



Press release - Chamonix (France), Wednesday 18 December 2024

UTMB World Series announces new partnership with RunMotion Coach platform

The partnership will cover all **32 races** in Europe, North America, Asia and Oceania, including the UTMB® World Series finals at the HOKA UTMB® Mont-Blanc.

Runners will benefit from personalised digital training plans to prepare for their UTMB World Series races.

UTMB World Series and RunMotion Coach are delighted to announce their partnership to help participants in the circuit succeed in their challenges. Runners in North America, Europe, Asia and Oceania will be able to access personalised digital training plans to perfect their sports preparation and maximise their chances of success.



©UTMB - high-res photo

Designed and developed entirely in France, in the heart of the Alps, RunMotion Coach has established itself as one of the world's leading coaching applications for trail running. The platform offers a wide range of digital training plans tailored to everyone's level of fitness, backed up by personalised monitoring. Contents offered by the platform are available in French, English, Spanish, German and Dutch, meeting the needs of runners all over the world.

In 2025, as a new partner of the UTMB World Series, RunMotion Coach will be offering its digital coaching solution to runners at 32 events on the circuit, including the HOKA UTMB® Mont-Blanc, which hosts the circuit finals.

When registering for each race included in this partnership, participants will be offered the RunMotion Coach option, which will give them access to sports preparation programmes tailored to their objectives, their schedule, their level and conditions of fitness and training, offering daily support that meets their specific needs.

This new collaboration is in line with the UTMB World Series circuit's desire to offer a unique, premium and personalised UTMB experience. This agreement is even more obvious given that the circuit and RunMotion Coach share the ambition of democratising personalised training, with the aim of enabling everyone to progress, whatever their objectives.

Céline Prévost, UTMB Group Commercial Director, said: *"Every UTMB runner has a unique profile and an individual goal, and we are excited to partner with Run Motion Coach to support them in their journey. Whether it's the distance, elevation, or their specific objectives, we wanted to offer runners *personalised *solutions. Run Motion Coach provides these tailored tools to help our runners reach the peaks they aim for"*

Romain Adam – Président at RunMotion Coach, said: *"The UTMB Group has successfully created a globally renowned circuit while staying true to its roots in the heart of the Alps. As Europe's leading trail running coaching app, this collaboration represents a unique opportunity to accelerate our international growth."*

We are delighted to contribute to the experience of trail runners participating in the UTMB World Series, supporting individuals of all levels in achieving their goals, whether they live in the mountains or in urban areas.

This partnership with the UTMB World Series is thus a significant milestone for RunMotion Coach and will benefit many participants."

RunMotion Coach supported UTMB World Series Events, 2025

- **Arc of Attrition by UTMB®** (United Kingdom, 24th-26th January)
- **Tarawera Ultra-Trail by UTMB®** (New Zealand, 15th-16th February)
- **Chianti Ultra Trail by UTMB®** (Italy, 21st-23rd March)
- **Istria 100 by UTMB®** (Croatia, 10th-13th April)
- **Desert RATS Trail Running Festival by UTMB®** (USA, 11th-13th April)
- **Grand Raid Ventoux by UTMB®** (France, 25th-27th April)
- **The Canyons Endurance Runs by UTMB®** (USA, 25th-26th April)
- **Ultra-Trail Snowdonia by UTMB®** (United Kingdom, 16th-18th May)
- **HOKA Ultra-Trail Australia by UTMB® - MAJOR OCEANIA** (Australia, 15th-18th May)
- **Trail Alsace Grand Est by UTMB®** (France, 15-18th May)
- **The Mountain Ultra Trail by UTMB®** (South Africa, 22nd-25th May)
- **mozart 100 by UTMB®** (Austria, 7th June)
- **Trail du Saint-Jacques by UTMB®** (France, 13th-16th June)
- **Trail 100 Andorra by UTMB®** (Andorra, 13th-15th June)
- **La Sportiva Lavaredo Ultra Trail by UTMB®** (Italy, 25th-29th June)
- **HOKA Val d'Aran by UTMB® - MAJOR EUROPE** (Spain, 2nd-6th July)
- **Trail Verbier Saint Bernard by UTMB®** (Switzerland, 11th-13th July)
- **Eiger Ultra Trail by UTMB®** (Switzerland, 16th-20th July)
- **Monte Rosa Walser Waeg by UTMB®** (Italy, 18-20th July)
- **Speedgoat Mountain Races by UTMB®** (USA, 25th-26th July)
- **KAT100 by UTMB®** (Austria, 7-9th August)
- **HOKA UTMB® Mont-Blanc - FINALS** (France, 25-31st August)
- **Wildstrubel by UTMB®** (Switzerland, 12-15th September)
- **Grindstone Trail Running Festival by UTMB®** (USA, 20-22nd September)
- **Ultra Trail Whistler by UTMB®** (Canada, 28-29th September)
- **Nice Côte d'Azur by UTMB®** (France, 3-6th October)
- **HOKA Kodiak Ultra Marathons by UTMB® - MAJOR AMERICA** (USA, 11-12th October)
- **Mallorca by UTMB®** (Spain, 1-3rd November)
- **Kullamannen by UTMB®** (Sweden, 1-2nd November)
- **Malaysia Ultra-Trail by UTMB®** (Malaysia, 15-17th November)
- **TransLantau by UTMB®** (Hong-Kong, 8-10th November)
- **Ultra-Trail Kosciuszko by UTMB®** (Australia, 28-30th November)

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® Mont-Blanc, 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® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc 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® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

About RunMotionCoach

Since its creation in 2018, RunMotion Coach has revolutionised the way runners train, with more than 1 million downloads worldwide. Developed in the heart of the French Alps, the app offers personalised training plans tailored to individual goals, fitness levels, and preferences. RunMotion Coach adjusts for life's realities - injuries, vacations, time constraints, and even menstrual cycles for women - ensuring an adaptive and supportive experience for every user. Available in English, French, Spanish, German, and Dutch, the app supports runners from beginners aiming to complete their first trail race to experienced athletes preparing for ultra-trails. With an average of 88% of users achieving their goals, RunMotion Coach has become a trusted partner for runners worldwide. Find out more at <https://en.run-motion.com>

About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series events including the Canyons Endurance Runs™ by UTMB®, Tarawera Ultramarathon by UTMB® and Ultra-Trail Australia™ by UTMB®, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit <https://www.ironman.com/about-ironman-group>.

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