

Verve Cycling and British Cycling Announce Powerful Partnership

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Manchester, UK, 26 November: Verve Cycling, the designer and manufacturer of the InfoCrank, has entered into a five-year relationship with British Cycling. The partnership is designed to give Great Britain Cycling Team athletes across all Olympic disciplines the opportunity to ride with accurate power measurement capabilities.

The Great Britain Cycling Team will use the data that is available from the InfoCrank to continue to give them the edge as they strive to remain the world's single most successful cycling team. Verve Cycling will also work with British Cycling's cutting-edge coaching and sport science infrastructure to develop the InfoCrank product for those disciplines that do not yet have true power measurement.

Bryan Taylor, President of Verve Cycling, said:

"Taking a product from the laboratory to the road is a fantastic experience made even greater when successful British Cycling athletes choose to use our products. It's amazing to see the team push the InfoCrank to its limits to find it does precisely what it was designed to do on the track and through rain, snow and mud, in road races and time trials."

"The fact that British Cycling agrees with and supports our vision of taking truly accurate power measurement to all those cyclists who are aiming to improve and has given us the opportunity to work with world leading coaches and sports scientists through the next two Olympics cycles, is a dream come true for the engineering innovators at Verve."

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Iain Dyer, Head Coach of the Great Britain Cycling Team, said:

“Accurate data will always make the difference when combined with all the other work that we do with our athletes and Verve Cycling has proven to be committed to achieving best in class in this increasingly crucial area.

“We look forward to working with their team to develop new applications for those disciplines that do not yet have accurate power measurement, aiming to understand and apply all the information that we can gain from the InfoCrank, whilst continuing to look at the innovation of the product.

“We are also very pleased that our partnership will make the InfoCrank more available to members of British Cycling, at an exclusive rate, to support their own efforts to achieve the best performance possible.”

The partnership will also give British Cycling members the opportunity to access exclusive offers on the InfoCrank.

About Verve Cycling

Verve Cycling is family-owned global company that has married the technical innovation of the KIP power module with state-of-the-art crank fabrication to produce InfoCrank. Our motivation stems from our involvement with leading national and state institutes whose focus is on Olympic and World Champion podiums. The challenge was to develop products for that level of cycling sport, and then deliver those same products to the normal professional or competitive cyclist and triathlete at an affordable price. This top-down method of development ensures that professional and amateur alike have access to exactly the same equipment. We believe this is essential for the development of young riders. It also ensures that any athlete can maintain a true record of their power throughout their competitive career.

About British Cycling

British Cycling is the national governing body for cycling as recognised by the UCI – the international federation for the sport. Based in Manchester at the National Cycling Centre, British Cycling works across all levels and six disciplines of the sport (BMX, Mountain Bike, Cyclo-cross, Road, Track and Cycle Speedway), from providing the support and encouragement people need to get riding their bikes for the first time, to being home to the hugely successful Great Britain Cycling Team. Continued success at the highest level is inspiring a boom in participation across the nation.

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There have never been more opportunities to ride a bike, be it for fun or sport, and British Cycling is at the heart of this growth. British Cycling also works hard to represent cyclists' interests at all levels, including campaigning on important issues including road safety. As a membership organisation, British Cycling provides a suite of benefits and support to its members who currently number over 117,000. All membership revenue is invested back into cycling.

For more information, visit www.britishcycling.org.uk

