



Press info, October 22, 2024

Premiere: the LOWA Trail Trophy from May 21 to 25, 2025 - the trail running stage race on the most beautiful trails in the Alps

The premiere of the LOWA Trail Trophy will take place from May 21 to 25, 2025. Runners can expect four exciting and spectacular trail running stages. The start of the first and finish of the fourth stage is Pfronten in the Allgäu. Registration opens on November 6, 2024.

The new LOWA Trail Trophy (LTT) promises pure trail running fascination: four stages with distances from 21 to 28 kilometers and up to 2,000 meters of altitude on spectacular trails. During the day, the participants compete against each other in a sporting competition. In the finish area and at the evening events with award ceremony, runners' dinner and picture and video shows, the head-to-head duel of the day is history and the athletes grow together into a close-knit community.

The trails: trail fun meets alpine panorama highlights

Hardly anyone knows the trails of the Alps as well as PLAN B route manager Martin Hafenmair - after all, he creates new routes every year, including for the seven-day Transalpine Run. For the LOWA Trail Trophy, he designed the most beautiful trails starting in Pfronten in the Allgäu region. "My personal highlight is the third stage: a real panoramic fireworks with a guaranteed all-round view, where the Lechtal Alps, Zugspitze and the Tannheim rock faces are sensationally at the ready."

The time: the perfect start to the alpine trail running season

Most alpine trail running competitions don't take place until June - making the LTT the perfect kick-off race for the alpine trail running season. The trails are full of excitement, route variety and spectacular top spots. At the same time, the stages are selected in such a way that they offer an appropriate balance of length and challenge, especially for the season kick-off, so that the muscles can adapt to the strain. "I am delighted that with the LOWA Trail Trophy, together with PLAN B, we are able to create an event format that the trail running community is longing for: a versatile, feasible multi-day race on first-class Alpine trails," says LOWA CEO Alex Nicolai.

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The target group: for beginners and ambitious runners

The LTT appeals to a wide variety of runners: From beginners who are just getting to grips with alpine running for the first time to ambitious trail runners who like to sprint quickly over the trails and are looking for competition. The LTT is also an ideal training event for aspiring Alpine crossers for the Transalpine Run in September.

Sandra Saitner, an athlete on the LOWA TRAIL Racers team, is also bubbling over with anticipation and motivation for the LTT: "Four days of brilliant trails, great people and a fantastic landscape. I'm really looking forward to it!"



The stages at a glance:

Stage 1: Pfronten – Grän

23 Km / 1.960 m Aufstieg / 1685 m Abstieg

Stage 2 Grän – Weißenbach am Lech

28 Km / 1.660 m Aufstieg / 1.890 m Abstieg

Stage 3 Weißenbach am Lech – Reutte

26 Km / 2.006 m Aufstieg / 2.040 m Abstieg

Stage 4 Reutte – Pfronten

26 Km / 1.615 m Aufstieg / 1.620 m Abstieg

Title sponsor LOWA: It's time to tame the terrain!

The history of LOWA Sportschuhe GmbH began back in 1923 in Jetzendorf near Munich. What began with a small production of handmade oat shoes in the north of Munich has developed over the last 100 years into one of the leading mountain and outdoor shoe brands in the German-speaking world.

The core values of quality and fit are not only reflected in the mountain, outdoor and everyday segment, but also in the new trail running collection ALL TERRAIN RUNNING by LOWA, launched in 2023. Since then, this fast category has successfully revitalized the market with the CITUX, AMPLUX and FORTUX models. Under the motto "It's time to tame the terrain", the ATR by LOWA models are convincing in different areas of use and requirements - from fast competitions to long ultra trails. Tests in relevant special interest magazines were extremely positive. The first GORE-TEX models were launched for the current fall/winter 2024 season, and just in time for the LOWA Trail Trophy 2025, the Jetzendorf-based company is presenting its new highlight in the top technology sector.

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Organizer PLAN B: experience in stage races

For many years, the PLAN B Event Company has been one of the best-known and largest organizers of trail running events. Among other things, they organize the Zugspitz Ultratrail and since 2005 also the Transalpine Run, the legendary 7-day crossing of the Alps for trail runners.



Registration starts on November 6, 2024 at trail-trophy.com

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