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ONE PRO CYCLING TEAM CHOOSES INFOCRANK

InfoCrank power meter goes into service on all race and training bikes; two-year deal with Verve Cycling will underpin Pro Conti team's drive to reach WorldTour standing.

3 December 2015: ONE Pro Cycling, the UK's new UCI Pro Continental racing team, has chosen Verve Cycling as its power meter partner. In a two-year deal, Verve InfoCrank will underpin the training methods of the 20-rider squad, whose training and race bikes will all be equipped with InfoCrank.

ONE Pro Cycling kicks off its 2016 season at the Cadel Evans Great Ocean Road Race in Geelong, Australia, and will race in New Zealand, Spain, Germany, Denmark, Norway, Croatia, and the Netherlands, as well as the UK.

"We're delighted that ONE Pro has opted for our InfoCrank power meter," said Verve Cycling president Bryan Taylor. "Accurate measurement of power is now recognised by several leading teams as a key determinant of their ability to prepare riders optimally for key races, and ensure that they put forward their best team for every event.

Matt Prior, former England cricketer and CEO of ONE Pro Cycling, said: "ONE Pro Cycling always aims to put performance first, which is why choosing InfoCrank made sense. It's the most accurate and durable power meter on the market and will enable our coaching staff and athletes to have the best data readings to improve performance."

Mr Taylor continued:

"ONE Pro Cycling is an ambitious team in a very competitive sport, looking for the most effective methods to support its quest to get to the top. Its choice of InfoCrank is the outcome of extensive testing that revealed how accurate power measurement helps riders get a competitive edge. Our partnership is the culmination of serious and detailed discussions."

Steve Benton, performance director at ONE Pro Cycling, commented, "After performing our own testing and evaluation—a process we go through with all our equipment selections—it was evident that InfoCrank was the right choice for us. We want a power meter to be the 'black box'

of information that, when combined with rider feedback and coaching analysis, assists our performance effectively both in training and competition. Verve InfoCrank will certainly facilitate that process.”

Verve Cycling team liaison manager Magnus Backstedt said: “The logistics of running a professional cycling team are complex. Except for race events, very few people are in one place at the same time. For the most part, squad members manage their own training, so the team’s performance manager has no way to objectively assess an individual rider’s race-readiness.

“InfoCrank is accurate and the power data record it produces is precise and true, no matter where the rider is training, and on which bike. When coaches have access to this data, they can optimise individual training programs and be sure they are fielding the best possible team for every event in the race calendar.”

Concluding, Mr Taylor added “Verve Cycling is proud to announce this partnership with ONE Pro Cycling and look forward to helping them in their quest to reach the pinnacle of professional racing over the next years. We share the team’s passion for cycling and wholeheartedly support their principles, dedication, and commitment to encourage participation from fans and supporters.”

About Verve Cycling

Verve Cycling developed the InfoCrank as a scientific tool to bring cycling torque and power measurement up to the standard required by the most demanding performance-based teams. The aim was to produce a tool that could be used by the professionals in their everyday world, suitably priced and packaged for any aspiring Olympian, professional or amateur. InfoCrank is independently tested to be precise and true at all levels between 0 and 3000watts. Further key benefits of InfoCrank are simplicity and durability, important to élite cyclists whose bikes will see service in widely varied terrains, temperatures, and climates. The InfoCrank is distributed throughout the world through affiliates and dealers. For further information, or to discuss commercial opportunities, see vervecycling.com

About ONE Pro Cycling:

ONE Pro Cycling is a professional cycling team based in the UK and competing at UCI Professional Continental level as of 2016. The team was co-founded in 2015 by former England cricketer Matt Prior and Yorkshire businessman Simon Chappell. Following a successful debut season at home and abroad, ONE Pro Cycling has been granted a UCI Professional Continental licence and will become the first British team to progress to this level.

For regular updates and information on the team please visit oneprocycling.com or follow us on twitter @ONEProCycling.