

The Mallorca 312 OK Mobility sells out its 8,000 registrations for the 2024 edition in 6 minutes

- The bib numbers went on sale this morning (October 3rd at 11:00 AM CEST) and the “sold out” sign is already up.
- The 10-hour record has been broken from the last edition.
- The long-awaited cycling event is scheduled for April 27, 2024, in Platja de Muro.

Mallorca, October 3, 2023. Once again, the Mallorca 312 OK Mobility has done it again by selling out its 8,000 registration bibs in just a few hours. Registration went on sale this morning (October 3rd at 11AM CEST) at the event’s website and in just 6 minutes the Organization posted the “sold out” sign; a new record for this cycling challenge that unleashes the rush among its followers.

From now on, those who still want the opportunity to participate in the event can sign in to receive a bib number and be waitlisted should there be a cancelation.

The Mallorca 312 OK Mobility is scheduled to be held in Platja de Muro (Mallorca) on April 27, 2024, and once again the event organization has established a limit of 8,000 cyclists that can participate with the aim of providing a high-quality experience for everyone. By keeping this number, the organization can manage the event, have better control and guarantee that cyclists receive a more personalized attention.

For this 2024 edition, there are new additions such as more refreshment points and reinforcement for everyone during the race. A digital "marketplace" has also been introduced through the official website of the event for the purchase and sale of bibs, in case someone cannot participate. In addition, bib numbers will be checked throughout the race, and it will be emphasized that the use of the routes is exclusively reserved for participants as specified by the Directorate of Traffic Control. This last feature is the most important one since participants can enjoy a day of cycling with guaranteed safety, without worrying about vehicle traffic.

The Mallorca 312 OK Mobility offers three different routes for participants traveling around the island of Mallorca. These routes are 312, 225 and 167 kilometers in length, allowing cyclists to choose the level of the challenge they wish to face.

There are several factors that contribute to the success in terms of participation for this event:

- **Ideal Climate:** Mallorca offers a favorable climate during the months of spring, making it an attractive location for cyclists who wish to go out and ride.
- **Varied Terrain:** The island of Mallorca has a diverse geography that combines challenging mountain areas with flat stretches and spectacular landscapes. This provides a varied terrain for cyclists who participate in the Mallorca 312 OK Mobility.
- **Complete Road Network:** Mallorca has a well-maintained road network allowing cyclists the opportunity to explore the island safely.
- **Hotel and Tourism Offer:** The island of Mallorca’s tourism industry is prepared to receive cyclists from all over the world. The island offers a wide range of

accommodations and services tailored to the needs of cyclists, making it an attractive destination for cycling events.

- Local Participation: The Mallorca 312 OK Mobility attracts more than 2,000 cyclists each year, contributing to the atmosphere and participation of the event. The combination of local cyclists and international visitors creates a unique atmosphere on the day of the race.

With all this, it is not surprising that in the last fourteen years of history, great cyclists such as, Miguel Indurain, Vincenzo Nibali, Alberto Contador, Perico Delgado, Sean Kelly, Ivan Basso, Jan Ullrich, Horrillo, Joseba Beloki, Purito Rodríguez, and Oscar Freire, have participated in the Mallorca 312 OK Mobility.