



© 19 February 2020, 11:00 (GMT)



ZWIFT AND HAUTE ROUTE JOIN FORCES FOR HAUTE ROUTE WATOPIA

PRESTIGIOUS MULTI-STAGE EVENT SERIES MAKES ITS
WAY TO WATOPIA, AND IS OPEN TO ALL

Zwift, the global online training and racing platform for athletes, has partnered with Haute Route to host the world's most challenging virtual 3-day stage event, the Haute Route Watopia.

Set to be the most accessible Haute Route event to date, Haute Route Watopia is open to all Zwifters worldwide to participate from the comfort of their homes. Haute Watopia will take Zwifters to the best and most challenging roads the virtual Volcanic island of Watopia has to offer.

Featuring challenging three and seven day events in some of the world's most iconic cycling destinations, Haute Route delivers beyond the event itself by also providing the support to help riders to reach new heights. Haute Route Watopia will be no exception. Prior to the event, all those who register will receive the true Haute Route experience, receiving the rider's handbook and a complete training program to help them perform at their peak for the event itself. All entrants will also unlock an exclusive in-game Haute Route kit, only available to participants of this event, designed by Le Col. Lastly, during the event itself a general classification will allow entrants to track their performance across all three stages.

"I'm thrilled that our community will be able to experience the challenge of an Haute Route event on our platform," says Zwift CEO and Co-Founder, Eric Min. "I've looked at the route, and it's certainly going to be a huge challenge. However, I always like to test myself, and I certainly look forward to taking part."

Held over three days, Zwifters will have to complete three challenging stages back to back. Stage 1 takes place on the Three Sisters, a 48km route that includes the Watopia KOM, Epic KOM and Volcano climbs, delivering over 890m of climbing.

For Stage 2, entrants will face the Tour of Fire and Ice. Despite its short distance of 25km, this is an extremely testing course. Zwifters will have a short chance to warm up in the Volcano before heading directly to the foot of Alpe du Zwift, a 12.6km climb with an average gradient of 8.2%. A stage for the climbers, taking in 1,166m in elevation gain.

The third and final stage of Haute Route Watopia takes in the infamous Pretzel for the longest and most challenging stage of the event. 72km in length with 1,333m of climbing will certainly challenge fatigued legs.

"Haute Route has developed a world renowned reputation for delivering the most challenging events in the most exotic locations around the world," says Haute Route Director, Julie Royer. "The virtual world opens up entirely new possibilities never seen before. Haute Route Watopia will allow more people from around the world to experience the thrill of an Haute Route event."

In true Haute Route style, this is designed to be a testing stage event. Competitors must complete all three stages over back to back days. Each stage will be run across multiple time zones to make Haute Route Watopia a truly global stage event. However, Haute Route Watopia remains a stand alone challenge event, so there will be no make up days - stages must be completed back to back.

Zwifters who complete all three stages will unlock the exclusive virtual Haute Route finishers kit by Le Col to wear with pride in the game. In addition, finishers of all three stages will be entered into a prize draw to win either an entry to a 3-day Haute Route event or a Le Col Haute Route cycling kit.

Keep informed on more Haute Route Watopia information, and sign up for the event series at www.zwift.com/hauteroute





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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 Haute Route

Featuring challenging 3- and 7-day events in iconic cycling destinations worldwide, Haute Route provides the opportunity to ride unique routes and legendary climbs in a peloton of passionate cyclists. With unrivalled support and services before, during and after the event, we will help every rider to reach new heights.

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.

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