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ZWIFT AND UCI AGREE TERMS TO HOST FIRST UCI CYCLING ESPORTS WORLD CHAMPIONSHIPS

NEW DISCIPLINE OF CYCLING LOOKS TO CREATE A SUSTAINABLE FUTURE FOR THE SPORT.

Zwift, the global online training and racing platform for athletes, and the World's Cycling Governing Body, the UCI, have agreed terms to host the first ever UCI Cycling Esports World Championships in 2020. The introduction of this new discipline of the sport will be a major milestone in the history of cycling.

Zwift and the UCI have enjoyed a long standing relationship that has seen three UCI Road World Championship Courses created on the Zwift platform, including the 2019 Yorkshire Course. Collectively, Zwifters have ridden over 2 million miles on UCI Road World Championship Courses.

“We have been looking at the emergence of esports for some time with Zwift.” Says David Lappartient, President of the UCI. “As the governing body for the sport, we need to remain open to technical innovations and change, and to remain relevant to all audiences. Zwift is a platform that is enjoyed by people of all ages and abilities. However, there is a particularly exciting opportunity through esports as we look to attract a younger audience to cycling. Together we have an opportunity to support a fitter youth, through the creation of a new sustainable sport.”

“The beauty of creating a new cycling discipline is that we have a blank slate and no limitations,” adds Craig Edmondson, CEO of Zwift Esports. “Parity is incredibly important to us at Zwift and together with the UCI we will be working to create equal competition for both men and women. This means the same number of races, the same coverage for races, and of course, equal prize money. We will set the standard for fair play and equality.”

Zwift first embarked on its esports journey in January this year with the launch of the KISS Super League, the first esports league to feature professional athletes. The launch followed a \$120 million Series B funding round led by Highland Europe, Causeway, True and Novator with a view to develop an esports platform.

“Earlier this year, we marked our ambition to develop an esports platform, but I think it’s much more than that. We are looking to establish a new cycling discipline.” adds Eric Min, Zwift CEO and Co-Founder. “This partnership is a significant leap in that journey as we move further towards our ambition of delivering competition at the highest level in sport. We are at the very beginning of a long and exciting road here at Zwift as we look to establish a new and innovative discipline for cycling.”

Sustainability and accessibility are two of the driving factors behind Zwift’s desire to move into esports. By removing some of the associated logistical costs around traditional events, Zwift Esports presents a cost effective way for brands to access the sport, and an entirely new opportunity to create a fan base for teams and riders.

“The low barrier to entry was one of the most compelling reasons why we decided to form the first professional cycling esports team with Canyon ZCC,” says Rhys Howell, Senior Manager, Strategic Partnerships at Canyon and Canyon ZCC Team Manager. “Racing on Zwift is still in its infancy, but compared to the cost of running a traditional cycling team, starting Canyon ZCC was a no-brainer of an opportunity. We’ve got a great opportunity to steal a march on future competition, and we are excited by the opportunity to reach new audiences.”

Both the UCI and Zwift are committed to fair play and governance in cycling. The partnership will see both implement a new UCI rulebook for Cycling Esports in the coming year. The first UCI Cycling Esports World Championships will take place in 2020. Official formats, location and details of qualifying events will be announced in the coming months.

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About Zwift

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills, heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

About the Union Cycliste Internationale (UCI)

Founded in 1900, in Paris (France), the Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms, for all people as a competitive sport, as a healthy recreational activity, as a means of transport, and also just for fun. The UCI manages and promotes the eight cycling disciplines: road, track, mountain bike, BMX Racing, BMX Freestyle, cyclo-cross, trials and indoor cycling. More information on www.uci.org.

ABOUT ZWIFT

Zwift is the indoor training phenomenon taking the world by storm. An online platform helping everyone meet their fitness goals while having tons of fun along the way. Engaging gameplay meets fitness meets a global community of cyclists and runners. The result? Serious training made fun.

Meet new friends. Make new rivals. Ride up mountains. Run through jungles. Sprint through real roads made virtual or cruise across futuristic cities. Fun, flexible year-round training becomes the new normal with Zwift.

Build strengths and smash weaknesses with thousands of workouts. Train day or night, no matter the weather, and close the gap between where you are and where you want to be. Looking for something more specific? Flexible training plans by world-class coaches adjust to your schedule and help get you ready for race day.

Want in?

Just download Zwift and pair your devices to start making fun fast today.

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ZWIFT