



## The Virtual Giro d'Italia hosted by BKOOL reaches the mythical Alpe Motta

**The virtual edition of the Corsa Rosa begins its third stage after the urban prologue of Torino and the ascent of Monte Zoncolan. Riders will face the emblematic Alpe Motta climb to unlock the virtual Maglia Blanca**

Parallel to the 105th edition of the Giro d'Italia that is currently taking place, there is a virtual event that brings together thousands of cycling fans from around the world to compete on the same stages as professional cyclists. It is the Virtual Giro d'Italia hosted by BKOOL, an indoor cycling experience created by BKOOL and RCS Sport, which allows any amateur cyclist to experience all the magic and emotion of the Giro, without having to leave home.

All that is needed to participate is a smart cycling trainer or a smart bike. Registration is now open at [www.girovirtual.com](http://www.girovirtual.com), with the possibility of [trying the experience for free for 30 days](#).

In order to transport any fan to the most famous roads in Italy, BKOOL has created an innovative virtual simulation technology, which combines HD video with 3D elements to generate an immersive and realistic experience. In this way, anyone can compete on the most famous stages of the Corsa Rosa from their living room, taking in its atmosphere and even suffering the harshness of its mountain passes.

After the first urban stage in Torino and the second with the ascent to the Zoncolan, on Tuesday, May 17, the third stage begins, which will allow the participants to enjoy the ascent to the emblematic Alpe Motta, one of the most important and famous ports of the history of the Giro d'Italia.

In addition, on the occasion of the opening of this third stage, the Giro d'Italia Virtual hosted by BKOOL will unlock the Maglia Blanca 3D, making it available to all its riders so that they can wear it both in this and in the following stages of the event.

This virtual experience can also be tried live in Giroland, the village that accompanies each stage of the Giro d'Italia in its finish area. During the first days, hundreds of people have already passed through, enjoying the opportunity to pedal and compete on the same roads as their idols, alongside cyclists from all over the world.

The Virtual Giro d'Italia hosted by BKOOL will run until July 10, ending with a spectacular prize draw among all its participants. Among the prizes to be raffled are VIP experiences in the most famous and important races in Italy, cycling equipment, Tissot watches or several units of the mythical pink jersey.



#### **About BKOOL**

BKOOL is a technology company creating interactive and innovative solutions for sport and video-gaming. In the cycling sector, BKOOL has developed the most advanced and realistic simulator on the market. Furthermore, with BKOOL 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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Further information: [www.bkool.com](http://www.bkool.com)

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

#### **About RCS Sport**

RCS Sport is a sports and media company, which focuses on consultancy to provide associates with a complete and personalized range of services and a complete portfolio of sporting rights. Amongst the most important cycling events organized by the brand, the Giro d'Italia, the Milano-Sanremo, the Strade Bianche, the Giro de Lombardia, the UAE Tour or the Tirreno Adriático stand out.

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