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For immediate release:

UCI World Cycling Centre chooses Verve InfoCrank as their power measurement tool

Verve Cycling is proud to announce a four-year partnership with the UCI World Cycling Centre, supplying their athletes with InfoCranks to accurately measure their power output.

AIGLE, SWITZERLAND June 22th, 2016: Verve Cycling announces a four-year partnership with the UCI World Cycling Center. The UCI WCC plays a key role in the competitive world of cycling, training some of the most successful athletes from around the world – with a focus on talented riders coming from traditionally non-cycling countries, to give them the proper foundation to reach their potential – an opportunity that they may not have had available to them through any other means. They teach them solid training skills, give them racing experience, while preparing them both mentally and physical for their future lives as professional cyclists.

More than 1000 trainees have passed through the doors of the UCI WCC in the last 13 years. Among the impressive list of graduates are Kenyan-native Chris Froome, two-time winner of the Tour de France, who became a British citizen in 2008, and Eritrea's Daniel Teklehaimanot who made history by becoming the first black African to wear the coveted polka dot jersey in the Tour. Another recent success was Ramunas Navardauskas, the Lithuanian who won bronze in the Elite Men's road race at the 2015 UCI Road World Championships in Richmond. Other UCI WCC trainees include multiple Olympic and World Champions Victoria Pendleton (Great Britain), Guo Shuang (China) and Cuba's Lisandra Guerra for track cycling, and BMX stars Sifiso Nhlapo (South Africa) and Stefany Hernandez (Venezuela).

Accurate performance measurement and comparison

The rising stars enrolled in the UCI WCC program will now have another advantage by being able to use the InfoCrank as their key training tool. Both students and coaches will know in real-time exactly what is going on all the time on the bike. It goes beyond averages as each and every watt measurement is true and precise, allowing measurements to be easily comparable to those taken at another point in time, while also ensuring accuracy regardless of which bike they are using or where they are in the world. The coaches can project improvements and progressions, and ensure that their athletes are on the most direct path towards reaching their goals.

Partnering to help athletes achieve their full potential

Bryan Taylor, President of Verve Cycling explains, "When the opportunity to work with the UCI WCC for the next four years was presented to us, we were very pleased because it really was so synergistic. From the very beginning, Verve has been committed to using precise measurement techniques to assist aspiring youngsters achieve their full potential in the sport of cycling. Now we have an opportunity to extend this beyond the powerful cycling nations such as Great Britain, Australia and the European heart of our sport."

Frédéric Magné, an Olympian, seven times UCI World Champion in track cycling now Director of the UCI WCC added, "We know that it is critical to accurately measure power in our young riders in a way that can be duplicated wherever they are in the world as well as through all the years of their progression to the top. That is why we approached Verve with our partnership idea as they design and manufacture the amazing InfoCrank. They join other global companies committed to the youth of our sport and the achievement of lofty goals."

Verve will supply InfoCranks over the next four years for all trainees at the UCI WCC, both on the road and the track. They will also assist the cyclists and coaches to use tools associated with the InfoCrank, such as the Pedaling Analysis System.

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About Verve Cycling

Verve Cycling Pty Ltd is the designer and manufacturer of the acclaimed InfoCrank. The InfoCrank is first and foremost a very accurate measuring device with the crank purpose-built around it.

The InfoCrank not only claims world-beating precision, but has been independently tested with results superior even to those claims. The torque measurement is so frequent and accurate that the InfoCrank does not require magnets, accelerometers or gyroscopes to measure cadence.

Verve is also R&D partner with British Cycling and supplier to Team GB. Many other professional teams and riders also ride with InfoCrank. The Road Crankset comes in models that fit most bike frames with either a 30mm or 24mm spindle. The Track InfoCrank is in final testing phases and should be available later in 2016.

About the UCI World Cycling Centre

Located in Aigle, Switzerland, the UCI World Cycling Centre (WCC), which houses the headquarters of the Union Cycliste Internationale (UCI), is an elite coaching and training centre, providing support to developing nations from all around the world. It offers training and development for around 100 athletes every year in all Olympic disciplines (road, track, BMX and mountain bike), as well as para-cycling and cyclo-cross. Opened in 2002, it has already welcomed more than 1,000 trainees from over 100 countries.

Recognised by the International Olympic Committee (IOC), the UCI WCC training programmes develops the potential of young talents, detected in their own country, so they can compete in the most prestigious events: UCI World Championships, UCI World Cups, and the Olympic Games.

All of the UCI's Olympic revenues are directed towards training and development. The other financial resources required come from Olympic Solidarity, government authorities, sponsors, private funds and donations.

The average cost of an athlete receiving high-level training at the WCC is 300 Swiss francs per day of training, in other words 9,000 Swiss francs per month. This cost per athlete includes: accommodation, meals, supervision, equipment, infrastructures, medical monitoring, insurance, travel and accommodation expenses for competitions, licences and other administrative costs. For more information: <http://cmc-aigle.ch/>