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TotalEnergies and CUBE announce partnership

Waldershof-based bicycle manufacturer CUBE will become the official bike sponsor of the French UCI ProTeam TotalEnergies from the 2026 season. Both parties look forward to this new partnership and a successful year of racing ahead.

Marcus Pürner (founder and owner of CUBE):

“Following the end of our long-standing partnership with Intermarché-Wanty, we are excited to open a new sporting chapter. We are very proud to continue working with a high-level professional cycling team. The riders’ feedback directly influences the development of our products.”

Founded in 2000 by Jean-René Bernaudeau and based in Les Essarts, Team TotalEnergies Pro Cycling is a well-established outfit with deep ties to the Vendée region, one of France’s cycling heartlands. Closely linked with the Vendée U Pays-de-la-Loire development team, it has long served as a breeding ground for emerging talent, particularly within French cycling. The team underlined its strength at the Tour de France with a 10th place overall in 2025 and a stage victory in 2024, marking another milestone in its ongoing development and ambition.

As part of the partnership from 2026, all squads – from the UCI ProTeam through to the U19 and U23 development teams – will compete on the latest CUBE racing bikes, benefitting from the expertise of the Pôle Performance centre in Le Manoir. Together, the partners share a clear goal: to nurture the champions of tomorrow while delivering top-level performances today.

Jean-René Bernaudeau (Team Manager of TotalEnergies Pro Cycling Team):

“CUBE brings us the precision and innovation of German engineering – and ten years of experience supporting a professional team. Together, we want to continue writing the story of real, human cycling — and to perform at the highest level in the World’s greatest races.”

The partnership between CUBE and TotalEnergies unites innovation, experience and passion. Both partners share the ambition not only to achieve sporting success, but also to help shape the future of cycling and write a new chapter in its history together.