

Chris Froome, new BKOOOL ambassador

The British cyclist has just published on his social media his partnership with the virtual cycling brand.

Just a few days after announcing his participation in the Tour de France, having overcome his serious injury, [Chris Froome becomes the face of BKOOOL](#), an indoor cycling simulator with which he is perfecting his preparation for the French competition.

BKOOOL is a virtual cycling app which allows you to race on any route in the world from home, feeling the actual gradients of the ride and following the route in video and 3D. Thanks to this app, Froome is able to train for the ascents of the mountain stages or the actual route of any race time trial from home, without losing sight of his training data.

In the words of Chris Froome himself, "It is surprising just how realistic BKOOOL is. I can ride on any route on the planet on my Smart trainer, prepare for each race, or design my own workouts, whilst I can keep track of my live training data."

These types of virtual simulators have become a key part of the preparation for professional cyclists, offering the chance to plan each stage in the most detailed and realistic way possible.

From now on, any cycling enthusiast will be able to share training sessions with the British star in BKOOOL, ride alongside him and form part of his virtual riding group for free, thanks to the [30 day trial available at bkool.com](#)

About BKOOOL

BKOOOL is a technology company creating interactive and innovative solutions for sport and video-gaming. In the cycling sector, BKOOOL has developed the most advanced and realistic simulator on the market. Furthermore, with BKOOOL Fitness, the company has entered into the world of home fitness with an app for smartphones to be able to do classes with fitness instructors from home. Their virtual products are currently commercialized in over 50 countries.

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