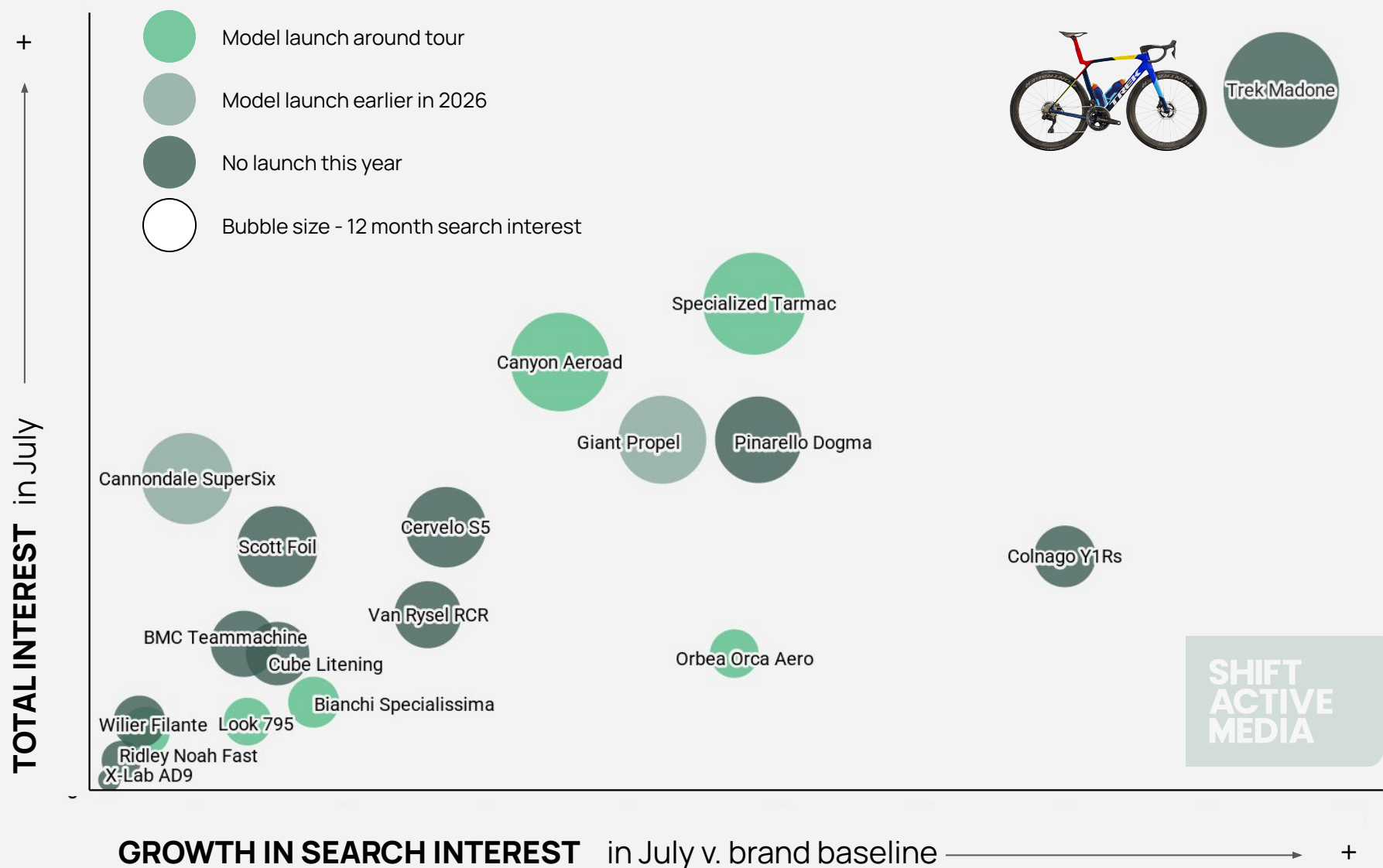


Interest in the bikes of the Tour de France



Source: Google search interest 2025 - 2026

Interest in the bikes of the **Tour de France**



The **Trek Madone** was the biggest winner. Building on a high baseline of interest, Lidl-Trek's constant presence in breaks, stage wins, Mads in green and two riders in top ten for GC. But also benefiting from the halo of Lidl's advertising around the tour featuring the team.



The Tadej and UAE effect helped the **Colnago Y1Rs** earn the second highest July boost. Despite a lower search baseline as a luxury, performance bike and brand with a smaller buying audience.



The **Specialized Tarmac SL9**, was launched a few days before the tour and was then piloted to 4 stages wins and 2nd place in GC, but ultimately saw only slightly higher interest than close competitors and similar growth in interest during July as the **Pinarello Dogma**.



The **Orbea Orca Aero's** growth in interest also stands out. Despite a low baseline and losing Arnaud De Lie to sickness on stage 2, a combination of Lotto Intermarché's combativity and a well planned and amplified launch saw it punch well above its weight. **Bianchi** and **Look** also edged ahead of close competitors to earn more interest through bike launches.