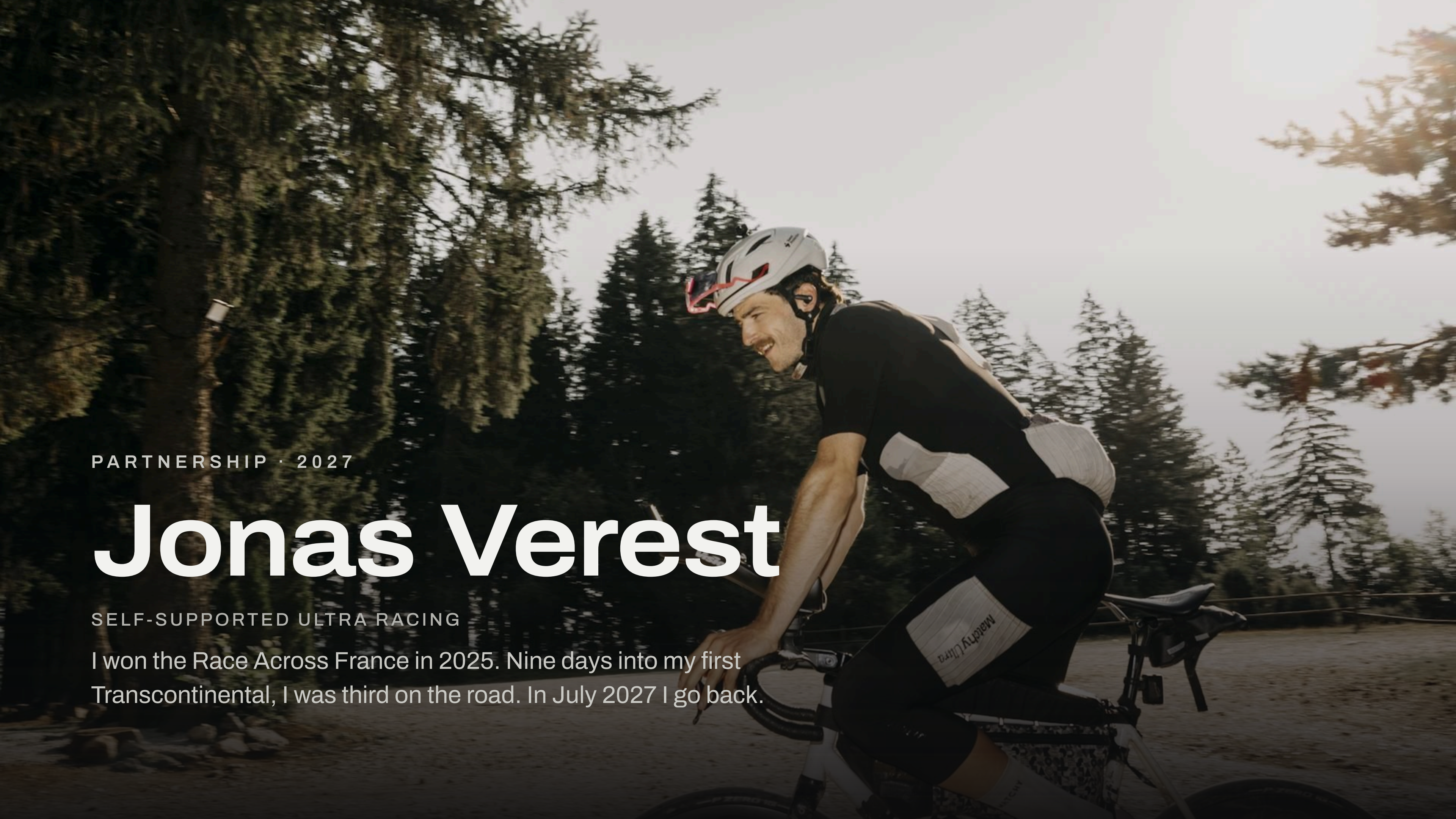


A cyclist, Jonas Verest, is shown in profile, riding a road bike on a paved path. He is wearing a black and white cycling jersey, black shorts, and a white helmet. The background is a dense forest of tall evergreen trees, and the lighting suggests a bright, sunny day. The text is overlaid on the left side of the image.

PARTNERSHIP · 2027

Jonas Verest

SELF-SUPPORTED ULTRA RACING

I won the Race Across France in 2025. Nine days into my first Transcontinental, I was third on the road. In July 2027 I go back.



HOW I GOT HERE

I wasn't a cyclist.

I spent twenty years as a field hockey goalkeeper: Swiss national team, professional contracts in Germany and Belgium. Then that career quietly ended, and all that energy had nowhere to go.

In 2020 a last-minute bikepacking trip took me across Norway, 2,400 km to the North Cape. Something clicked.

Lausanne, Switzerland

195 cm · 92 kg

FR · EN · DE · NL



Before: the goal



North Cape, 2020

THE PATTERN

The same cycle, twice:
discover the race,
understand it, come back
and win it.

2021 · 2022 · 2023

Swiss Ultra Cycling Challenge

Rode it with a friend in 2021, came back solo and finished 8th in 2022, won it in 2023.

2023 · 2024 · 2025

Race Across France

12th in 2023, DNF in 2024, won it in 2025. 2,607 km in 5 days and 13 hours.

THE RECORD

2026	Transcontinental Race No12 · 4,867 km, 50,000 m	8th of 392
2025	Race Across France 2500 · 2,607 km, 5d13h	1st
2025	Graval Road · 600 km, 11,000 m	1st
2024	Race Across Paris · 330 km	1st
2023	Swiss Ultra Cycling Challenge · 960 km	1st
2024	Swiss Ultra Cycling Challenge · 1,000 km	2nd
2024	Race Across Belgium · 500 km	3rd
2023	Pedalma Madrid-Barcelona · 700 km	4th



THE DOOR

Winning the Race Across France closed a five-year chapter. It also opened a door: if the cycle works, take it to the biggest race there is.



THE TRANSCONTINENTAL RACE

Across Europe by bike. Alone.

Once a year, a few hundred riders cross the continent, and the start and finish change every edition. In 2026 it ran from Trondheim in Norway to Kalamata in Greece, roughly 5,000 kilometres. No set course, only a handful of checkpoints. Everyone plans their own route.

No team, no support car, no help. You carry what you need, buy your food where you find it, and decide everything else yourself: how long to sleep and where, which roads, what to carry, how much time to trade for recovery. The riders at the front answer those questions in completely different ways, and nobody has proved yet which way is right. The clock never stops for close to two weeks, and a devoted audience follows every rider's GPS dot on a live map, around the clock.

There is no prize money. People ride it for what it is.

TCR NO12 · JULY 2026 · FIRST ATTEMPT

Nine days in, I was third on the road.

I raced on organisation and consistency: the same rhythm of riding, eating and sleeping, held day after day, with almost no time lost stopped. Then, climbing toward Kukës in Albania, my crankset split in two. The only compatible parts within 200 km were in a shop in Kosovo I'd ridden past an hour earlier: a taxi back across the border, strangers building me a crankset off their own bikes, racing again at midnight. Ten hours gone. 8th of 392, and the richest day of my racing life.

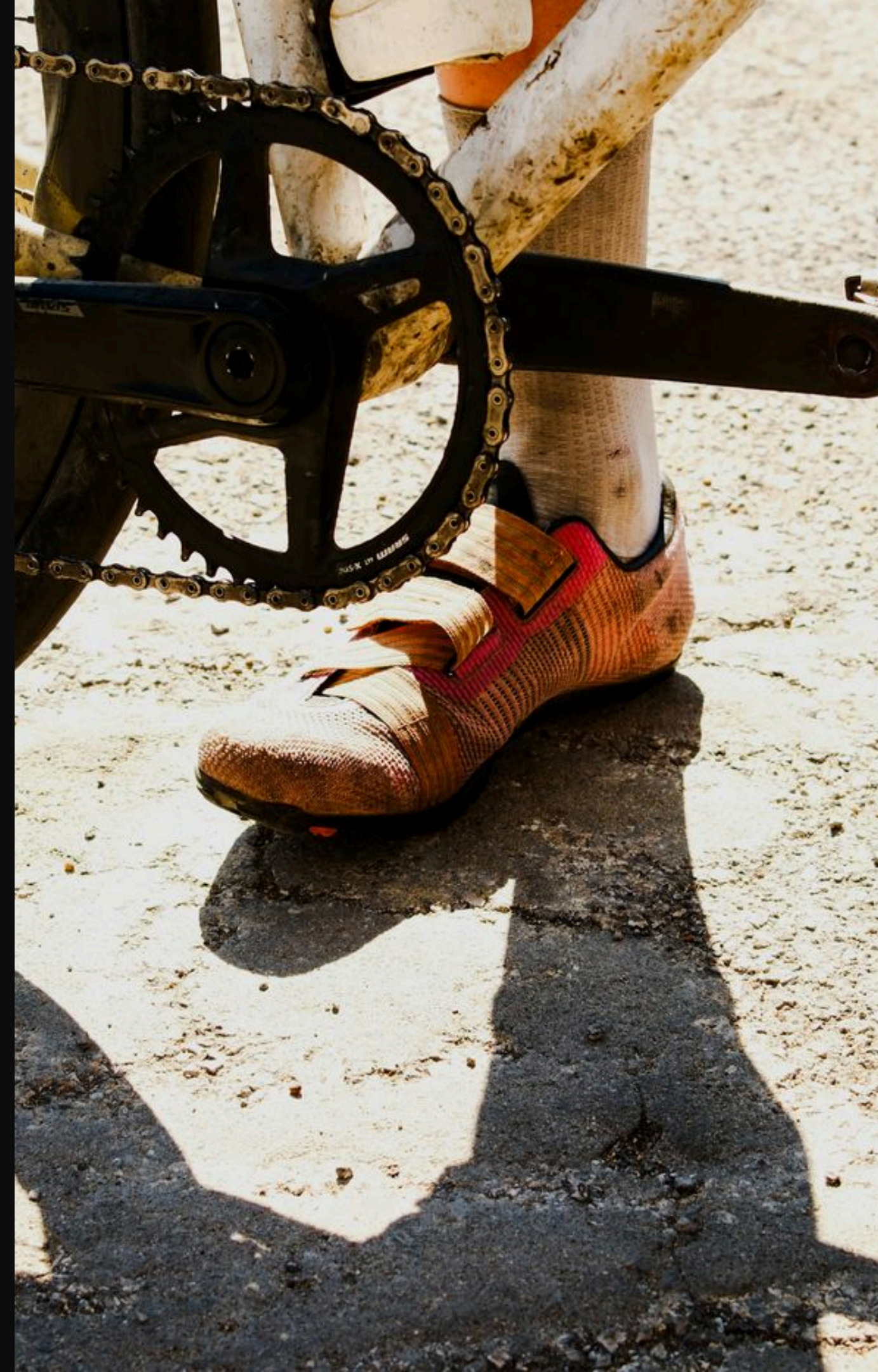
4,867 km

~50,000 m climbed

12 countries

11 days 13 hours

minus 2 to 43°C





2027

I came home believing I understand what this race asks. I'm going back to find out if I'm right.

400 km a day for almost two weeks. Last year that meant minus 2 to 43°C, and at 92 kg the mountains cost me more than they cost the others. The decisions that count arrive exactly when you're least capable of making them. My strength is the organisation: sleep at the same hours, stop as little as possible, know where the food, the borders and the beds are before I need them. And after three broken cranksets in three seasons, no part comes to the start line that hasn't been ridden hard at home first.

The season is built backwards from July: two preparation races in spring, then the Transcontinental.

WHAT I SHARE

I share everything. No filters, no gatekeeping.

After every major race I publish the full story on jonas.verest.ch: the strategy, the sleep plans, the route choices, the numbers, the mistakes, the tears. Nothing held back.

3,500+ reads of the RAF 2025 story (EN + FR)

[Read the stories →](#)



Race Across France 2025

[Read the full story →](#)



Swiss Ultracycling Challenge 2024

[Read the full story →](#)



Race Across France 2024

[Read the full story →](#)



Race Across Paris 2024

[Read the full story →](#)

COVERAGE

Where the story has travelled



watson

A pre-race feature in the Swiss national press: "5000 km seul à vélo: ce Lausannois s'attaque à une course folle."

watson.ch/fr/sport/grece/426866893



RTS, Swiss national radio

A long conversation about the road from the hockey goal to the front of Europe's ultra races.

rts.ch/audio-podcast/2025/audio/jonas-verest-ultra-cycliste



Ultra Talk #348 (Arnaud Manzanini)

The hard lessons of RAF 2024: ambition, knowing when to stop, and what came next.

open.spotify.com/episode/6ZKfB5jpmfWXPfVTmnATUE



The Ultra Cycling Podcast

The RAF 2025 debrief with Lucas Becker, the rider I duelled to the win.

youtube.com/watch?v=fXFyd5_WzaI



Pourquoi Pas Podcast

The story behind my Race Across France 2024, a DNF I wouldn't trade.

open.spotify.com/episode/1g4GqucbQl4oIlkl16dfyB

AUDIENCE

Social Reach

3,240

Instagram followers
(+30% this summer)

620

Strava followers

120K

views, RAF 2025 arrival
reel

80K+

organic views, TCR No12
Instagram posts

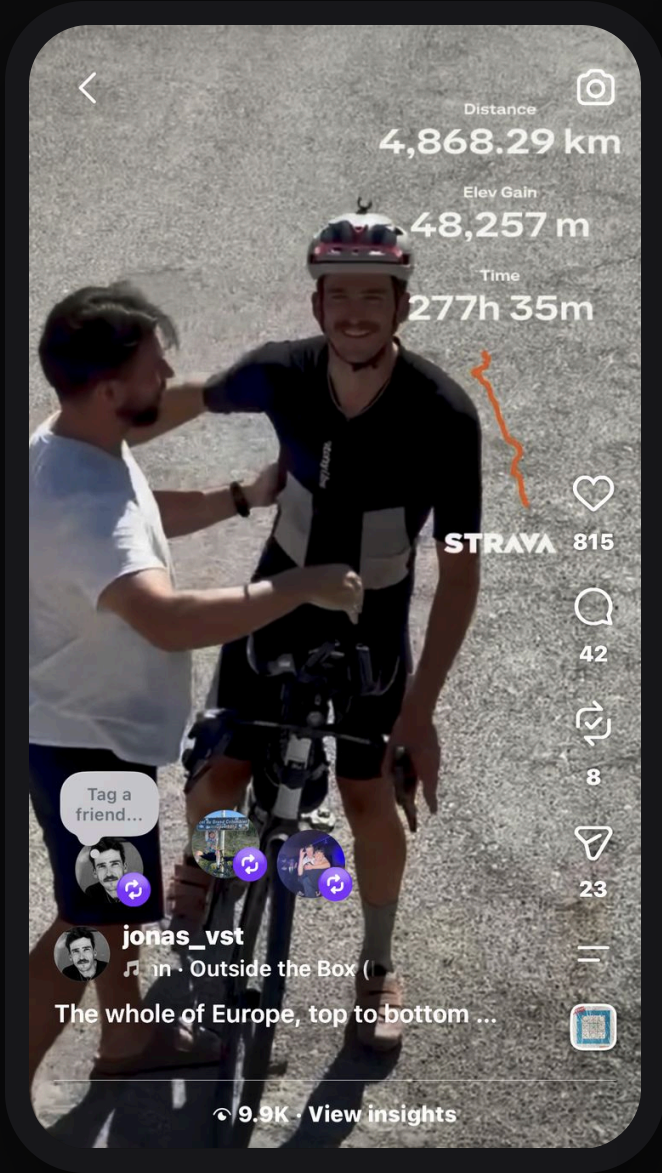
7,600

avg views per TCR No12
daily race reel

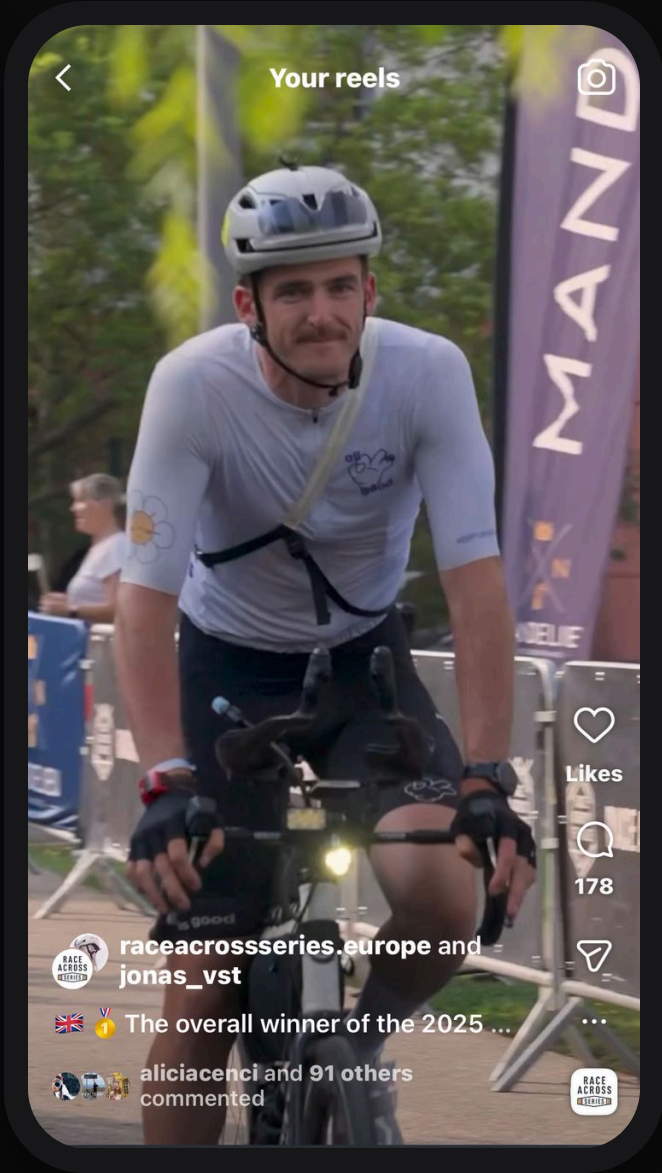
16.5K

impressions, LinkedIn
RAF 2025 recap (1,120
followers)

And beyond my own channels: TCR No12 featured me repeatedly on the race's official social media and daily dispatches.



[Watch the TCR No12 reel →](#)



[Watch the RAF 2025 reel →](#)



WORKING TOGETHER

The baseline

Daily race content, with a dedicated editor while I race

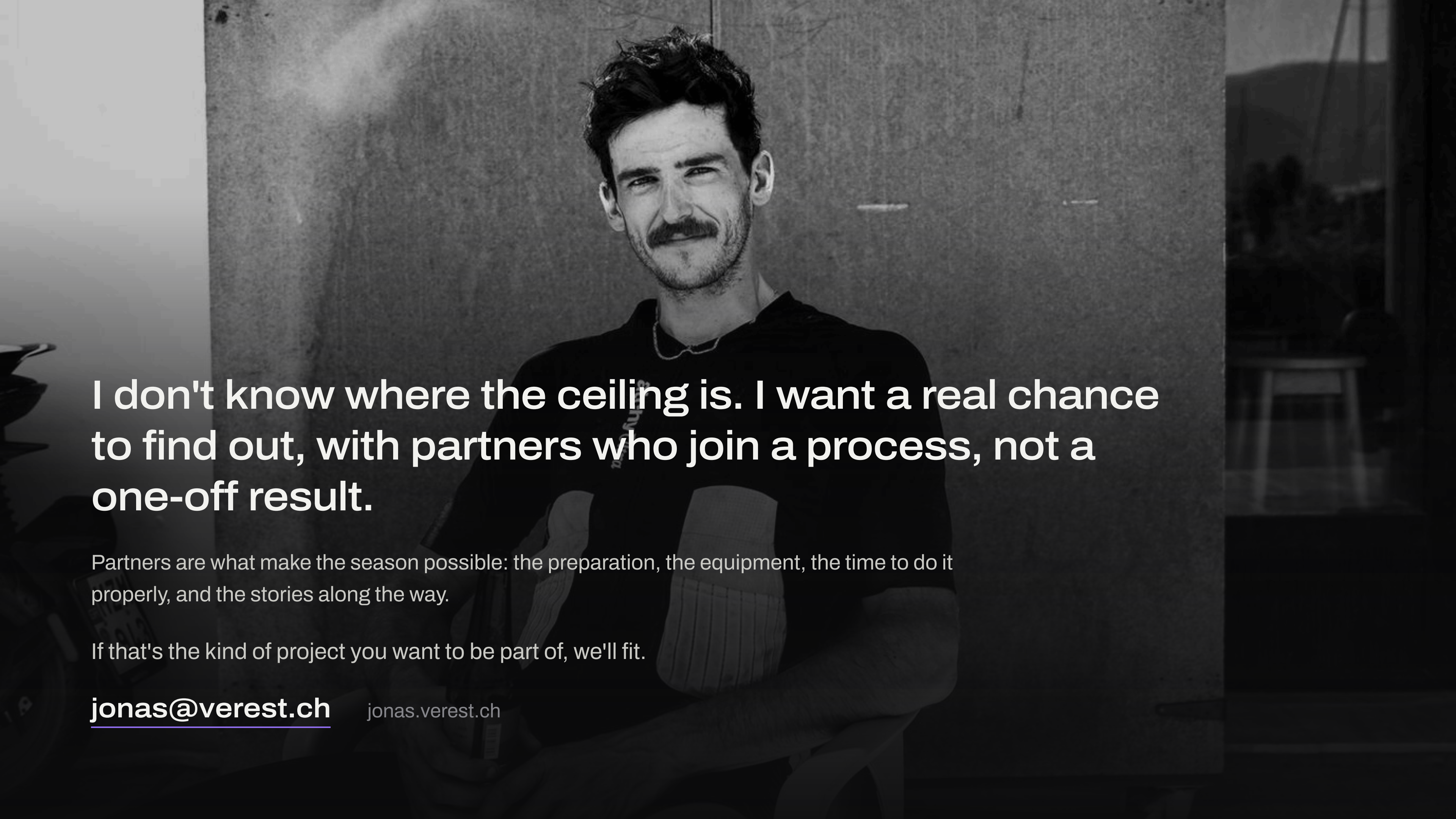
Long-form race stories in English and French

Regular content between races

Honest product testing: a heavy rider, a continent, no support crew, and equipment choices I publish and argue in the open

Photoshoots, campaigns and talks, in four languages

Current partners: Matchy, Packs Bags. Every deal is shaped per brand, in its own proposal.



I don't know where the ceiling is. I want a real chance to find out, with partners who join a process, not a one-off result.

Partners are what make the season possible: the preparation, the equipment, the time to do it properly, and the stories along the way.

If that's the kind of project you want to be part of, we'll fit.

jonas@verest.ch

jonas.verest.ch