

CYCOLOGY TURBOS AHEAD WITH WORLD LEADING GYM EQUIPMENT SUPPLIER, TECHNOGYM, IN FABULOUS £1700 PRIZE OFFERING

Submitted by: Cycology

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- Technogym celebrates partnership with Cycology Travel Ltd by offering an exclusive prize of its new smart trainer, MYCYCLING, to mark Prudential RideLondon 2017
- Bespoke cycling holiday provider, Cycology, focuses on luxury packages to Mallorca, with other exciting destinations being planned for announcement at the show.
- Cycology Travel supports clients to reach their cycling goals by using Technogym's MYCYCLING indoor smart trainer

LONDON: Bespoke luxury cycling holiday provider Cycology Travel Ltd has partnered with Technogym to further extend the company's luxury travel offering to its clients. The partnership sees Technogym, the world's leading gym equipment manufacturer and Cycology offer the prize of a MYCYCLING indoor smart trainer (rrp £1,790) to mark their joint involvement in Prudential RideLondon 2017.

MYCYCLING combines a high-tech indoor smart trainer with a dedicated smartphone app featuring personalised programmes, real-time biofeedback on technique and performance and access to a network of professional coaches to help you achieve your goals.

Those wishing to see and experience Technogym's new MYCYCLING indoor smart trainer for themselves can visit the Cycology Travel stand (number 525) at the RideLondon Exhibition from July 27th – 29th at the ExCel Centre, London

And even if you can't make the show you can enter online before the closing date of midnight on 13 August 2017 at:

<https://cycology.co.uk/competition>. (<http://https://cycology.co.uk/competition>)

Robert Bell, MD of Cycology Travel stated, "We have built a reputation on offering the vacation experience of a lifetime and Technogym is the perfect fit for our clients who wish to combine hi-tech smart training using the MYCYCLING indoor smart trainer with its own native app and personalised programmes with a comprehensive network of professional coaches helping them to reach their cycling goals. We see Technogym's cycling programmes will help to achieve results for our clients before and after their amazing vacations with us by means of its bespoke programmes."

Cycology's personalised holidays offer first class accommodation at a hand-picked selection of Mallorca's finest hotels with cycling packages tailored to a rider's ability. Cycology's cycling routes are led by experienced guides and showcase breath-taking scenery. Riders have access to top-of-the-range biking equipment, mechanical support, daily sports nutrition and post-ride massages as a matter of course. Clients and their travelling companions can also enjoy gourmet cuisine and a host of

other activities, such as helicopter tours, boat trips and rounds of golf, as part of their break.

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Notes to Editors

Press photography available here

(<https://www.dropbox.com/sh/28fug1529r7qx18/AADHU0oIMM--jXTYBHF0gLP4a?dl=0>)

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About Technogym (<https://www.technogym.com/gb>)

Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with Technogym. Technogym was the official supplier for the last five editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.

About Cycology (<http://www.cycology.co.uk>)

Cycology Travel Ltd is a luxury cycling tour operator, delivering world-class, bespoke, luxury cycling holidays and memories for both devotees and recreational cyclists. Cycology Travel is the only cycling brand that offers a world-class, unforgettable holiday experience for cyclists and your significant others (YSOs).