

The Giro d'Italia Virtual will be held by BKOOL this autumn

RCS Sport has reached an agreement with BKOOL to carry out the Giro d'Italia Virtual for the next 3 years.

Madrid, 20 April 2021 - The Giro d'Italia will have for the first time ever a virtual edition this year and will be held on the [BKOOL indoor cycling platform](#). RCS Sport, organizer of the great Italian tour, has reached an agreement with the technology company BKOOL to celebrate the Giro d'Italia Virtual for the next three years. This new virtual edition of the Corsa Rosa will arrive in autumn 2021 and will be available for any cyclist from home to experience it firsthand.

BKOOL (www.bkool.com) is a leading indoor cycling platform in terms of innovation and virtual sports simulation. To its wide range of routes and competitions, it adds one of the most important and famous races in history, the Giro d'Italia, making it accessible to any cyclist in any country in the world.

RCS Sport, part of RCS MediaGroup, is a leading Italian company in the field of creation and management of sporting events. Alongside the Giro d'Italia, among the events that it organizes, the most important cycling races in Italy stand out, such as Milano-Sanremo, Tirreno-Adriatico, Strade Bianche and Il Lombardia.

It is not the first time that both companies have joined ties in order to continue merging cycling and virtual reality. In 2020, BKOOL and RCS Sport held two editions of 'The Challenge of Stars', an indoor cycling competition that brought together some of the most important riders of the international peloton. In addition, the 'Milano-Sanremo Virtual presented by EOLO', which took place for the first time in 2021, is also a product of the collaboration between both brands. The first virtual edition of the Classicissima brought together thousands of cyclists from around the world to compete on the real route of the race in video and 3D and welcomed ambassadors such as Óscar Freire, 3 times winner of the traditional event.

For the celebration of the Giro d'Italia Virtual, BKOOL has developed an innovative technology, mixing real video and 3D simulation, aimed at achieving [the maximum sensation of immersion and realism in each stage](#). The objective is to take each participant to the most beautiful and emblematic routes of the Giro to compete virtually from home with hundreds of cyclists spread throughout the planet.

Paolo Bellino, CEO of RCS Sport, said: "We're very excited to share for the first time ever with all the amateur cyclists and supporters of the Giro d'Italia the possibility to ride on the same roads as the great international cycling champions and to have this unique experience. Virtual cycling is a huge world and we're glad to proceed in this direction with an important partner as Bkool."

In the words of Alfonso García-Lozano, co-CEO of BKool: "The first Giro d'Italia Virtual in history is the most important challenge we have faced as a company and we are sure that it will mean a before and after for virtual cycling. Having the support of RCS is a unique opportunity to make history in indoor cycling."

The first Giro d'Italia Virtual will be presented during the 104th edition of the Giro d'Italia, in May 2021, through a presentation in which more details about this new event, as well as the conditions of participation, will be made available.

About BKool

BKool is a technology company that creates interactive and innovative solutions for sports and video-gaming. In the field of cycling, it has developed the most advanced and realistic simulator on the market. In addition, with BKool Fitness the company, you enter the world of home fitness with an application for smartphones to be able to take classes with fitness instructors at home. Its products are currently marketed in more than 30 countries.

More information: www.bkool.com

Images and graphic resources: <https://www.bkool.com/en/press>

About RCS

RCS Sport is a sports and media company, which uses a consultancy approach to provide partners with a comprehensive and personalized range of services and a comprehensive portfolio of sports rights. Among the most important cycling events developed by the brand are the Giro d'Italia, the Milano-Sanremo, the Strade Bianche, the Giro de Lombardia, the UAE Tour or the Tirreno Adriatico.

More information: <https://www.rcssport.it/>