



IRONMAN[®]

70.3[®] SÃO PAULO BRASIL

The Ironman logo, consisting of a stylized white figure of a person with arms and legs raised, positioned between the "70.3" and "SÃO PAULO BRASIL" text.

• ATHLETE'S GUIDE •

24. SEPTEMBER | 2023 • SÃO PAULO

Last Update: September 18th, 2023 | * All information provided can be changed until the Athlete's Briefing

► MESSAGE FROM THE RACE DIRECTOR

Dear Athletes,

A big announcement promises to make the third edition of the Itaú BBA IRONMAN 70.3 São Paulo even more special. We will have a new route for the bike course. In addition to the traditional passage through the Ponte Estaiada, the route now goes through one of the country's most important financial centers, the Juscelino Kubitschek Avenue, and reaches another great city landmark, Ibirapuera Park. This change brings greater fluidity and speed to the cycling, making the challenge more dynamic and enjoyable.

It is a great honor for us, at Unlimited Sports, to host a race in the largest city in Latin America, which also grants us a great responsibility. ANYTHING IS POSSIBLE.

This year, we will have the participation of 2,000 iron men and women from 26 countries, engaging in a high-level competition in the city that never stops.

We wish everyone a good race!



• CARLOS GALVÃO - CEO •



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ANYTHING IS POSSIBLE™

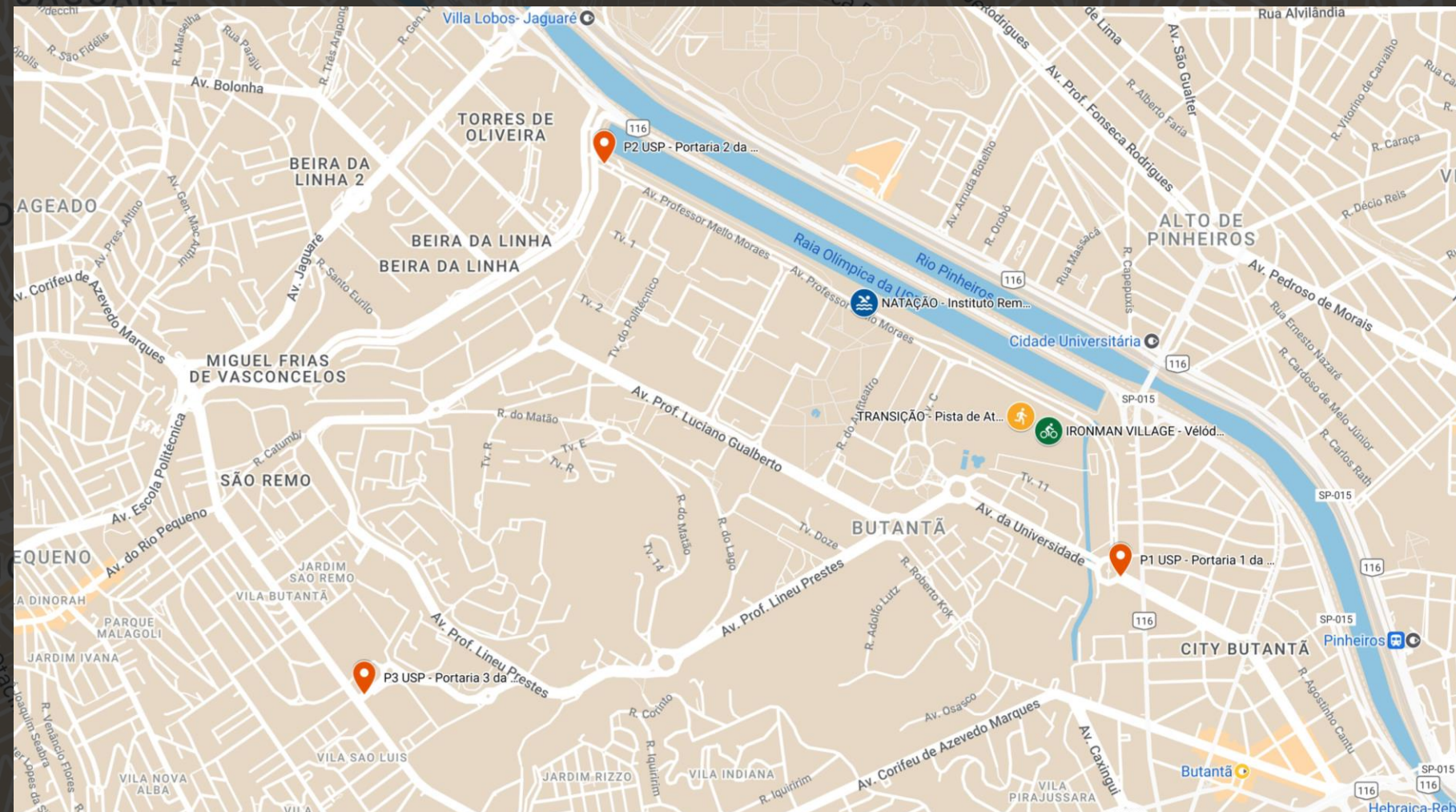
► SCHEDULE

• DATE •	• TIME •	• EVENT •	• LOCATION •
21. SEPTEMBER THURSDAY	12 PM – 08 PM 12 PM - 07 PM	IRONMAN Village Athlete's Check in • (designated times only)	Velodrome IRONMAN Village
22. SEPTEMBER FRIDAY	11 AM – 08 PM 11 AM – 07 PM 04 PM – 05 PM	IRONMAN Village Athlete's Check in • (designated times only) Q&A Session with Race Directors	Velodrome IRONMAN Village Athletes' Service Booth (Village)
23. SEPTEMBER SATURDAY	08 AM 08 AM - 07 PM 08 AM – 01 PM 11:30 AM – 12:30 PM 01 PM – 07 PM	IRONKIDS IRONMAN Village Athlete's Check in • (designated times only) Q&A Session with Race Directors Bike Check-in • according to BIB	Transition (CEPEUSP) Velodrome IRONMAN Village Athletes' Service Booth Transition (CEPEUSP)
24. SEPTEMBER SUNDAY	07 AM – 06 PM 04:30 AM – 06 AM 06 AM – 06:24 AM 10:30 AM 11:45 AM – 03:30 PM 11:45 AM – 03:30 PM 06:00 PM 07:00 PM	IRONMAN Village Transition Area Opening Swim Start • (rolling start format) Awards – Top 3 (male and female) Bike Check-Out Lost & Found Awards 2024 IRONMAN 70.3 World Championship Slot Allocation and Rolldown Ceremony	Velodrome Transition (CEPEUSP) Raia Olímpica Transition (CEPEUSP) Transition (CEPEUSP) Transition (CEPEUSP) Transition (CEPEUSP) Transition (CEPEUSP)

• LOCAL •

CEPEUSP – Entrada pela Av. Avenida Professor Mello Moraes – São Paulo - SP

▶ GATES OF ACCESS TO THE UNIVERSITY OF SÃO PAULO (USP)



GATE 1

From Thursday to Saturday
Sunday after 1 PM

Address: Praça Prof. Reynaldo Porchat, S/N
- Butantã, São Paulo
Next to Alvarenga Street with Afrânio Peixoto Av.

GATE 3

Sunday, until 1 PM

Address: Corifeu de Azevedo Marques Av -
Vila Corifeu de Azevedo Marques Av ,
3067.

- 📍 P1 USP - Gate 1 - Universidade de São Paulo
- 📍 P2 USP - Gate 2 - Universidade de São Paulo
- 📍 P3 USP - Gate 3 - Universidade de São Paulo

- 🟢 IRONMAN VILLAGE – Velodrome (Entrada pela Avenida Professor Mello Moraes)
- 🟡 TRANSIÇÃO - Cepeusp (Entrada pela Avenida Professor Mello Moraes)
- 🟡 NATAÇÃO – Raia Olímpica

- 1. CEPEUSP
- 2. TRANSITION
- 3. VIP AREA
- 4. MEDICAL
 - Food Area
 - Awards
 - Slot Rolldown Ceremony
- 5. VELODROME
 - IRONMAN VILLAGE
 - Athletes' Service Booth

- A. Swim Start
- B. Swim Exit
- C. Bike Mount
- D. Bike Dismount
- E. Run Start
- F. Finish Chute





▶ CHECK-IN

IRONMAN Village

- September 21st • from 12 PM to 07 PM
- September 22nd • from 11 AM to 07 PM
- September 23rd • from 08 AM to 01 PM

IS MANDATORY TO:

- ✓ Do it in person
- ✓ Present an official document with photo
- ✓ Schedule the time window for checking in • [HERE](#) 
- ✓ Have signed the online Medical Waiver • SIGN HERE ([BRAZILIANS](#) | [FOREIGNERS](#))
- ✓ Pay the local Federation tax • [HERE](#) 

IMPORTANT!

Athlete who gives his/her race kit to someone else, as well as the athlete who receives it, will immediately be disqualified from the event and may be suspended for up to two years from any IRONMAN or IRONMAN 70.3 race around the world.

RACE PACKET



WRISTBAND
• to be worn until the Slot Allocation and Rolldown Ceremony.



EXTRA STICKERS
• to label your belongings



BIB
• to be worn on the run.



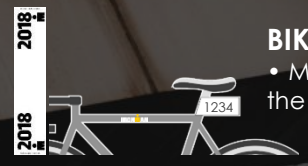
TATTOO
• must be applied before the race start.



SWIM CAP
• for swim portion.



BIKE CHECK OUT TICKET
• In case you are unable to personally claim your bike and gear at the Bike Check out.



BIKE STICKER
• Must be affixed below the saddle.



WHITE BAG
• for morning clothes or items you may need at the finish line.



HELMET STICKER
• to be applied on the front of the helmet.



TRANSITION BAG
• for your bike and run gear.

ANYTHING IS POSSIBLE™

You Tube

UNLIMITED SPORTS BRASIL
(soon) 

The video will be published until September 20th and
it is mandatory to every athlete to watch it.

Q&A SESSION WITH RACE DIRECTORS

Athletes Service Booth – IRONMAN Village

- September 22nd from 04 to 05 PM •
- September 23rd from 11:30 AM to 12:30 PM •

▶ BIKE CHECK-IN

23. SEPTEMBER • TRANSITION (CEPEUSP)
From 01 to 07 PM

ACCORDING TO BIB

01:00 - 02:00 PM # 1601 – 2000

02:00 - 03:00 PM # 1301 – 1600

03:01 - 04:00 PM # 1001 - 1300

04:01 - 05:00 PM # 0701 - 1000

05:01 - 06:00 PM # 0401 – 0700

06:01 - 07:00 PM # 0100 – 0400

AWA athletes are allowed at any time. The AWA certificate will be requested.

No Gear bags or any other material, except the bike itself and bike shoes, will be allowed. You will pick up your timing chip on your way out at Bike Check-in. In case of loss, please inform the transition coordinator or the staff at the finish line.

- Only athletes with the wristbands on may enter the Transition..
- All bikes must be placed in the appropriate numbered spot on the bike racks.
- The bike sticker must be placed below the bike saddle before the Bike Check-in.
- Full bike covers are not allowed and will be removed from any bikes left in transition once Bike Check-In is over.
- There will be 4 bike mechanics during Bike Check-in for assistance.
- All bikes must be checked in on Saturday. Bikes will not be permitted to enter the transition on race morning.

▶ PRE RACE

**24.SEPTEMBER • Transition Area Opening
from 04:30 to 06 AM**

WHAT TO BRING:

Bike Mechanics • Bike Pumps • Port-o-Let • Vaseline • Sunblock • Water

WHITE BAG

For morning clothes or any item, you may need after finishing the race. Leave the bag in the designated drop area in Transition. You will get the bag back after finishing the race.



Helmets, cycling shoes and nutrition items can be attached to the bike.

Running gear can be placed next to your Transition Bag. It doesn't need to be inside the bag.

ORANGE BAG

Use your Transition Bag to place all your items next to your bike. After the swim portion, your wetsuit must be placed inside this bag.



X PROHIBITED

No bags, backpacks or suitcases will be allowed at the Transition Area.

▶ SWIM START

ROLLING START FORMAT

From 6 AM to 6:24 AM

Athletes will line up according to their realistic predicted swim time. At each 10 seconds, 08 athletes will start the swim course at the same time.

TIMES

< 30 MINUTES	31 - 35 MINUTES	36 - 40 MINUTES	41 - 45 MINUTES	> 45 MINUTES
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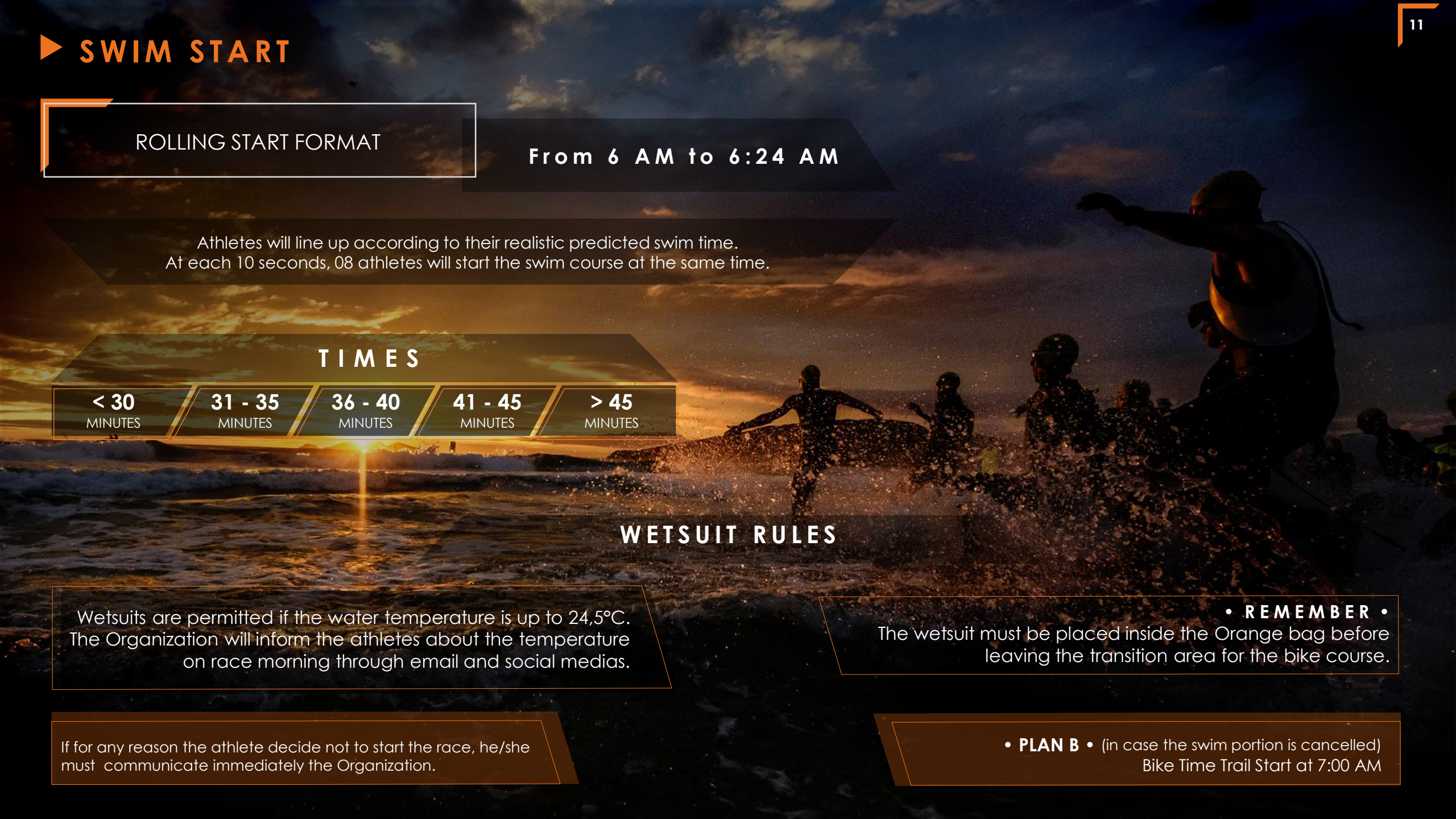
WETSUIT RULES

Wetsuits are permitted if the water temperature is up to 24,5°C. The Organization will inform the athletes about the temperature on race morning through email and social medias.

• **REMEMBER** •
The wetsuit must be placed inside the Orange bag before leaving the transition area for the bike course.

If for any reason the athlete decide not to start the race, he/she must communicate immediately the Organization.

• **PLAN B** • (in case the swim portion is cancelled)
Bike Time Trail Start at 7:00 AM



▶ SWIM COURSE



SWIM 1,9KM • (1 lap)

CUT OFF TIME • 1 hour e 10 minutes

TURN BUOYS

ORANGE BUOYS
ON THE RIGHT

INTERMEDIATE BUOYS

YELLOW BUOYS
EIHTEK SIDEN

Each athlete will have 1 hour and 10 minutes to complete the 1.9km swim. Individual athletes who take longer than 1 hour and 10 minutes to complete the swim will receive a DNF. IRONMAN officials reserve the right to pull athletes off the course who exceed any established course time cut-offs.

BIKE COURSE

BIKE 90 km • (2 laps)

[VIDEO HERE](#)

The 90km bike course starts from USP, going through Lineu de Paula Machado Avenue towards Sebastião Camargo Tunnel. Upon reaching Juscelino Kubitschek Avenue and passing through Prof. Geraldo Ataliba Street, athletes will access Marginal Pinheiros via Marcelo Portugal Gouvea Viaduct. On the express lane of the highway, athletes will complete two laps before returning to USP via the same route. The stretch of the route on the highway will be exclusive for athletes, with no sharing with cars. On the highway, to complete two laps, athletes will make U-turns at Cidade Universitária, Transamérica, and Morumbi bridges with passage through Ponte Estaiada.

BIKE MECHANICS Transition, kms 31 e 62,7

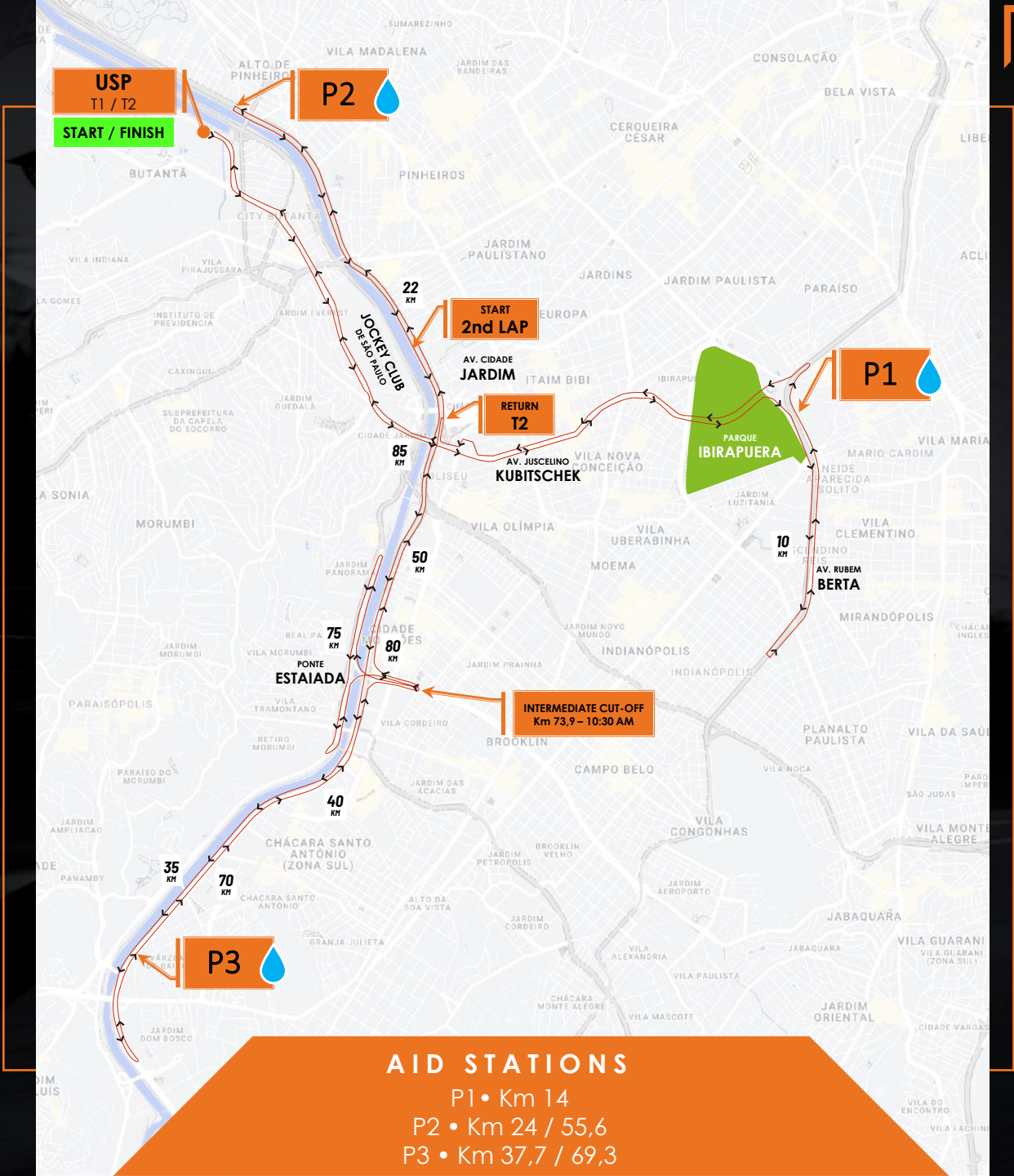
Athletes are responsible for placing the bikes back at the rack, in the corresponding number. There will be no staff or volunteers to handle your bikes at the dismount line.

CUT OFF TIME • 5 hours

Each athlete will have 05 hours to complete the swim, T1 and bike course regardless of when they start the swim. Any athlete that takes longer than 05 hours to complete the swim, T1 and bike course will receive a DNF (did not finish).

10:30 AM • INTERMEDIATE CUT OFF - Km 73,9

Regardless of the start time, if the athlete does not reach the 73,9 km mark of the bike course by 10:30 AM, he/she will be disqualified and must abandon the race.



AID STATIONS
P1 • Km 14
P2 • Km 24 / 55,6
P3 • Km 37,7 / 69,3

▶ RUN COURSE

RUN 21,1 km • (3 laps)

3 WRISTBANDS WILL BE GIVEN TO ATHLETES FOR LAP CONTROL
Friends or family members are not permitted to enter the finish line and cross the finish line with any athlete.

Red Bull (papper cup) Km 1,5 | 10,5 | 17,5

CUT OFF TIME • 8 hours

Each individual athlete will have 08 hours to complete the entire courses.

Individual athletes who take longer than 08 hours to complete the entire course will receive a DNF (did not finish).



AID STATIONS
 P1 • Km 1 - 5,9 - 7,8 - 12,6 - 14,6 - 19,4
 P2 • Kms 3,8 - 10,5 - 17,3

▶ AID STATIONS

BIKE

- EVERY 15 KM APPROXIMATELY

WATER (WHITE SQUEEZE) • SPORTS DRINK DUX (ORANGE SQUEEZE) • BANANA • PORT-O-LETS

RUN

- EVERY EACH 2,5 KM APPROXIMATELY

WATER • SPORTS DRINK DUX • BANANA
SALT BISCUIT • SALT • PORT-O-LETS
SODA • PEANUT CANDY (P2)

Red Bull (papper cup) Km 1,5 | 10,5 | 17,5

DISCARD AREA

100m before and 300m after the aid station

30m before and 70m after the aid station

DISCARD AREA

▶ GENERAL RULES

DRAFTING IS NOT ALLOWED

- Always ride on the right side of your lane to avoid an **ILLEGAL POSITION** or **BLOCKING** call.
- Keep 6 bike lengths of clear space between your bike's front wheel and the rear wheel of the cyclist in front of you.
- Complete your overtake within 25 seconds.
- Passed athletes must be seen making immediate and constant rear progress out of the drafting zone.

PENALTY BOX at the TRANSITION AREA

- The use of the toilet and equipment adjustments are not allowed
 - Each athlete is responsible for stopping at the Penalty Box. Failing on that will result in disqualification.

PENALTIES

BLUE CARD • 5 minutes time penalty served at the penalty box

- Drafting
- Intentional Littering

YELLOW CARD • 30 seconds time penalty served at the penalty box

- Blocking
- Ride/Run without a shirt
- Outside assistance
- Sound devices

RED CARD • Disqualification

- Sound devices if verified later
- Unsportsmanlike conduct
- 3 blue cards
- The athlete who fails to report to the next Penalty Box or fails to report the correct color of the card, will be disqualified.

Prohibited running shoes:

- Adidas Adizero Prime X / Adizero Prime X Strung
- Asics SUPERBLAST
- New Balance FuelCell SuperComp Trainer

Read the complete Regulation on the website ironmanbrasil.com.br.
It is the athlete's responsibility to have a complete understanding of the competition rules.

▶ BIKE CHECK OUT

TRANSITION ARE

24.SEPTEMBER • 11:45 AM to 03:30 PM

- You must have your athlete wristband and timing chip on in order to enter and claim your bike and gear.
- If you are unable to personally claim your bike and gear bag, a family member or friend should have your Bike Check-Out ticket provided in your race packet and your timing chip.

LOST & FOUND

Lost&Found are will be located at the Transition Area during the bike check out time.

Please note that your race timing chip is being loaned to you. When you pick up your race number and timing chip, you are responsible for returning the chip to timing. Failure to return the chip will result in a replacement fee of 300 REAIS, which will be charged before bike check-out.

▶ RESULTS AND AWARDS

OFFICIAL RESULTS

24.SEPTEMBER • 04:30 PM
IRONMAN Village, Athletes' Service Booth

Questions derived from the application or interpretation of the race's specific regulation will be received from 05:00 to 05:30 PM. IRONMAN Tracker results are NOT official.

Slot Allocation and Rolldown Ceremony
• **2024 VINFAST IRONMAN 70.3 World Championship** •
Taupo / New Zeland – December 14th and 15th

24.SEPTEMBER • 07 PM

• AWARDS •

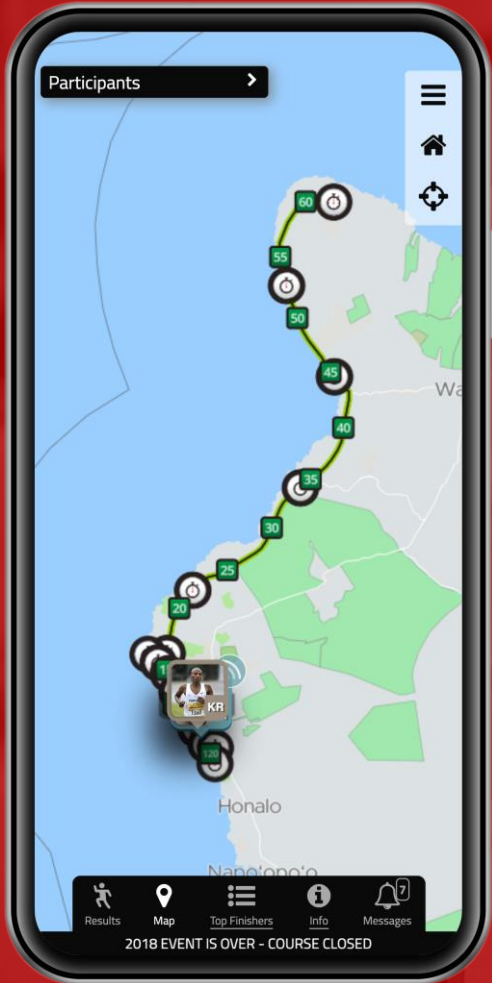
24.SEPTEMBER • 06 PM – Transition – CEPEUSP
Age Groups (Top 5) and Triclubs.

• 30 SLOTS •

The final slot allocation will be published on the official website after the race start.

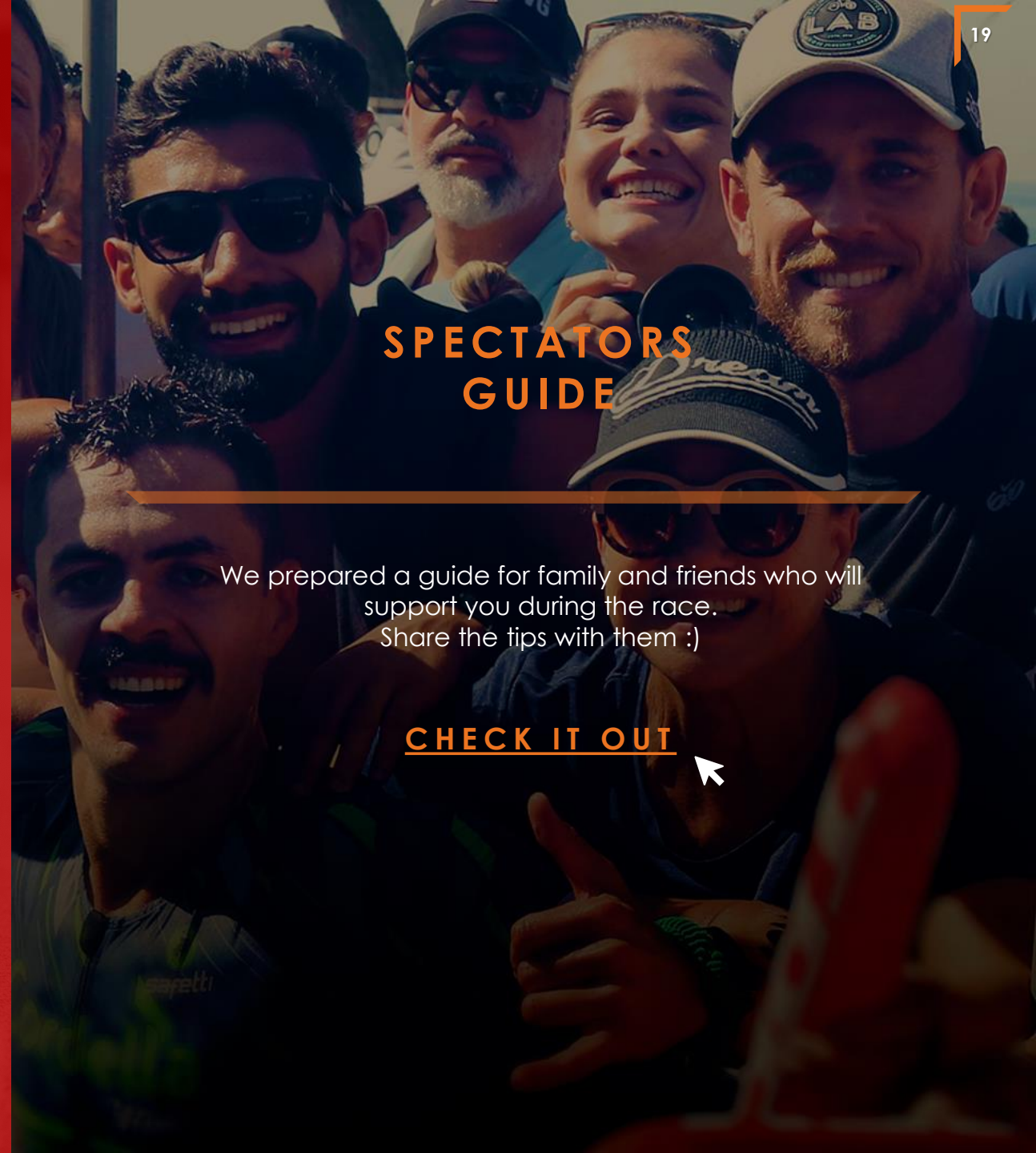
- REGISTRATION FEE : US \$780,00 + taxes
- All forms of credit cards are accepted. Iphone/tap doesn't apply.

The athlete must not leave the room until the end of the Slots Allocation.



The **IRONMAN Tracker** app is your go-to source for athlete tracking. Download it on IOS or Android to track your favorite athlete or review your splits and finish times* once you've crossed the finish line. The participant list is updated on the Saturday prior to the event.

*The results from the **IRONMAN Tracker** are not official.



SPECTATORS GUIDE

We prepared a guide for family and friends who will support you during the race. Share the tips with them :)

[CHECK IT OUT](#)



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·PATROCÍNIO·



·CO-PATROCÍNIO·



·APOIO·



·ORGANIZAÇÃO·





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SEE YOU SOON!

#IM703SP