

Press release:

VirtuGO launches first full version of its virtual cycling and coaching platform

VirtuGO today launches its state-of-the-art cycling and virtual coaching platform after 15 months of beta testing. Multiple TT World Champion Michael Rogers, invites you to start training using the same principles and sessions used by the best riders in the World.

As of today, the global community of cyclists, aficionados, coffee riders or trophy hunters, will have the opportunity to train using the same principles and sessions used by the best riders in the World.

Michael Rogers, a former three-time TT World Champion and Grand Tour-stage winner from Australia, now launches VirtuGO, the first indoor training platform with professional cycling DNA to help everyday cyclists reach their fitness goals.

“With today’s release of VirtuGO, we are one step closer to delivering our vision of creating a gamified training platform that passes on the knowledge and experience of 30+ years of professional cycling. With a few clicks of the mouse, cyclists of all fitness levels will have easy access to world-class and science-based coaching and supporting content to help them reach their individual personal health and fitness goals,” says CEO Michael Rogers.

“For the past 15 months, our 10’000+ member testing community has been putting VirtuGO through its paces, and pushing our development team. I’m very thankful to all those who have contributed and provided their invaluable feedback during the beta testing phase. As a token of our appreciation we will be giving all active beta testers a free subscription until the end of September 2019”, he adds.

Training programs designed by World Class coaches at € 5,95 EUR / \$ 6.30 USD a month

Starting today, cyclists of all fitness levels can download VirtuGO and enjoy a 10-day free trial. A monthly subscription fee is available at a very competitively priced at \$ 6.30 USD / £5.15 GBP / € 5,95 EUR.

This gives you access to riding in VirtuGO’s gamified virtual world, combined with the many training programs and single sessions that form the platform’s cornerstone.

Renowned professional cycling coach and sports nutritionist, Daniel Healey, former Head of Sports Science at Team BMC and Tinkoff-Saxo is the expertise behind our training philosophy and supporting content that has been used by many of the World's top cyclists to win one-day classics and grand tours.

World's most advanced virtual cycling coaching engine

VirtuGO's vision is to create the World's most advanced virtual cycling platform that analyses cycling data and metrics in real-time and dynamically adapts to ensure the user is always training optimally.

“With VirtuGO our aim is not to create another virtual cycling simulator. We want to show everyday cyclists how quickly they can improve by applying proper structure and periodisation to their training schedule,” Rogers says.

VirtuGO in short:

VirtuGO is a virtual cycling platform created for everyday cyclists, with a strong focus on training and coaching. Run by former multiple World Time Trial Champion, Michael Rogers. At his side is renowned professional cycling coach and sports nutritionist, Daniel Healey, who has overseen the training and nutrition strategies of more than 70 professional cyclists.

As of today, a free 10-day trial of VirtuGO is available from <https://virtugo.com>. Monthly subscriptions are available at a very competitively priced € 5,95 EUR / \$ 6.30 USD / £5.15 GBP which also provides access to a member's only forum with inspirational content about training, Sports Science and nutrition. VirtuGO is part of Virtu Cycling Group, a family of cycling lifestyle brands.

Virtu Cycling Group in short:

Virtu Cycling Group (VCG) is a family of cycling lifestyle brands and companies founded by former Tour de France winner Bjarne Riis and Danish businessmen Lars Seier Christensen and Jan Bech Andersen. In addition to VirtuGO, the VCG portfolio includes Denmark's biggest cycling network - Virtu Business Club, a travel agency - Virtu Travel, Cycling apparel and equipment - Virtu Cycling Gear, Virtu Villas – a Villa based in Tuscany and Boutique hotels in Mallorca. Furthermore, VGC owns and runs a Women World Tour team and a continental men's team. The goal is to also create a World Tour men's team.

Through this extensive portfolio of companies, VGC aims to create unique cycling experiences. For more information: www.virtucycling.com

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Downloads:

High-res pictures: [Link](#)

Logo: [Link](#)