

VirtuGO adds Training Ghosts to virtual cycling platform

In a groundbreaking update launched today, VirtuGO introduces a much sought after feature and a world first: Training Ghosts.

Ghosts are riders in the VirtuGO world that mimic the user's own previous rides exactly – making for the ideal training partner or benchmark against which to compare.

With the new Training Ghosts, users of VirtuGO can now challenge themselves and race against their previous best times – or check progress throughout the year – without having to do draining benchmarking tests like an FTP.

“At VirtuGO we focus on helping regular cyclists train efficiently by offering pro inspired training programs and resources. Our aim is to help cyclists - regardless of fitness level - reach their goals in the shortest possible time. Our new Training Ghosts is an engaging addition to VirtuGO designed to provide a visual representation of the user's fitness evolution over time”, says VirtuGO CEO, Michael Rogers.

VirtuGO already has a large library of training sessions and programs, and ghosts complement these by being great for those recovery days, where you want to be sure that you don't go too hard.

VirtuGO users can choose which previous ride they want their Training Ghost to mimic. As it moves at the same speed as your previous ride, it follows your riding patterns exactly and makes it easier to get into a rhythm, beat yourself up climbs and see immediate improvements.

In the future, VirtuGO plans to add Training Ghosts from other riders to the list of ghosts that can be selected. This would mean that users of VirtuGO could ride against e.g. professional cyclists and see how they stack up.

Ghosts are available on VirtuGO as of today.

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 and supported by renowned professional cycling coach and sports nutritionist, Daniel Healey. Daniel has overseen the training and nutrition strategies of more than 70 professional cyclists including those of Tinkoff Saxo.

A free 10-day trial of VirtuGO is available from virtugo.com. Monthly subscriptions are available at a very competitively priced € 5,95 EUR / \$ 6.30 USD / £5.00 GBP, which also provides access to a member's only area with inspirational content about training, sports science and nutrition.

VirtuGO is part of Virtu Cycling Group, a family of cycling lifestyle brands.

For more information, please contact:

Bo Ekkelund, head of marketing and communication, VirtuGO, mobile: +45 24 75 12 18.