

Deceuninck – Quick-Step announces partnership with BKOOL, the online cycling simulator and app.

Deceuninck – Quick-step has announced that BKOOL, the [online cycling simulator and app](#), will become an official partner of the team.

Having previously worked with BKOOL for *The Wolfpack: A Day in Hell* event in February, our team were impressed by BKOOL's setup and useability and are delighted to continue with the partnership. Our riders and coaches will use the platform to prepare and perform structured training sessions, with the platform allowing riders to simulate sectors from races all over the world, using real time video footage. Such is the quality of the simulator, even use it to recon some courses for upcoming races.

Deceuninck – Quick-Step will also look at the system as a social platform to help engage with our fans all over the world, building awareness of the team and that of our sponsors and partners, in a unique online while cycling focused environment. Amongst other projects, this will be done through by holding mass participation rides and events, using BKOOL's first-class cycling simulator.

Having ridden with the BKOOL platform during *The Wolfpack: A Day in Hell* Deceuninck – Quick-Step rider Davide Balleini said, 'I really enjoyed using the BKOOL platform during the event in February. Once the system was setup it was very easy to use and to be able to see real time video footage as I rode, gave a great feel. I am looking forward to using the BKOOL system regularly, as part of my training in the future.'

Alfonso García-Lozano, co-CEO of BKOOL spoke of his delight at the deal when he said, 'We are especially pleased and proud to join a top team like Deceuninck – Quick-Step. For a brand like BKOOL, with big objectives and an important desire to grow globally over the next few years, being next to such a successful team is a privilege and we are sure that together we will create great environment for cycling fans.'

BKOOL is a global leader in sports simulation technology. Its innovative indoor cycling platform offers a [complete immersive experience with video, map and game-style 3D views](#). Ride any route in the world, join events, race the velodrome, or take a fitness class – all from the comfort of home. BKOOL software is compatible with most indoor trainers and smart bikes and is available for most computer and mobile operating systems.