

## THE BEST JUST GOT BETTER: NEXT-GENERATION WATTBIKE ATOM BIKE TO LAUNCH IN THE UK

*Wattbike launches a new and improved Atom, its award-winning smart home trainer.*

Since 2017, the Wattbike Atom has offered the closest experience a rider will ever get to the feel of the outside road, inside; but the next-generation Wattbike Atom's electromagnetic resistance system is designed to take the rider experience to the very next level. It will incorporate a wider resistance range, faster reactions to third-party apps such as Zwift and crisper gear changes, while updated electronics increase data-sampling precision.

The recent lockdown has only accelerated the trend towards indoor training, and an ever-increasing number of riders who have discovered its fitness benefits are demanding more sophisticated hardware to match the expanding immersiveness of the online platforms as well as to enable a wider range of workouts.

The next-generation Wattbike Atom is perfectly timed to meet their expectations, and will feature:

### *A faster, more powerful resistance system*

The new Wattbike Atom uses a custom-designed electromagnetic resistance system. Instead of using motors to move the magnets up and down, the new system changes the current to the magnet to change braking force instantly, meaning not only does the bike react faster to gradients in third-party apps such as Zwift and The Sufferfest, but its own gear changes are crisper and faster. The new system will also enable an improved experience for a greater range of workouts including HIIT and standing starts. In addition, maximum resistance is increased to 2500 watts at 130rpm.

### *More data via new sensors*

Wattbike has also added a cadence sensor to the flywheel and a new crank angle sensor that will not only allow better accuracy for simulated gradients in Zwift, but will also provide more granular data from which to gain performance insights. The new crank angle sensor reads 48 times per revolution, compared with the two per revolution of the Atom launched in 2017, enabling the bike to make faster decisions, adjusting the resistance system without having to wait for either a half or full turn of the pedals.

Richard Baker, CEO of Wattbike, said: "Since its launch in 2017 I am immensely proud of what we've achieved with the Wattbike Atom; a radical, innovative smart bike that opened



*up a new era in home training. Three years on, the next-generation Atom represents another huge step forward for Wattbike: these major upgrades have fundamentally changed and improved its performance and further enhanced user experience. The Wattbike Atom again sets a new benchmark for the smart home trainer.”*

Andy McCorkell, Head of Product, said: *“We didn’t down tools and pat ourselves on the back when the Atom was launched in 2017. We really listened to our customers and the community to continually improve the product, both with regular content updates and improvement of software, firmware and hardware. The next generation Wattbike Atom takes this a step further, to combine the latest innovative technology and learnings from our range of home and commercial products. The result is a product packed full of features to enhance your experience on third party apps, a phenomenal ride feel and, of course, an unrivalled level of accuracy.”*

The next generation Wattbike Atom will retail at £1,899.99 and is available from £88 per month at 9.9% APR.

For more information about Wattbike visit: <https://wattbike.com/gb/product/atom>

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## ABOUT WATTBIKE

Wattbike is the original, indoor performance training smart bike innovator that designs and manufactures the most sophisticated, yet accessible cycle training tools used by champions, athletes and fitness enthusiasts worldwide.

Wattbike launched in 2008 following an eight-year period of engineering, design and development with British Cycling to create the ultimate indoor smart bike. Its smart trainers are robust enough for elite athletes and champions to train year-round, but also accessible enough for beginners and enthusiasts to achieve their fitness goals. Wattbike’s products help performance-driven athletes track the actual impact of the work they put in and inform them how to train smarter by seeing the progress of individual workouts.

## CONTACT

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