

PRESS RELEASE

THE WHITE RING 2027: REGISTRATION OPENS ON 1 OCTOBER 2026

Following last year's record turnout of 1,400 participants, "Der Weiße Ring – Das Rennen" returns in 2027 with a refined race format and an updated route.

Lech Zürs am Arlberg, 24 September 2026. Once a year, one of the Alps' most iconic ski circuits becomes a racecourse. "Der Weiße Ring – Das Rennen" sees skiers take on the legendary route linking Lech, Zürs, Zug and Oberlech. Last year, the event reached a new milestone with a **record 1,400 participants**.

Unlike a conventional ski race on a fully closed course, "Der Weiße Ring" unfolds across a vast ski circuit connecting villages, pistes and lift systems, while much of the ski area remains open to the public. It is this combination of sporting challenge and a live mountain environment that gives the race its distinctive character.

With growing participation comes the need to keep refining the format. For 2027, the race will be structured to create **a clearer flow between race and public skiing, and an even safer overall experience**.

Clearer race sections

The route will be divided into clearly marked **timed race sections** and **neutral sections**. Only the designated race sections will count towards the result, while the sections in between form part of the regular ski area.

The start at Rüfikopf will also be more spread out. Two competitors will continue to start together, but the interval between pairs will increase from ten to **15 seconds**, helping to create more space between groups from the outset.

"The enthusiasm for 'Der Weiße Ring' continues to grow, and with that comes greater demand on the way the race is organised," says **Christoph Brunner, Tourism Director of Lech Zürs**. "At the same time, much of the ski area remains open to the public. The changes for 2027 allow us to bring together race operations, safety and the overall mountain experience for our guests even more effectively."

Madloch will no longer be a race section

One of the most notable changes concerns **the Madloch**, one of the best-known parts of the circuit. In 2027, this section will no longer be part of the race and will therefore not count towards the race result. Participants will ski the section on the regular piste, which remains open to regular ski traffic, before entering the next timed race section.

"For me as **Race Director**, the Madloch section can no longer be responsibly used as a race section from a safety perspective," says **Daniel Huber**. "Over the past few years, we have tried a number of different approaches, but none achieved the outcome we were aiming for. By removing the section from the race, we

now have a reliable solution regardless of the conditions on race day. This gives us greater planning certainty and ensures a smoother, more clearly structured race.”

The route will also be adjusted in the **Schüttboden** area. The timed section will run above the Schüttboden lift, while the lift itself remains part of the regular ski area. The ascent on the **Trittalpbahn** and the transition to the next marked race section near the Panoramakurve will also form part of the neutral section.

Key changes for 2027

- **Race format:** clearly defined timed and neutral sections
- **Start:** 15-second intervals between pairs instead of ten
- **Madloch:** neutralised in 2027
- **Schüttboden:** the lift is no longer part of a timed section
- **Ski area:** remains open to the public outside the designated race sections

Registration for **Der Weiße Ring – Das Rennen 2027** opens on **1 October 2026** at www.derweisserring.ski. The race takes place on **16 January 2027**.

FURTHER INFORMATION & PRESS IMAGES:

 www.lechzuers.com/en/presse

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