The most popular hill climb event, The Norikura Hill Climb (Mountain Cycling in Norikura) has taken place in Matsumoto Alps Azumino City, Nagano Prefecture for many years. Two other events are

Alps Azumino Century Ride (AACR)

First held in 2009, this long-distance event starts in Shisuien Park in Matsumoto City, passing through Hakuba, before returning to Matsumoto again for the finish. The organizer of this event Raita Suzuki was selected to represent Japan in the Olympic Games in Sydney. Each participant enjoys a variety of landscapes at their own pace, such as the countryside of Azumino and the scenic Northern Alps, which often change color from season to

Opening in 2017, the Cherry Blossoms AACR and the Greenery AACR events are now made available twice a year. Cycle past rows of flowers such as Japanese sakura (cherry) and spring tulips while they are in full bloom. In the green season enjoy fields of early fresh greenery and the foothills of the Northern Alps with their remnants of snow. At the many so called "aid station" rest areas, participants may stop to rejuvenate and entertain themselves with a variety of foods from the region and greetings from friendly local people.

At Omachi City Aid Station you may discover negi-miso onigiri (leek and soy/miso flavored rice ball), which is a legendary local food and a popular treat for many participants.

◆Event Date:

Cherry Blossom Alps Azumino Century Ride: Late April

Green Alps Azumino Century Ride: Late May ◆Distance: 120km Course or 160km Course (changes each year)

Starting Location: Matsumoto City, Shisuien

Distance 120km Distance 160km



Respect the rules and enjoy cycling safely.

Rinsho-ji Temple 卍

also held here: another hill climb event called The Tour de

Utsukushigahara Bicycle Race and a long-distance event called

The Alps Azumino Century Ride. Many bicycle events are held in

Matsumoto. So there are many places to enjoy cycling, making

Matsumoto City truly a cyclist's paradise.

NORIKURA KOGEN-

Blue Resort Norikura

Rules of the road:

As a general rule, bicycles must remain in the traffic lanes. It is forbidden to ride on the sidewalk.

Ride single-file on the left side of the traffic lane.

Stop at red lights and railroad crossings. Do not use your mobile phone while riding. Check the maintenance of your bicycle

before each ride.

headlight, taillight and bell.

Nomugi Toge Ski Area

Make sure your bicycle is well equipped with

Helmets are mandatory. Carry a repair kit with you in case of a flat tire.

Bicycle equipment:

•UV rays are strong, so be sure to bring sunscreen and sunglasses. Some areas do not have vending machines. Bring plenty of food and beverage supplements.

Alps Azumino CR Century Ride

The temperature drops at high altitudes. Bring a windbreaker and rain gear.

•Watch out for wild animals crossing in some parts of the mountains and forests.

●There are many blind corners and long steep downhills, so be careful of excessive speed and oncoming vehicles. Snow patches may remain in common snowfall areas.

Please ride only from April to November. Some part of the roads will be completely closed in winter.



NORIKURA HILL CLIMB

NORIKURA HILL CLIMB

Norikura Hill Climb (FKA: Mountain Cycling in Norikura)

This is the oldest hill climb race event in Japan.

Every year more than 4000 participants compete in this race. It is no exaggeration to say that, whoever wins this race will be considered

Motor vehicles are not allowed past the section above "The Gate of Sanbondaki Falls", even outside the dates of the event. Yet bicycles are permitted. However, please note that the road is closed to all vehicles

◆Distance: 20.5km ◆Total Ascent: 1,260m

Japan's king of the hill climb!

during the winter season.

*The altitude at the summit point is 2,720m, which represents the highest

altitude attained in Japan for such an event on a paved road.

◆Date: Late August ◆Organizer: Norikura Hill Climb Executive Committee

Distance 20.5km Total Ascent 1,260m

CP2 Kuraigahara Sanso GOAL Prefectural border Sanbondal 2000-Nagano / Gifu

Tour de Utsukushigahara Bicycle Race

Starting from Asama Onsen in Matsumoto City, this is a hill climb race that runs 1700 up 21.6 km to the open field of Utsukushigahara Tengu no Roji. Immediately after the start, a very steep road awaits each participant for a challenging hill climb. From the middle to the end of the course, there is a beautiful view of the $_{1000}$ Japanese Azaleas and overlooking panorama of the Northern Alps. Feel the cool refreshing breeze near the finish line.

TOUR DE UTSUKUSHIGAHARA BICYCLE RACE

◆Distance: 21.6km ◆Total Ascent: 1,270m ◆Date: Late June



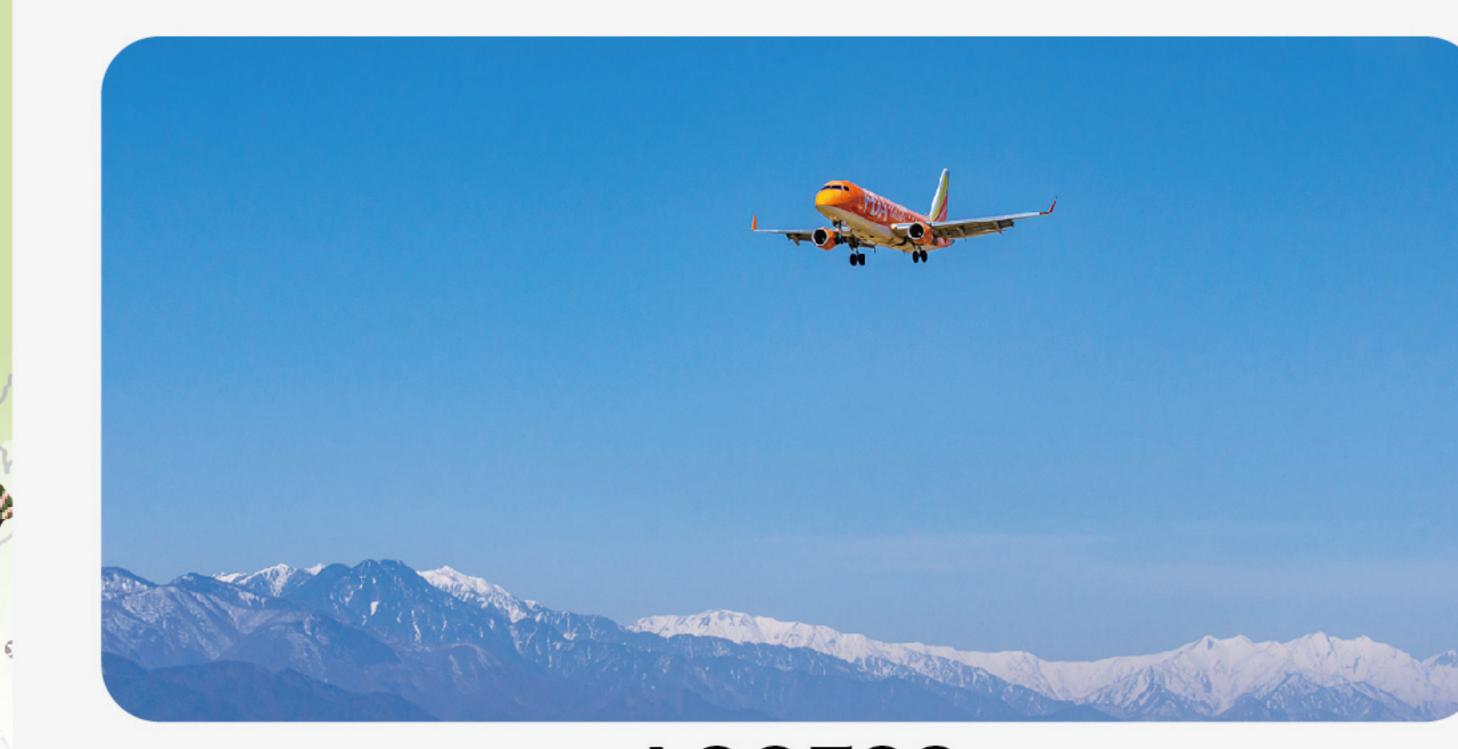
Matsumoto City Sightseeing Cycling Course Stunning View Course Film Locations Spot Course City Tour Course

Mt. Mitsumine*

Bicycle share can be rented anywhere

Utsukushigahara Bicycle Race Matsumoto City Accommodation and Tourist Information

Norikura Hill Climb



ACCESS

Express Asuza

and 2hrs 50mins

Shinano Express

From Osaka

JR Matsumoto Station

If you arrive by car

From Nagoya Chuo Expressway

Approx. 2hr

Matsumoto IC

If you arrive by plane

Shinshu Matsumoto Airport

Please Note The Matsumoto City Art Museum is scheduled to be closed for about one year from

April 1st, 2021 due to large-scale renovation work. The Matsumoto City Museum is scheduled to be closed from April 1st, 2021 to September 30th, 2023 for relocation and new construction. Beginning in June 2021 the former Kaichi School building is scheduled to remain

closed for about 3 years for earthquake retrofitting. Contact

Distance 21.6km Total Ascent 1,270m

Misuzuko

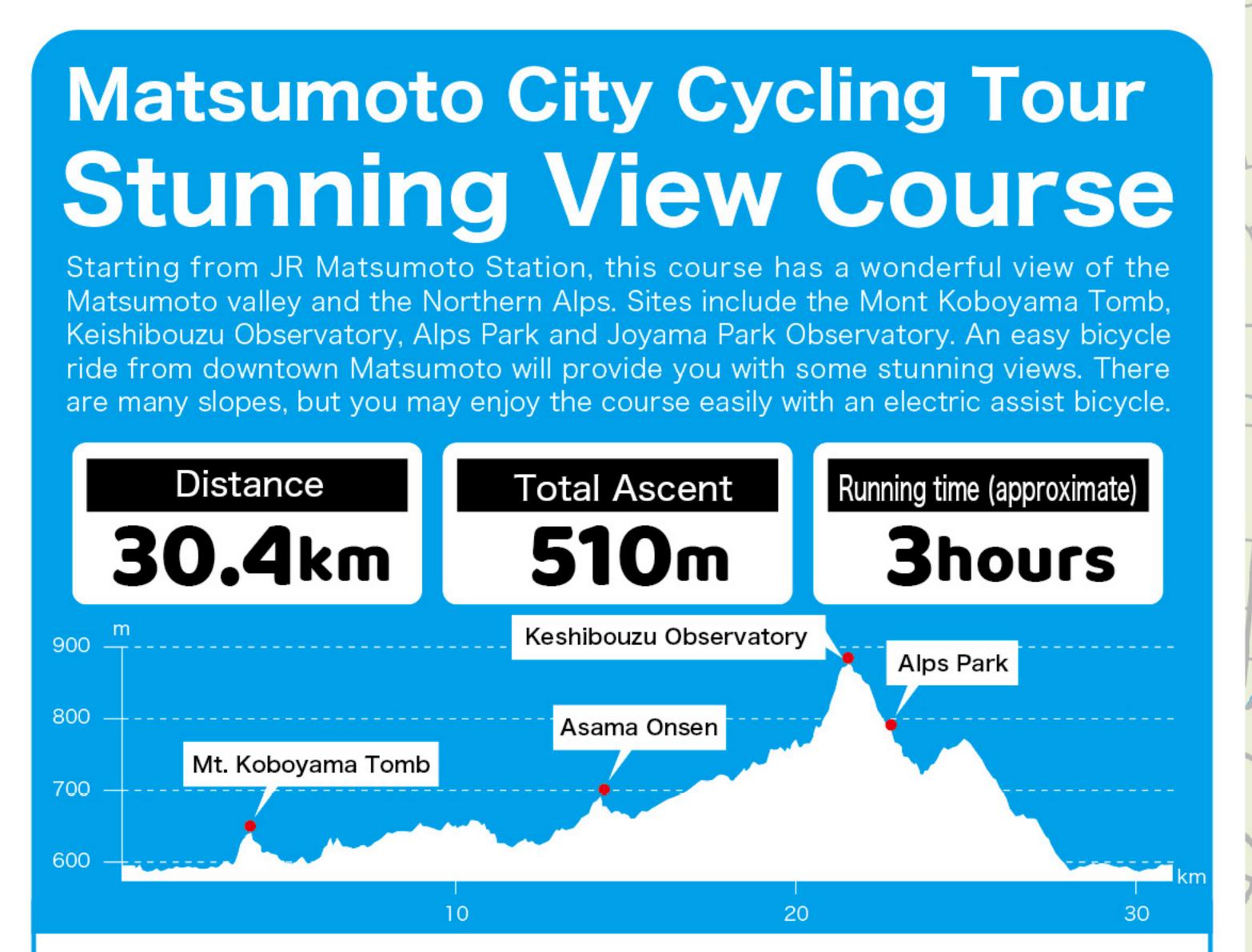
GOAL

CP3 Utsukushigahara

Takeshi-Toge Tengu no Roji

Matsumoto Tourism Convention Association TEL.+81-263-34-3295 (9:00AM-5:00PM) Except on Saturdays, Sundays, Public Holidays and New Year's Holiday Matsumoto, Nagano Prefecture https://www.matsumoto-tca.or.jp/





Alps Cemetery

Sports Facility

Chushin Kokusai Firing Range

Alps Park

Matsumoto City Yama-to-Shizen 1 Museum

Seiyu

Arigasaki H. S Ground

Public Hall Seitaka-jinja

▲ Mt. Keshibozu

Okada Branch Office

Okada Elem. S.

Public Facilities

Matsumoto City Baseball Ground

→ ⊗Matsumoto

Matsusho 🚱 Gakuen H. S.

Tech. H. S.

Okada-jinja Shrine

ROUTE

JR Matsumoto Station / 3.7km (Total 3.7km)

Mt. Koboyama Tomb /6.9km (Total 10.6km)

Utsukushigahara Onsen √ 3.7km (Total 14.3km)

Biwa-no-yu Asama Onsen 6.9km (Total 21.2km)

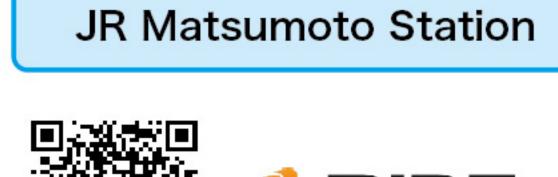
Keshibouzu Observatory 2.8km (Total 24.0km) Alps Park

2.7km (Total 26.7km) Joyama Park Observatory

1.5km (Total 28.2km) Former Kaichi School

/ 1.0km (Total 29.2km)

Matsumoto Castle √ 1.2km (Total 30.4km)







From the summit of Keshibouzu

Alps Park is a relaxing place to fully enjoy nature in Matsumoto City. There is a scenic spot in the observation square to view Azumino and the Northern Alps.

Matsumoto City Cycling Tour

V drama before, try recalling the locations that appear or joy your ride more after watching the Orange movi

21.8km

307m

2.5hours

Joyama Park Observatory

ROUTE

JR Matsumoto Station / 3.7km (Total 3.7km)

Mt. Koboyama Tomb

3.5km (Total 7.2km) Susuki River

1.0km (Total 8.2km)

Agatanomori Park

2.8km (Total 11.0km)

Karigane Soccer Field 7.0km (Total 18.0km)

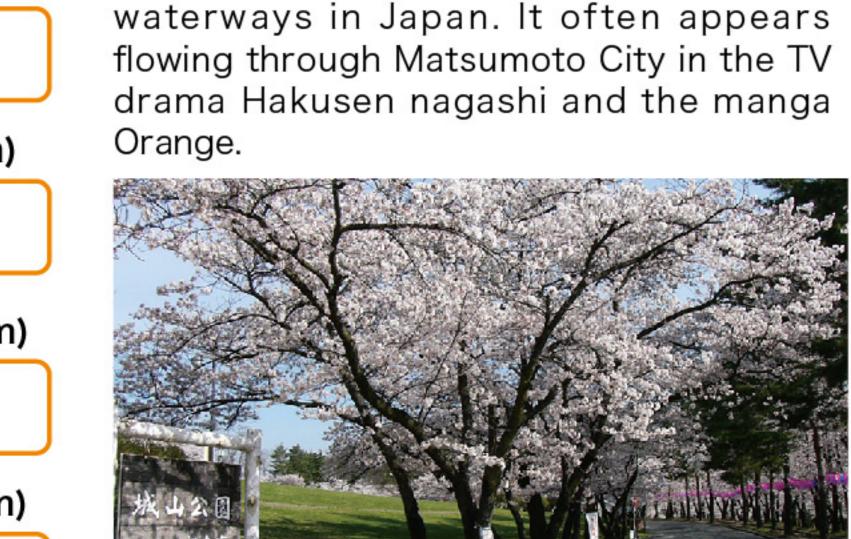
Joyama Park Observatory 1.6km (Total 19.6km)

Former Kaichi School / 1.0km (Total 20.6km)

Matsumoto Castle

/ 1.2km (Total 21.8km) JR Matsumoto Station





The Susuki River, (along with the Shinano

River), is one of the most important

The view of the Northern Alps from the observatory is wonderful. There are also many postings of poetry and other works

around this park.

scenery.

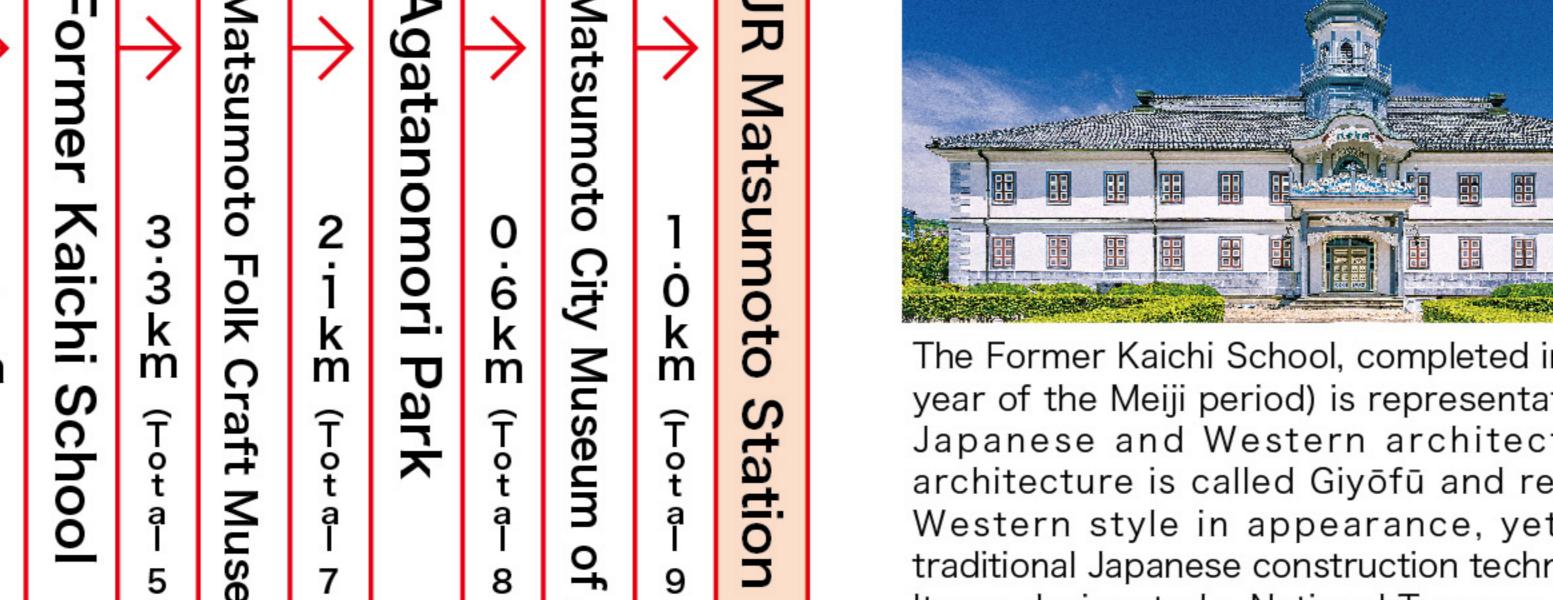


Starting from Fukashi Castle which was built during the Eicho period of the Warring States period, Matsumoto Castele has become a National Treasure as the oldest extant five structure /six story castle in Its contrasting black and white, against the

shining Japanese Alps makes for splendid



RIDE



Japanese and Western architecture. architecture is called Giyōfū and reassembles Western style in appearance, yet relies on traditional Japanese construction techniques It was designated a National Treasure of Japan in 2019 (1st year of the Reiwa Period).

Stunning View Course Stunning View Course

Firing Range

Film Locations Spot Course

Educational Cultural Center

City Tour Course

© Convenient Store S Major retailers and supermarkets ® Restaurant

Please Note

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one year from April 1st, 2021 due to large-scale renovation work.

The Matsumoto City Museum is scheduled to be closed from April

1st, 2021 to September 30th, 2023 for relocation and new

Beginning in June 2021 the former Kaichi School building is

scheduled to remain closed for about 3 years for earthquake

Agatanomori is a place of relaxation for the locals. Consisting of Agatanomori Park with its beautiful large lawns and the Cultural Center inside the well preserved historical Matsumoto High School building, it is designated an important cultural property of Matsumoto City.



was built by the late Taro Maruyama

Showa period). The museum consists

collection of popular folk crafts.

mainly of Mr. Maruyama's personal



Many bicycle events are often held in Matsumoto City. This means that there are many places to enjoy cycling. Breathe in the fresh air and the aroma of the four seasons, and stop to try healthy local foods along the way.

Naturally, cycling is the best way to get around during your visit based on distance and level of difficulty: "Stunning View Course", "Renowned Spot Course", and "City Tour Course". hese courses connect national treasures such as Matsumoto Castle and the Former Kaichi School, but also contain many other fun stops around downtown Matsumoto.

The share cycle "HELLO CYCLING" with electric assist is very convenient for cycling inside the city. Now sport-type "E-bikes" are also available for rent. So even riders who are not fully confident in their physical endurance may still enjoy cycling all

We hope that you will enjoy cycling safely while exploring the

Bicycle Utilization Subcommittee Chairman Raita Suzuki

Enjoy cycling safely

Follow the rules and use good manners!

As a general rule, bicycles must remain in the traffic lanes. It is forbidden to ride on most sidewalks. (Note: some sidewalks may allow bicycles)

Ride single-file on the left side of the traffic lane.

Obey all safety rules. Follow all traffic signs.

Do not use your mobile phone while riding. Helmets are mandatory.

Bicycle damage compensation insurance is required when cycling in Nagano Prefecture. Please be sure you have adequate insurance coverage.

•We have made cyclist's insurance mandatory for all cyclists in Nagano



Matsumoto City Accommodation and Tourist Information

There are many narrow streets in Matsumoto, typical of a "castle town" . So it is more convenient to just leave your car in a parking area and explore the city sights by bicycle.

(Accommodation Information)

Matsumoto Inn nttps://visitmatsumoto.com/

en/genre/stay/

Asama Onsen Ryokan **Association** http://www.asamaonsen.com/en/

Utsukushigahara

Association



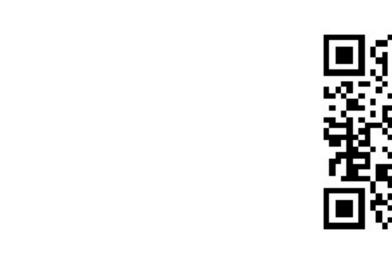
Onsen Ryokan Asamaonsen Spa **Tourism Association** (only in Japanese) https://asamaonsen.jp/er



[Tourist Information]

Official Travel Guide of Matsumoto, Nagano, Japan

Matsumoto Tourism Convention Association (only in Japanese) https://www.matsumoto-tca.or.jp/





Bike Share

Bicycles are easiest way to get around in Matsumoto city!

There are many narrow one-way streets and intersections in Matsumoto, typical of a "castle town". So it is more convenient to just leave your car in a parking area and explore the city sights by bicycle.

Easily accessible on your smartphone at anytime HELLO CYCLING

This is a new service that allows you to rent and return a bicycle 24 hours a day, 7 days a week, as long as it is from a designated Hello Cycling station lot. Rent a bicycle at the nearest station and return it to the station nearest your destination. In Matsumoto city, Hello Cycling installations are located in front of Matsumoto Station's Castle Exit Square (East Exit) and the Matsumoto Bus Terminal, as well as some commercial facilities and hospitals.

◆Rental fee: ¥70 every 15 minutes. Maximum of ¥1,000 per 12 hour period

◆Rental Time: 24 hours

◆Rental Station

You can check the station location map using the QR on the right. (External website)

Download this application first!



HELLO CYCLING Bicycle share can be rented anywhere App Store Get IT ON Get IT ON Google Play

Please download the iOS or Android version from your smartphone. Enter your name, e-mail address, phone number, and password (8 or more alphanumeric characters), agree to the membership agreement and follow the steps.

*Yahoo!JAPAN ID or Facebook login available. Credit cards accepted.



Enjoy Norikura Highlands

with an E-bike



Enjoy E-biking in Norikura which is THE destination for the hill climb! Experience the Norikura hill climb with a sport-type E-bike! Climb easily to the top of the mountain (2730m) with electric assistance and enjoy the nature and scenery of Norikura!

◆Rental fee: ¥5,000 for 1 day (Helmet included) For those who do not have liability insurance, an additional ¥500 fee for insurance will be applied at the time of

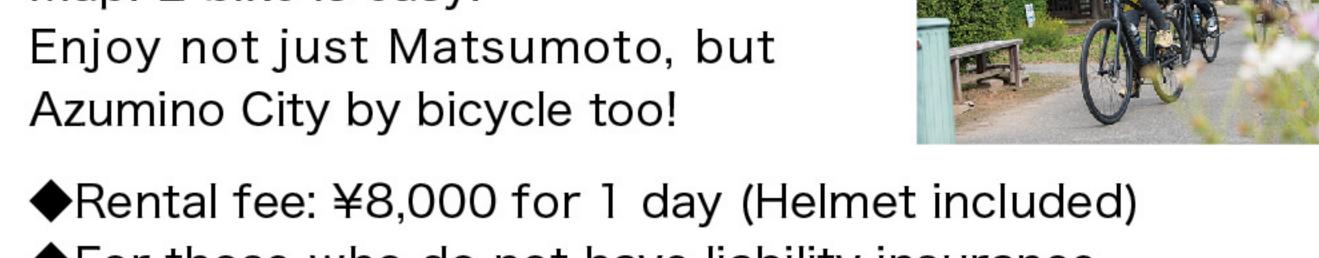
Rental Location: Norikura Tourist Information Center, 4306-5 Azumi, Matsumoto 2+81-263-93-2326

●Caution

*The temperatures near the summit are low even in summer, so be sure to bring warm clothing before climbing. *For those who are not used to riding a bicycle, please note that climbing a hill even with an electrically assisted bicycle may be difficult. Please do not over-exert yourself and ride safely at your own pace. Norikura Tourist

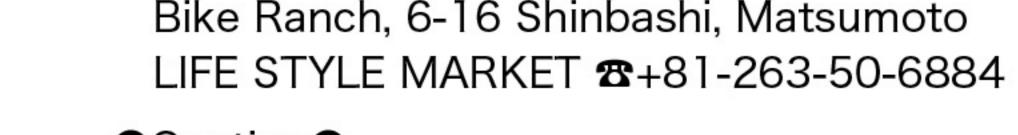
Enjoy Matsumoto City with an E-bike

Please enjoy Matsumoto city with an E-bike using this Cycling Map! E-bike is easy! Enjoy not just Matsumoto, but



For those who do not have liability insurance, an additional ¥500 fee for insurance will be applied at the time of rental.

Rental Location: BIKE (*) RANCH Bike Ranch, 6-16 Shinbashi, Matsumoto



●Caution Rental and return is only available during Bike Ranch operating hours.





