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OFFICIAL PARTNERS OF THE INAUGURAL 2020 UCI ZWIFT CYCLING ESPORTS WORLD CHAMPIONSHIPS CONFIRMED

GARMIN-TACX TO SUPPLY ALL TRAINERS FOR THE MEN'S
AND WOMEN'S ELITE CHAMPIONSHIPS TAKING PLACE ON
DECEMBER 9TH 2020

Zwift, the global online fitness platform for cyclists, is pleased to confirm Garmin-Tacx, Toyota South Africa Motors (TSAM), Science in Sport (SiS) and Shimano as official partners for the inaugural 2020 UCI Zwift Cycling Esports World Championships.

Garmin-Tacx joins as Official Trainer Partner of the 2020 UCI Zwift Cycling Esports World Championships. The partnership will see Tacx supply all participants with the Tacx NEO 2T Smart trainer. All participants will be competing on standardised equipment to endeavour to achieve the highest levels of fairness and equality.

“We are thrilled to be the Official Trainer Partner for this inaugural event,” says Susan Lyman, Garmin Vice President of global consumer marketing. “As a company that encourages athletes to push their limits year-round, we are excited to provide participants with state-of-the-art NEO 2T Smart trainers and be part of their success as they race to be the first-ever 2020 UCI Zwift Cycling Esports World Champion.”

Joining Tacx as an official partner is Shimano, expanding on its sponsorship of UCI World Championship events, joining as the Official Drivetrain partner. Shimano's Dura Ace groupset has been engineered to be the ultimate racing drivetrain, both on the road and indoors. Science in Sport (SiS) is confirmed as the Official Nutrition Partner with their new line of indoor nutrition, Turbo+. Turbo+ is the world's first sports nutrition range designed to meet the demands of indoor training.

Toyota South Africa Motors (TSAM) will join as the Official Automotive Partner for the 2020 UCI Zwift Cycling Esports World Championships.

“We are delighted to join as an official partner of this historic sporting event”, says Glenn Crompton, Vice President of Marketing, Toyota South Africa Motors. “The unique blend of esports and physical sport is particularly interesting for us. The world of cycling resonates well with our customer base while the buzz and appeal of esports present an opportunity for us to reach the next generation of Toyota drivers.”

“There's no doubt that we are going to make history on December 9th”, says Eric Min, Zwift CEO and Co-Founder. “This will be the first esports World Championship to be officially recognised by a sporting governing body, and it's one that embodies all the values of traditional sport. I'm delighted to welcome the official partners of the inaugural UCI Zwift Cycling Esports World Championships, and eagerly await to discover who will emerge victorious and take home those iconic rainbow bands.”

The UCI Zwift Cycling Esports World Championships will take place on December 9th 2020. The race will take place in Zwift's flagship Watopia on the Watopia Figure 8 Reverse Course, finishing on top of the KOM Forward climb. Both the men's and women's Elite fields will compete over equal distances of 50km with 483m of climbing in total. For the winner, a brand new rainbow jersey awaits. Further details, including the design of the new jersey, and rider start sheets will be announced in the coming weeks.

**CHRIS SNOOK**

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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 massively 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 Garmin-Tacx

Engineered on the inside for life on the outside, Garmin-Tacx products have revolutionized life for runners, cyclists, swimmers and athletes of all levels and abilities. Committed to developing technology that helps people stay active and elevate performance, Garmin-Tacx believes every day is an opportunity to innovate and a chance to beat yesterday. For more information, visit Garmin.com.

About Toyota South Africa Motors (TSAM)

Since being founded in 1961, Toyota South Africa Motors (TSAM) has become as much a part of the local culture as the vibrant people that drive its vehicles. TSAM has been built on fundamental values of respect for people and continuous improvement. It is a principle that has helped to cement the organisation's position as South Africa's leading automotive company. With more than 200 dealerships across South Africa, TSAM also boasts an enviable 40 years of consecutive market leadership in the local auto retail.

The manufacturers of Toyota, Hino and Lexus vehicles – all marketed and distributed by TSAM – are continuously innovating to develop automotive solutions that meet the needs of the market both now and into the future. This is a company that has a proud history and an equally exciting future.

<https://www.toyota.co.za/>

About Shimano

Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see bike.shimano.com.

About Science in Sport

SiS is a leading sports nutrition company that develops innovative sports supplements and nutrition products for use by elite athletes and sports enthusiasts.

SiS was founded in 1992 and is headquartered in London, United Kingdom with the manufacturing facility based in Lancashire. Every SiS product is thoroughly tested & certified through the Informed-Sport programme.

For more information, visit scienceinsport.com

About the 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, a healthy recreational activity, 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. Five of these are featured on the Olympic Games programme (road, track, mountain bike, BMX Supercross and BMX Freestyle Park), two in the Paralympic Games (road and track) and four in the Youth Olympic Games (road, mountain bike, BMX Supercross and BMX Freestyle Park). For more information: www.uci.org

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.

 pr.co



ZWIFT