

BKOOL named technological partner of EOLO Kometa team

The Italian cycling team will lead a virtual group ride every month at BKOOL, sharing their training with cyclists from all over the world

Virtual cycling platform BKOOL and UCI Pro team Tour EOLO Kometa have reached a collaboration agreement for the new racing season, making BKOOL the official technological partner of the team for 2022.

The BKOOL indoor cycling simulator lets their subscribers ride any route in the world (many with video and computer rendered 3D views) without leaving home. This gives the EOLO Kometa riders the chance to pre-ride any stage they plan to race throughout the season, whenever they want. In addition to offering detailed and realistic course reconnaissance from home, BKOOL also allows the team's coaches to design custom indoor training plans for each rider and carry out more complete and detailed monitoring of their progress.

Beyond improving the team's race preparation, this collaboration will also bring team members closer to their fans, with opportunities to share virtual training sessions with the wider community. These BKOOL Group Rides will be integrated into a virtual event called EOLO Kometa Tour by BKOOL and will be held the last week of each month throughout 2022.

Any cycling fan will be able to take part in these EOLO Kometa BKOOL Group Rides, riding alongside the team's pros. Participation will be free thanks to the 30-day trial available on bkool.com

In the words of Fran Contador General Manager for the EOLO Kometa team:

"We are very happy with this adventure that we are starting together with the BKOOL platform. This is undoubtedly a very useful tool for the riders in our team as, in addition to helping them in their training, it will serve as a tool to start learning about the stages that will then be contested in the races. Moreover, thanks to the event "EOLO KOMETA Tour by BKOOL", we will be able to share a very pleasant moment with our fans, through which they will be able to ride next to the team members, enjoying a unique experience with them".

BKOOL is also excited to join forces with this young, pro team packed with potential stars. According to Ángel Luis Fernández, Marketing Director of BKOOL:

"We are very excited to start working with the EOLO Kometa. We feel very in sync with their team spirit and we hope to continue growing with them. We're sure that this collaboration will be very productive for the team at a sporting level, as well as helping to bring its cyclists closer to their fans".

BKOOL is a leading indoor cycling platform for virtual sports simulation. Its cycling simulator offers a complete, realistic training experience, with a wide variety of content that includes millions of real routes, fitness classes, velodrome training/racing and customizable structured workouts.

Its user community brings together cyclists from more than 130 countries.