

British luxury sportswear brand ashmei teams up with Cycology to offer the finest Mallorcan cycling experience money can buy

Submitted by: Cycology

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This spring will see London-based high end cycling holiday company Cycology Travel (<http://www.cycology.co.uk>) pair up with British performance sportswear brand ashmei (<http://www.asmei.com>) with the aim of redefining luxury cyclo-tourism.

Limited to just 12 spots, the exclusive Tramuntana Tour 2018 spring break ride package (5th- 8th April 2018) in Mallorca - the world's greatest cycling destination - will allow cyclists to enjoy a ride experience of a lifetime on the island's most iconic routes ahead of the celebrated Mallorca 312 Sportive.

Guests will be staying at the Jumeirah Port Soller Hotel & Spa, situated on the northwest coast of the island against the backdrop of the Tramuntana Mountains. This stunning five star hotel provides unrivalled access to the greatest climbs Mallorca has to offer, including the Puig Major, Sa Calobra and Coll de Soller. Following a day in the saddle, guests will return to the hotel to take advantage of its luxurious facilities. Riders will be able to take advantage of the world-class amenities at the sumptuous Talise Spa as they recuperate and relax after a day's ride out with a deep tissue revitalising massage.

Cycology Travel offers bespoke luxury cycling holidays for those with a true passion for the sport. Those booking on to the Cycology Exclusive Group Ride Experience will enjoy the best of Mallorcan cycling and follow in the path of cycling legends. Following private transfers from the airport to the Jumeirah, guests will be welcomed on arrival with a complimentary cocktail and dinner at the hotel's Mediterranean Cap Roig Restaurant. A fitting taster of their luxury adventure ahead.

As Jordi E. Tarrida, General Manager at Jumeirah Port Soller Hotel & Spa, explains: "Mallorca is a road cyclist's paradise, particularly out of the hot summer months of July and August. At Jumeirah Port Soller Hotel & Spa we are pleased to work with bespoke cycling holidays expert, Cycology, to make sure we provide the facilities that best adapt to each cyclist's needs."

This is the first foray into cycling holidays by ashmei. As part of the package, the high-end cycling apparel brand will be providing guests with its highly rated cycling clothing upon arrival. That package includes two Merino Jerseys, a Gilet, Bib Shorts and Merino Socks plus a commemorative T-Shirt - with a collective RRP of almost £750.

Mallorca has long been regarded as a road cyclist's paradise, attracting pro-teams such as Team Sky and enthusiasts with its year-round, warm, sunny climate; long mid-gradient climbs; well-maintained roads, relatively free of traffic; and nutritious local cuisine.

The Tramuntana Tour 2018 will see guests stay at Jumeirah Port Soller Hotel & Spa. The package, with four days of guided tours from 5th – 8th April 2018, is priced at £2600pp. For bookings, please call +44 (0)208 912 4522 or to preview the full package, together with rates for non-cycling companions, please visit <https://www.cycology.co.uk/tramuntana-tour-2018>

- ENDS -

Photography is available here

(<http://https://www.dropbox.com/sh/fw7t7158o35y3y8/AAB9YxklcXHw-eWCVpmYYtkya?dl=0>)

<https://www.dropbox.com/sh/fw7t7158o35y3y8/AAB9YxklcXHw-eWCVpmYYtkya?dl=0>

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Editor's Notes

About Cycology

Cycology Travel Ltd is a luxury cycling tour operator, delivering world-class, bespoke, luxury cycling holidays in Mallorca, Mauritius & Portugal, offering 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).

About ashmei

When Stuart Brooke founded ashmei in 2011, it was with a very clear vision of creating the ultimate high end performance sportswear brand. His pedigree designing and producing sportswear for the previous 25 years has enabled ashmei to launch with an incredible wealth of experience. Spotting a gap in the market, his vision for the brand is to become the 'Dyson' of sportswear.

The ashmei way is to start the development of products by looking at what the athlete needs. The design and product development team then evaluate the industry's best products and work out how to improve every element. In short, every ashmei product has to be the best in terms of performance and quality or it won't be launched.