

PRESS RELEASE

CONTINUED EXPANSION FOR WATTBIKE TEAM WITH GLOBAL GROWTH FOCUS

With a continued drive to bolster their growing team of industry specialists, Wattbike have announced Chris Maule, as the new Sales Manager for Scotland and Northern Ireland as well as the internal promotion of Rachell Crew from Sales Manager to EMEA Business Development Manager.

This follows a recent senior team restructure ahead of their pioneering four-year global strategy, along with an internal promotion for Simon Overing to Sales Director and the appointment of Kieran Staniland as Account Executive supporting key accounts in the UK.



Richard Baker, Wattbike Managing Director, comments: “We are pleased to announce that Chris will be taking on this role, and congratulate Rachell on her internal promotion in order to support our international growth.

Chris has 20 years’ experience in the industry and has held Head of Sales roles with Matrix, Ziva and Precor. He has an excellent record and reputation for driving sales into Scotland where he is based and as a keen cyclist and sportsman, will be a fantastic fit for our ever expanding team.”

Looking to the future, Wattbike are planning significant innovations to their product range and software in 2018 They will globalise the Wattbike Atom across key regions and will continue working to advance their digital offering with ‘Wattbike Play’, a platform to seamlessly integrate your workout data and third party apps so that users can take their training with them wherever they go.

Baker continues: “We have an exciting global vision that will ensure we grow our market leading position even further. We will be performing new market research and implementing into new areas of the global health industry.

We are exploring AI technology and have embarked on a research partnership with Loughborough University. There will also be a focus on ecommerce growth and secondary spend partnerships. Having completely revolutionised indoor cycling over the past 10 years, we have no plans to slow down now, having set the pace we feel that it is bestowed on us to keep driving the indoor cycling sector.”

~Ends~

Words: 352

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NOTES TO EDITORS

ABOUT WATTBIKE

The Wattbike is the indoor bike of choice for elite athletes, the health and fitness sector and the home fitness market. Endorsed England Rugby and chosen by the UCI World Cycling Centre as the testing and education bike for its base and satellite centres around the world, the Wattbike is the go-to training tool for athletes across the globe.

The Wattbike's Performance Computer enables the accurate measurement of over 40 performance parameters. Combined with a fully customisable ride setup and the feel of riding a real bike, it provides the user with a highly effective and efficient power-based training solution.

Today, the Wattbike is used by the world's top cycling federations including Great Britain, Australia, United States and France, in addition to professional teams and elite athletes in all cycling and triathlon disciplines. Other sports have also adopted the Wattbike as a cross-training tool and is used by many Premiership football clubs, Premiership Rugby, Rugby Football Union, Rugby Football League, Formula One drivers, England Hockey, GB Rowing, British Sailing, English Institute of Sport and UK Sport.

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