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## PODIUM AMBITION PRO CYCLING POWERED BY CLUB LA SANTA TO RIDE THE VERVE INFOCRANK

*Verve InfoCrank power meters become the official power meter for Podium Ambition.*

29 January 2016: Podium Ambition Ltd are delighted to welcome Verve Cycling as Official supplier of InfoCrank power meters to their UCI professional team. Having worked with Sarah Storey for her Hour Record Attempt in 2015 the entire team can now benefit from the accurate power measurement provided through the InfoCrank technology.

Barney Storey explained the importance of being able to secure the support of Verve Cycling, "With riders operating in their home programmes for the bulk of the winter we need an accurate way of being able to monitor their progress and InfoCrank is the only option for comparison between one set of cranks and the next."

*"During the racing months we also need to be able to track stage race load and fatigue for rider well-being, but also pick out key parts of races and learn about the results from the data each rider records. We know the accuracy of InfoCrank is unrivalled and so these analysis will ensure both individuals and team goals can be supported."*

Despite only launching their technology in 2014, InfoCrank have rapidly become the product that everyone wants to get their hands on due to its superior reliability both in terms of data recording and lifespan. In addition to providing the basic power readings, the InfoCrank measures torque effectiveness, power balance between legs, pedal smoothness and the latest technology being developed will ensure the cranks do not require magnets to operate.

George Galbraith of Verve Cycling explained the decision to link up with Podium Ambition Pro Cycling powered by Club La Santa; "Having worked with the Storey's for Sarah's Hour Record we were delighted to be able to link up with the whole team as they turn professional. We know that both Sarah and Barney place a huge importance on the science of training and racing and our cranks will play a massive part in allowing the team to track performance and find the next improvement."

About Podium Ambition Pro Cycling powered by Club La Santa

A UCI Professional Women's team, the team evolved from two years dominating the UK domestic scene in to becoming a UCI registered team in 2016. Led by Dame Sarah Storey and with a roster including 2008 Olympian and 2012 British Road Champion, Sharon Laws; Olympic Champion, Joanna Rowsell-Shand and multi-Commonwealth, European & World medallist, Katie Archibald, the team has expanded for 2016 and will also have USA National team rider Sara Headley and Australian Road specialist Nicole Moerig on the roster. Aiming for the World Team Time Trial Championships in 2016 as well as supporting riders to gain Rio 2016 selection, the team hopes to climb the UCI rankings to gain Women's World Tour status in 2017.

### **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 product that could be used by the professionals in their everyday world and then suitably priced and packaged for the aspiring Olympian, professional or amateur alike.

The InfoCrank is independently tested and is considered to be precise and true at all levels between 0 and 3000watts. However, the key attribute of the InfoCrank is it's simplicity and durability, both very important to elite cyclists who ride in all sorts of terrain and temperatures and climatic conditions.

The InfoCrank is distributed throughout the world at [vervecycling.com](http://vervecycling.com) and through affiliates and dealers.

Verve Cycling is actively recruiting distributors and interested companies are invited to approach the company.

### **Contact information**

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