

The Giro d'Italia Virtual hosted by BKOOL is back for its Second Edition!

RCS Sport and BKOOL present a new edition of the Giro d'Italia Virtual, which will be available for users from 24th October 2022.

Following on from the success of the previous edition, RCS Sport have now announced a new installment of the virtual version of the *Corsa Rosa*, which will be available on the BKOOL virtual cycling platform from 24th October, and will continue until May 2023.

The new edition of the Giro d'Italia Virtual hosted by BKOOL will feature a total of 22 stages, all of which are virtual representations of the actual races recorded during the Giro d'Italia 2022. Cycling fans will be able to experience and enjoy the excitement of the Giro stages, thanks to the immersive concept of virtual simulation developed by BKOOL, which combines the images of the stages in HD video with 3D elements, to provide the riders a more realistic experience.

The initial stages which will be released for this year provide riders the chance to ride the start from Budapest, experience the spectacular climb of Etna, or enjoy stunning locations such as Catania, Messina, Aprica, Sanremo and Verona. This is just the beginning! Stay tuned for the BKOOL and RCS Sport announcements in the upcoming weeks to unveil the new routes. The full experience, simulating the itineraries of the last edition of the Giro d'Italia will encompass a total of 22 new routes.

In order to take part, all you need is a Cycling Smart Trainer or a Smart Bike, as well as a subscription to the BKOOL indoor cycling platform, which offers a [30 day free trial](#) for new members via their website.

As well as including the actual stages of the *Corsa Rosa*, the Giro d'Italia Virtual will feature an important prize draw for its participants. Well-known professionals from the world of cycling, both old and young, will also take part in the events. Sports personalities such as Alberto Contador, Chris Froome or the professional team Quick - Step Alpha Vinyl have already confirmed their presence for the event.

These types of events allow for the latest technological advances in sports simulation to thrive while giving fans the chance to share a unique training experience alongside their idols, whilst they can interact with them via social media and follow their retransmission live via streaming.

In the words of Ángel Luis Fernández, Marketing Director at BKOOL: "For us it is reassuring to see how our technology helps fans to connect with their idols, sharing a cycling group with them, riding behind their back tire, or fighting to surprise them in a sprint. Likewise, our ambassadors love being able to get closer to their fans via BKOOL, training together with them at home."

For RCS Sport, the event is also a fantastic chance to bring the Giro d'Italia experience closer and accessible to all types of cycling fans. In the words of Eva Visentin, Brand Marketing Manager Giro d'Italia "After the great success of the last year, we are happy to announce the second edition of the Giro d'Italia Virtual, in cooperation with Bkool. The Giro d'Italia 2022 was full of important stages that all the fans will be able to relive

in first person with this innovative mode. We are sure that testing themselves on this new challenges will be exciting for all the lovers of this sport.”

The countdown has started for the most important virtual cycling event of the year. As the cycling season is coming to a close with the approaching winter season, virtual cycling proposes new reasons to engage with the sport over the upcoming months.

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.

Contact: press@bkool.com

Further information: 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/>