



© 25 January 2021, 16:00 (GMT)



DO YOU HAVE WHAT IT TAKES? YOUR CHANCE TO RACE FOR THE NEW MOVISTAR E-TEAM AWAITS

MOVISTAR TEAM CHALLENGE BEGINS ON 3RD FEB TO IDENTIFY FIVE MEN AND FIVE WOMEN TO JOIN THE ALL-NEW TEAM

Movistar Team is pleased to present the Movistar Team Challenge, a brand new talent ID competition that will seek to identify five men and five women to join the new Movistar E-Team. The competition will be held exclusively on the Zwift platform with the competition journey presented by GCN.

Held over five weeks, the Movistar Team Challenge will start on Wednesday February 3 with two Movistar Team Challenge Qualifier Races, catering to different timezones. Movistar Team and Zwift have invited 300 of the best-ranked racers on the platform, many of whom are currently racing in Season 2 of the Zwift Racing League, to compete for a spot on the team.

In addition to these invited riders, any rider will have the opportunity to qualify for a chance to fight for a spot on the new Movistar E-Team. Qualifying races will be held on Zwift on Wednesday 3rd February for both men and women, across two different timezones. The top three in each race will then be eligible to take part in the first round of the Movistar Team Challenge on Wednesday 10th Feb. Entrants must be 18 years or older from March 1 2021. Full details of the qualifying races can be found here -

<https://www.zwift.com/events/series/movistar-team-challenge-community-qualifier>.

From February 10, the challenge is on! All qualified and invited riders will take to the start of Round 1 for the first time to battle it out for the honour of joining the Movistar E-Team. Races' one and two, held in the same week, will be elimination races. The combined results from each race will see the top 100 riders (50 men, 50 women) progress to Round 2 consisting of 2 more races.

Those who make it through to Round 2 will need to keep the pressure on. Only the top 20 men and top 20 women (40 total) will be selected to progress to the Movistar Team Challenge finals

The finals we see riders undertake a number of challenge events attended by GCN and Movistar Team. These challenges will not only test the abilities of the riders but with the help of the GCN presenters, will be designed to draw out their personalities. Members of the Movistar Team's performance, Mktg&Comm staff will choose 10 riders (5 men, 5 women) to join the new Movistar E-Team based on the abilities shown in each of the challenges, assessed by Movistar Team Coaches and ZADA, and also how their personalities align with the values of the Movistar Team. Movistar Team may assign a maximum of 2 out of 10 spots for exceptional reasons in its sole discretion.

The newly formed Movistar E-Team will have its targets set firmly on racing within the Premier Division of the Zwift Racing League in both male and female categories as they seek to become one of the best cycling esports teams on the planet.

Movistar E-Team members will be provided but not limited to:

- Canyon Road Bike (In Zwift and in real life)

- Movistar Team kit, equipment (In Zwift and in real life) and official products
- Access to team coaches, trainers, physios, nutritionists and team training camps
- Opportunity to attend Movistar Team cycling tour trips.
- 1 year contract that can be renewed upon review.

Juan Pablo Molinero, CMO Movistar Team says, “Movistar E-Team is a step further in the corporate strategy of Abarca Sports, managers of the Movistar Team. Virtual cycling is a great opportunity and the ultimate content creator in cycling. Movistar Team is excited to use this platform to offer new possibilities to their fans, supporters and partners. The Movistar E-Team will enlarge our audience and “contact points” with our fans. We cannot wait to begin this adventure. Being the first World Tour Team to have its own E-Team is an amazing opportunity. Thanks to Zwift and GCN, who are partnering with us, it is going to change the cycling industry.”

More information on the Movistar Team Challenge, head over to <https://movistarteam.com/en/e-team-guide>



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About Movistar Team

The Movistar Team is the longest-running, most successful squad in pro cycling's top tier, the UCI WorldTour, which gathers together the 19 most prestigious men's teams on the planet. 2021 sees the Blues' men's team fulfil their 42nd consecutive season of activity with a roster of 29 riders. The squad also includes a 14-member women's team, active since 2018 and part of the highest tier, the UCI Women's WorldTour. Qualified professionals in support of those on the bikes complete an organisation employing nearly one hundred people. The squad is managed by the Abarca Sports corporation, based in Navarra, Spain. Together with more than 900 victories as a professional, Europe-based men's structure -as well as more than twenty already obtained with its women's squad-, the organisation has achieved six yearly titles as the best team in the world in 1992, 2008 and – under Telefónica's sponsorship – 2013 to 2016 consecutively.

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 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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