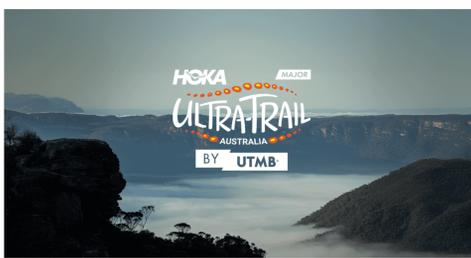




Press release - Chamonix (France), Tuesday 19 November 2024

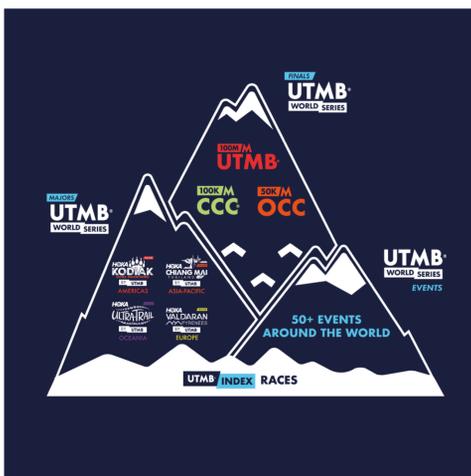
UTMB World Series announces HOKA Ultra-Trail Australia by UTMB as the new Major for Oceania in 2025

UTMB® World Series is thrilled to announce HOKA Ultra-Trail Australia™ by UTMB® - **Australia's premier trail running festival** - as a **new Major in 2025**. Taking place from 15-18 May, the event also introduces a **new race distance** - the UTA Miler (100M) - a thrilling addition to the existing UTA11, UTA22, UTA50 and UTA100 courses.



©UTMB

Considered pinnacle events, the UTMB World Series Majors will span **four regions in 2025**, with HOKA Ultra-Trail Australia by UTMB (Oceania) joining HOKA Val d'Aran by UTMB® (Europe), Kodiak Ultra Marathons™ by UTMB® (Americas) and HOKA Chiang Mai Thailand by UTMB® (Asia-Pacific).



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"HOKA Ultra-Trail Australia by UTMB has earned its place as the Oceania Major in the UTMB World Series circuit. Deeply rooted in its territory, this event sets a new standard for gender equity for UTMB World Series but more generally for sport, with 45% female participation. I am particularly happy for the local teams whose vision and hard work have established this event as a true celebration of trail running in Australia and across the Oceania region - where trail running is more than a sport; it's a way to connect with nature and honour local culture." Florian Lamblin, Executive Director UTMB International.

A new Major to double qualification opportunities for UTMB World Series Finals

At each UTMB World Series Major, runners can **collect double the amount of Running Stones** compared to other UTMB World Series events, boosting their chances in the UTMB® World Series Finals lottery. Additionally, each UTMB World Series Major awards **automatic qualification for 210 runners**, including age-group category winners and the top 10 male and female runners in the 100M, 100K and 50K categories.



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Since its inception in 2008, HOKA Ultra-Trail Australia by UTMB has grown into a **globally recognised bucket-list race**, now ranking as the **second largest Ultra-Trail in the world** with over **7,000 participants**. Set against the stunning backdrop of the **World Heritage-listed Blue Mountains**, Ultra-Trail Australia invites runners to trace the trails once walked by the **Gundungurra ancestors**, immersing themselves in an unforgettable journey through landscape steeped in **cultural heritage and ancient history**. As a Major, **the event will also be broadcast LIVE**, via **UTMB Live**, L'Équipe, Outside, DAZN, IQIYI, meaning fans can tune-in to the action from around the world.

The event's designation as a UTMB World Series Major brings with it a new name that features **HOKA as a title partner**, in line with the UTMB World Series Finals and Majors. Since partnering with UTMB World Series in 2022, HOKA has joined the organisation in a shared mission to support runners in achieving their trail running goals, while fostering positive advancements in the sport.

"We're excited to see the continental majors expand to new global destinations," said Erika Gabrielli, VP of Global Marketing at HOKA. **"The addition of this new UTMB World Series Major creates new opportunities to help bring trail running to more people, connect with runners around the world, and support the continued growth of the sport."**



©UTMB - high-res photo

Registrations

Please note that:

- UTA Miler (100M) is now the only way to take part in UTA 2025 if you haven't already entered.
- UTA Miler entries will open as follows:
 - **Wednesday, November 20th** at 11 am AEDT - UTMB Index priority entries open.
 - **Friday, November 22nd** at 11 am AEDT - General entries and transfers from existing entrants open.

For more information and to register, [click here](#).

Images

UTMB World Series images can be downloaded [here](#).
Name: utmbPress
Password: PressWorld2024

Note to editors

About UTMB® World Series

UTMB® World Series is the world's ultimate trail-running circuit that unites the sport's biggest stars and passionate runners through the best, leading international events in the most stunning locations. Built on a passion for the mountains with sustainability at its heart, UTMB® World Series gives all trail runners the chance to experience the UTMB® adventure across the world, with events taking place across Asia, Oceania, Europe, Africa, and the Americas. It is the only place where runners can begin their quest to HOKA UTMB® MontBlanc, where the prestigious UTMB® World Series Finals will be held. Launched in May 2021 through the collaboration between the UTMB Group and The IRONMAN Group, the UTMB World Series circuit brings together many of the best international trail-running events on the planet. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® MontBlanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® MontBlanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail™ technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® MontBlanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® MontBlanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

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UTMB® WORLD SERIES PARTNERS

