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## ZWIFT TEAM UP WITH CERAMICSPEED TO OFFER IN-GAME GAINS

ZWIFTERS WILL BE ABLE TO RIDE CERAMICSPEED'S OSPW SYSTEM AND WEAR LIMITED-EDITION APPAREL AS PART OF ZWIFT'S MAY MISSION

Zwift, the global online training platform, has today announced a partnership with the world-leading drivetrain efficiency experts CeramicSpeed.

From 1st to 31st of May, Zwifters who enrol in the CeramicSpeed Mission which consists of a road, MTB and TT ride will receive CeramicSpeed's watt-saving Oversized Pulley Wheel System (OSPW). The CeramicSpeed OSPW will be fitted to all bikes in their garage for increased efficiency whether competing in the challenge events or free-riding. While participants will, of course, be able to complete the challenge solo, CeramicSpeed will also be hosting a series of group rides in partnership with Zwift, inviting users to join CeramicSpeed sponsored athletes taking part in the Mission.

CeramicSpeed's OSPW System will offer real-time savings out on the roads and trails of Wotopia and Zwift's catalogue of virtual riding destinations, as it does in the real world, giving riders the chance to best their personal records and improve their results until the month's end. To complete the mission, Zwifters will need to ride 40km on MTB, 80km on TT and 120km on a road bike.

In addition to receiving a limited edition in-game OSPW System to ride throughout the month, Zwifters completing the Mission will also unlock some exclusive CeramicSpeed apparel for their avatar, to keep for prosperity.

For those looking for performance gains beyond the virtual world of Wotopia, CeramicSpeed will also be gifting a real-life OSPW System worth €499 to two lucky riders who complete the Mission. On top of that, those who complete the challenge will be able to purchase a limited edition orange colour, specially engraved, personalised OSPW or OSPW X System from CeramicSpeed.com at retail price.

“CeramicSpeed is an innovator in the cycling space and I'm excited Zwift is partnering with them to bring their OSPW Systems to the game,” says Eric Min, CEO & Co-Founder of Zwift. “Throughout the month of May, Zwifters that have enrolled in the mission will be able to see the performance benefits of the OSPW System. I look forward to taking part in all three disciplines of the mission.”

“We're very excited to be powering this month's Zwift Mission,” says CeramicSpeed's Managing Director, Martin Banke. “We're keen to see the performance benefits that result from running our OSPW Systems in the virtual world. We are offering personalised, engraved products to riders who complete the challenge alongside our product giveaway.”

To learn more and sign up for the mission, link [here](#).

## **About CeramicSpeed OSPW System**

The Oversized Pulley Wheel System – OSPW System – is an aftermarket item specifically designed to replace your bike’s rear derailleur's two pulley wheels and the cage they live in. As a standalone upgrade, CeramicSpeed’s OSPW System delivers a significant efficiency saving for your drivetrain thanks to its innovative design, superior materials, high-quality bearings and oversized pulley wheels.

For more information on CeramicSpeed visit [ceramicspeed.com](https://ceramicspeed.com)



**ENDS**



## **CHRIS SNOOK**

Senior PR Manager

[chris.snook@zwoift.com](mailto:chris.snook@zwoift.com)

🐦 [chrisjsn00k](#)

### **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.

### **CeramicSpeed**

The CeramicSpeed Group is one of the world's leading suppliers of ceramic bearings. The company consists of two specialized sales channels, focusing on cycling and industrial applications. We have more than 15 years of experience in bearing applications.

The CeramicSpeed Cycling channel delivers bearings and drivetrain components, as well as ultrafast racing chains and bottled chain coating, reinforcing the company's goal of saving watts and delivering the lowest friction available. All CeramicSpeed's bearing and products are developed and hand-built in Denmark.

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#### 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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