - gain
4,230 ft - 9.7 mls

DAY 7





TURIN



Day 7 - Itinerary

Today we have a transfer back to Turin and to the IRR Sport Medicine Center for final assessment and evaluations of the treatment's effects.

In the afternoon you can opt for a final ride or to rest and explore Turin a little more and perhaps to do some last minute shopping.

-  Daily Mileage
39 mls with
3,200 ft or
shorter option
-  Type of riding
Hilly
-  Meals included
BLD
-  Hotel
Grand Hotel Sitea

DAY 8

Day 8 - Itinerary

Transfer to Turin Airport

Departure. After breakfast you will be transferred to the Turin airport according to your travel plans.



Meals
B



What's included

- Two professional tour guides throughout the program
- Team of Physiotherapists and Neuropsychologists from the Official Clinic of UCI WorldTeam Bahrain-Merida
- Cutting-edge Transcranial stimulation protocols for performance training and recovery
- Bike rental Bianchi Intenso Ultegra/105 (special mountain gears available at no extra cost)
- All accommodations in 4 star hotels
- All breakfasts, five lunches, and all dinners
- Support vehicle during the tour and luggage transfer
- Shuttle at the beginning and at the end of the tour
- All activities mentioned in the day-by-day description

What's not included

- Airfare
- Pre-tour hotel stays and post-tour hotel stays
- Alcoholic beverages and soft drinks
- Personal expenses such as laundry and cell phone
- Guide gratuity

Arriving and Departing

Airport - Turin (airport code TRN)

Arrival - Private transfer by Tourissimo from the airport to the first Hotel. Upon request, guests can be picked up elsewhere.

Departure - Private transfer by Tourissimo from last hotel to the airport.



While as accurate as possible at the time of creation, this program should be considered an approximate indication of the schedule and scope of activities and tour routing, rather than an inflexible schedule. Very occasionally events that are out of our control mean we have to make some changes, but we'll ensure you still have the best time! We will do our best to ensure that any change is communicated as soon as possible. Should our first choice hotels not be available due to special events, limited space, renovation, we will offer alternatives of the same standard or superior, whenever possible.

**CONTACT US
TO IGNITE
YOUR INNER
POTENTIAL
ON OUR NEXT
AVAILABLE
DEPARTURE**



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