

THE WHITE HOUSE

EXECUTIVE ORDER

Executive Order 260401

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RESTORING AMERICAN EXCELLENCE IN THE SPORT OF CYCLING AND REVIVING THE TOUR DE TRUMP AS THE WORLD'S PREMIER STAGE RACE

WHEREAS the United States of America is the greatest nation in the history of human civilization, having produced champions in every field of endeavor, including, critically and not sufficiently acknowledged, the sport of professional bicycle racing;

WHEREAS the Tour de Trump, a professional stage race of unparalleled excellence, was conceived, created, funded, and personally organized by the President of the United States in 1989, making the President the founder of serious American professional cycling and one of the most knowledgeable figures in the sport's history;

WHEREAS the Tour de Trump ran for two perfect editions, in 1989 and 1990, traversing the great states of Virginia, Delaware, Pennsylvania, New York, and New Jersey, producing winners of tremendous quality, drawing crowds that were enormous, and demonstrating to the world that America could and would compete in international cycling at the highest level;

WHEREAS the Tour de Trump was discontinued in 1990 for reasons that remain under investigation and are, frankly, suspicious;

WHEREAS the Tour de France, a bicycle race organized and operated by the French, has operated since 1903 in a manner that benefits European riders, European teams, European equipment manufacturers, and European broadcasting interests at the direct and documented expense of American athletes, American sponsors, and American cycling culture generally;

WHEREAS the Union Cycliste Internationale (UCI), headquartered in Aigle, Switzerland, has governed professional cycling since 1900 in a manner that rewards collective riding strategies, European component manufacturers, and organizational arrangements that are, in the considered judgment of the President, very suspicious, particularly given Switzerland's extensive and largely unexamined involvement in international sports governance, international banking, watch manufacturing, and chocolate production, all of which deserve a thorough review;

WHEREAS the practice known as “drafting,” wherein a rider shelters behind another rider to reduce aerodynamic drag, is a fundamentally collectivist strategy that transfers the benefits of one rider’s effort to another rider who has done less work, which is inconsistent with the American values of self-reliance, individual initiative, personal accountability, and not making other people do your work for you;

WHEREAS the component manufacturer Campagnolo S.r.l. of Treviso, Italy, has for decades sold bicycle components at prices that are, in the judgment of this Administration, very high, and has done so in a market that has benefited from regulatory structures favorable to Italian and European manufacturers at the expense of American alternatives;

WHEREAS Lance Armstrong, an American, won the Tour de France seven times, which is more times than any French rider has ever won it, at a race that is held in France, and the President finds this to be a tremendously relevant and underappreciated fact;

WHEREAS the President, through his personal organization of the Tour de Trump (1989–1990), his extensive subsequent study of the sport including but not limited to the viewing of multiple Tour de France mountain stages on YouTube, a thorough reading of selected cycling-related materials, and a twenty-two-minute telephone consultation with a prominent former professional cyclist, has developed a comprehensive and sophisticated understanding of professional cycling tactics, equipment, route design, and mountain classification that is, by any reasonable measure, exceptional;

WHEREAS the Bedminster climb, located at Trump National Golf Club Bedminster in Bedminster, New Jersey, presents a significant and challenging ascent that has been personally evaluated by the President and certified by him as very challenging; and

WHEREAS it is the policy of this Administration to Make American Cycling Great Again;

NOW, THEREFORE, by the authority vested in me as President by the Constitution and the laws of the United States of America, including the International Emergency Economic Powers Act (50 U.S.C. 1701 et seq.), the National Emergencies Act (50 U.S.C. 1601 et seq.), section 232 of the Trade Expansion Act of 1962 (19 U.S.C. 1862), section 301 of title 3, United States Code, and Article Two of the Constitution of the United States, which is very powerful and which people are only now beginning to understand, it is hereby ordered:

Section 1. *Purpose and Policy.* It is the policy of the United States to restore American excellence in the sport of professional cycling, to revive the Tour de Trump as the world's premier stage race, to correct the unfair trade practices that have disadvantaged American cyclists and American cycling equipment manufacturers, and to ensure that the governance of professional cycling reflects the values, interests, and aerodynamic preferences of the United States.

Sec. 2. *Revival of the Tour de Trump.* The Tour de Trump is hereby revived as an annual professional stage race of fourteen stages, to be held each spring in the continental United States.

- (a) The Tour de Trump shall be designated as the Fourth Grand Tour of professional cycling, alongside the Tour de France, Giro d'Italia, and Vuelta a España, effective upon UCI recognition as required by Section 8 of this order.
- (b) The Tour de Trump shall be the highest-prestige event in professional cycling. This is not an aspiration. It is a finding.
- (c) The overall race leader's jersey, known as the Golden Jersey, shall be awarded following each stage and to the overall winner upon completion of the final stage. The jersey is gold, not yellow. There is an important and non-trivial distinction between these two colors, and all official communications shall reflect it.
- (d) The Golden Jersey was personally designed by the President. It is the most beautiful jersey in the history of cycling.

Sec. 3. *The Route.* The fourteen stages of the Tour de Trump shall traverse the continental United States, with emphasis on routes that showcase American excellence and the finest properties available in the host states.

- (a) Stage One shall commence at the main entrance of Mar-a-Lago, Palm Beach, Florida.
- (b) Stage Seven shall conclude with a summit finish at Trump National Golf Club Bedminster, Bedminster, New Jersey. The climb has been personally certified by the President as very challenging and steeper than it looks. This certification is final and is not subject to administrative appeal, judicial review, or topographical dispute.
- (c) The final stage shall conclude at Trump Tower, Fifth Avenue, New York City. The podium ceremony shall be conducted in the lobby. The overall winner shall be invited to dine with the President at a time consistent with the President's schedule.
- (d) Detailed stage maps and road closure requirements shall be issued by the Office of American Cycling Excellence within 90 days of the date of this order.

Sec. 4. *American Equipment Mandate.* All riders competing in the Tour de Trump shall use bicycle frames manufactured in the United States of America, or in countries designated as Fair Trade Cycling Partners by the Secretary of Commerce pursuant to subsection (a) of this section.

- (a) The Secretary of Commerce shall, within 60 days of the date of this order, designate Fair Trade Cycling Partners from among nations that maintain equitable trade relationships with the United States, demonstrate sufficient respect for American cycling interests, and have not done anything recently that the President finds annoying.
- (b) Italy, France, Belgium, Spain, and Taiwan are not, as of the date of this order, designated as Fair Trade Cycling Partners. These designations are subject to revision upon demonstration of meaningful progress on the relevant issues.
- (c) The use of Campagnolo S.r.l. components in the Tour de Trump is prohibited pending the resolution of the trade situation described in Section 9 of this order.

Sec. 5. *The Anti-Drafting and Competitive Integrity Provision.* No rider competing in any stage of the Tour de Trump shall shelter in the aerodynamic slipstream of another rider for more than thirty (30) consecutive seconds during any race stage.

- (a) This provision shall be known as the Anti-Drafting and Competitive Integrity Provision. It reflects and upholds the fundamental American values of self-reliance, individual effort, personal responsibility, and not benefiting from the physical labor of others.
- (b) Violations shall be penalized as follows:
 - (i) First violation: a time penalty of two (2) minutes, to be added to the rider's stage time.
 - (ii) Second violation: a time penalty of five (5) minutes, to be added to the rider's stage time.
 - (iii) Third violation: disqualification from the stage and forfeiture of that stage's results.
- (c) Enforcement shall be carried out by designated race officials on motorcycles equipped with timing instruments, the technical specifications of which shall be determined by the Office of American Cycling Excellence.
- (d) The President is aware that professional cyclists may raise practical, aerodynamic, physiological, or competitive objections to this provision. Those objections are noted and respectfully declined.

Sec. 6. *Prize Structure and Incentives.* The Tour de Trump shall offer the largest prize purse in the history of professional cycling.

- (a) The precise total of the prize purse is being finalized and shall be announced by the Office of American Cycling Excellence in due course. It will be tremendous.
- (b) The overall winner shall receive the Golden Jersey (to keep), a golden trophy, a commemorative challenge coin bearing the likeness of the President on one side and a bicycle on the other, a certificate of achievement personally signed by the President, and an invitation to dine with the President at a location and time to be determined.
- (c) The challenge coin bicycle was designed personally by the President. It is the best bicycle ever depicted on a coin.
- (d) Stage winners shall receive a cash prize and a stage-specific certificate signed by the President attesting to the difficulty of that stage. Certificates for mountain stage winners shall include a special notation acknowledging the exceptional challenges of climbing, with particular reference to the Bedminster stage.

Sec. 7. *The Bedminster Climb.* The Bedminster climb is very challenging. Do not let anyone tell you otherwise.

Sec. 8. *Compliance by the UCI and ASO.* The UCI is directed to grant the Tour de Trump provisional Grand Tour status within thirty (30) days of the date of this order.

- (a) The ASO is directed to formally acknowledge the Tour de Trump as the equal of the Tour de France in prestige, history, and competitive significance within the same thirty (30) day window.
- (b) Failure by the UCI to comply within the specified period shall constitute an unfair and discriminatory trade practice and shall trigger, without further action by the President, a comprehensive review of the trade and economic relationship between the United States and Switzerland, including targeted adjustments to tariff schedules applicable to Swiss watches, chocolate, cheese, fondue equipment, and banking services. All of it.
- (c) Failure by the ASO to comply within the specified period shall trigger tariff adjustments of two hundred percent (200%) on French wine, cheese, bread, prepared foods, luxury goods, berets, and related articles of French cultural commerce, effective upon the expiration of the thirty-day compliance window.
- (d) The dominance of European interests in professional cycling has persisted for too long. That era is over.

Sec. 9. *Emergency Tariff on Campagnolo Components.* Pursuant to the authority vested in the President under the International Emergency Economic Powers Act and section 232 of the Trade Expansion Act of 1962, and in light of the national cycling emergency declared by this order, Campagnolo S.r.l. of Treviso, Italy, is hereby subject to an emergency tariff of two hundred percent (200%) on all cycling components exported to the United States.

- (a) This tariff reflects longstanding unfair pricing practices, the failure of Italian component manufacturers to compete on equitable terms with American manufacturers, and the broader trade imbalance between the United States and Italy in the cycling equipment sector.
- (b) Campagnolo has been warned. Multiple times. Internally.
- (c) The Secretary of Commerce has submitted a request for clarification regarding the procedural basis for this tariff designation. That request has been received and the Secretary has been asked to proceed.

Sec. 10. *Special Advisory Appointment.* Lance Armstrong is hereby appointed Special Advisor to the President on Cycling Affairs, with the rank of Ambassador-at-Large for American Cycling Excellence.

- (a) Mr. Armstrong has agreed to this appointment. He has not yet explicitly confirmed this agreement, but the President is fully confident that he will.
- (b) Mr. Armstrong shall advise the President on all matters relating to race organization, rider performance, tactical strategy, the proper classification of climbs, and how to make the flat stages less boring. He shall be available by telephone at reasonable hours, which the President and Mr. Armstrong may define differently.
- (c) Mr. Armstrong won the Tour de France seven times, which is more than any French rider has won it, at France's own race, and the President considers this directly relevant to the matters addressed by this order.
- (d) Mr. Armstrong is encouraged to eat more. The taco bowls at Trump Tower are outstanding.

Sec. 11. *Establishment of the Office of American Cycling Excellence.* There is hereby established within the Executive Office of the President the Office of American Cycling Excellence (OACE).

- (a) The OACE shall be headed by a Director appointed by the President, who shall serve at the pleasure of the President and have a genuine enthusiasm for cycling or a willingness to develop one.

- (b) The OACE shall be responsible for:
 - (i) organizing and administering the Tour de Trump in accordance with this order;
 - (ii) enforcing the provisions of this order, including the Anti-Drafting and Competitive Integrity Provision;
 - (iii) negotiating with the UCI and ASO regarding compliance with this order's requirements;
 - (iv) administering the Golden Jersey supply chain and ensuring the integrity of the jersey's aesthetic, which was established by the President and shall not be altered without his approval;
 - (v) managing the challenge coin program; and
 - (vi) generally promoting American cycling excellence at home and abroad.
- (c) The OACE shall operate on a budget determined by the Office of Management and Budget in consultation with the President. The budget will not be large. The Administration is cutting spending. The OACE is expected to be efficient.
- (d) The OACE shall report directly to the President, who will have strong and specific views about everything it does.

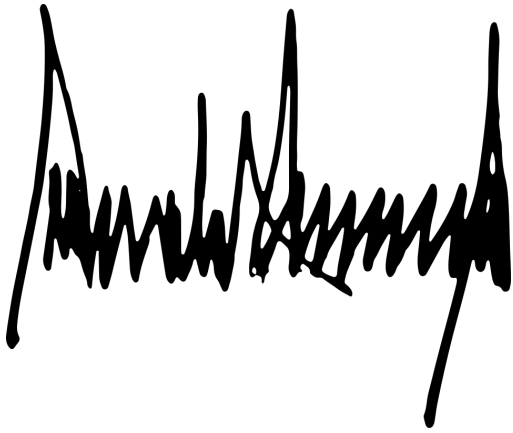
Sec. 12. *National Cycling Emergency Declaration.* The decline of American cycling relative to European competition is hereby declared a national emergency for purposes of the International Emergency Economic Powers Act (50 U.S.C. 1701 et seq.) and the National Emergencies Act (50 U.S.C. 1601 et seq.).

- (a) The emergency is real. It is serious. The French have been winning for too long, even though they haven't won their own race in 41 years.
- (b) All authorities available to the President under the statutes identified in this section are hereby invoked as necessary to carry out the provisions of this order.

Sec. 13. *General Provisions.* Nothing in this order shall be construed to impair or otherwise affect:

- (a) the authority granted by law to an executive department or agency, or the head thereof; or
- (b) the functions of the Director of the Office of Management and Budget relating to budgetary, administrative, or legislative proposals.
- (c) This order shall be implemented consistent with applicable law and subject to the availability of appropriations, and notwithstanding the objections of persons who do not fully appreciate the scope of Article Two.

- (d) This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by any party against the United States, its departments, agencies, or entities, its officers, employees, or agents, or any other person, except insofar as it is very good and people should follow it.
- (e) If any provision of this order is held to be invalid, the remaining provisions shall continue in full effect, and the holding of invalidity shall itself be subject to review by the President.
- (f) This order is effective immediately. Do not wait.

A handwritten signature in black ink, appearing to read 'Donald Trump', with a large, stylized initial 'D' and 'T'.

DONALD J. TRUMP
THE WHITE HOUSE,
April 1, 2026.