

Overachieve Series with CADEX by BKOOL coming in January!

A new virtual cycling competition full of surprises to continue to keep fit throughout the winter

After a complicated year in which indoor cycling has become an important outlet for many riders, the BKOOL virtual cycling app kicks off 2021 with a spectacular competition in partnership with CADEX, the manufacturers of high-performance cycling products sold world-wide.

CADEX and BKOOL have joined forces with the aim of continuing to offer an attractive and realistic solution for all lovers of cycling, so they can carry on [enjoying their favourite sport from home](#).

Oversachieve Series with CADEX by BKOOL is a virtual cycling series, made up of five stages in video and 3D, where participants have the chance to fight for first place by training in their living room. Thanks to BKOOL's technology, the racers will be able to compete on the roads of the island of Majorca, travel to Centennial Park in Sydney, or enjoy the views of Palm Beach in the USA, without leaving their home.

The event is open to any type of fan, regardless of their age, gender or level. You just need to have a Smart trainer, and a subscription to the app. It is a great opportunity to enjoy a fun training session, together with cyclists from other countries, without the cold, lack of light, or the infamous virus stopping you.

Taking part in the Oversachieve Series with CADEX by BKOOL is as easy as registering on the platform and completing the first stage. In addition, you can do so for free, because BKOOL offers [30 days free on its website for all of its new users](#).

Once you finish the first route within the established dates, your name will appear in the classification and you will be entered into a fantastic CADEX and BKOOL prize draw, with prizes including CADEX 42 wheels, a CADEX Boost saddle and CADEX Classic tyres.

The dates for each stage are:

1. Helsinki Central Park (FI): From 18th to 24th January.
2. Sussex Seafront (UK): From 25th to 31st January.
3. Palm Beach (US): From 1st to 7th February.
4. Port de Pollença (ES): From 9th to 14th February.
5. Centennial Park (AUS): From 15th to 21st February.

Kicking the virtual cycling calendar off with The Overachieve Series with CADEX by BKOOL, we encourage all riders to participate and enjoy their favourite sport, engage in exciting challenges and discover beautiful routes as they ride with cyclists from around the world. Don't miss out!



About Bkool

Bkool is a Spanish technology company that focuses on Indoor Training Simulators. The company offers a platform in which various races from all over the world can be explored virtually, in your own home. Bkool's technology gives people an opportunity to experience cycling races first-hand on their smart trainer. Imagine transporting yourself anywhere in the world and riding with hundreds of friends without leaving your living room. Sounds good, right?
More info: www.bkool.com