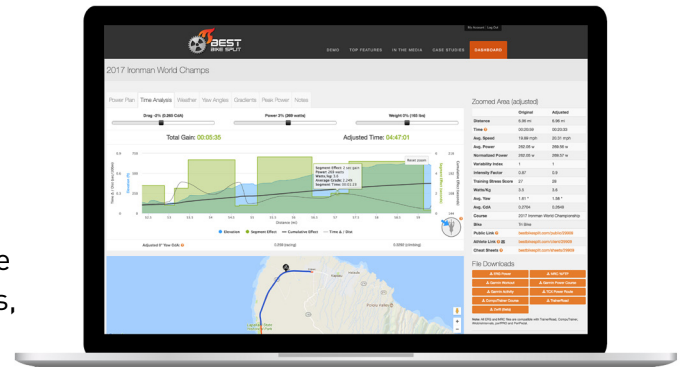




## ARE YOU READY FOR YOUR BEST BIKE SPLIT EVER?

## HOW IT WORKS

Create an athlete profile, bike profile and select or upload a course, then run a race model by setting a target goal in watts, time or a Training Stress Score®. Using our math and physics engine we will output the best possible power plan, enabling the athlete to have the fastest bike split possible, given their profiles, the course conditions and any limitations they might set.



## WHAT IT CAN DO

- Predict Future Race Times
- Help Set Realistic Goals
- Plan Optimal Power Targets
- Test Various Race Scenarios
- Estimate Aerodynamic Drag
- Help With Equipment Selection
- Output Plan For Use On Head Units
- Simulate Races On Smart Trainer
- Determine Tactical Advantages
- Advanced Weather Forecasting
- Power Needed For Goal Times
- Compare Multiple Race Plans

## OUR AUDIENCE

Best Bike Split is for triathletes and cyclists who use a power meter to train and race. These athletes are looking for an edge on the competition and are using this powerful set of tools to help them plan, train and race.

## OUR PRODUCTS

Best Bike Split uses a freemium model, which means it's free to sign up and use many of our powerful tools. We have upgrade options for both athletes and coaches that open access to all of our premium features. Athletes can upgrade to a premium subscription at either \$19 per month or \$119 annually, and the coach's subscription is \$299 annually. The primary difference between the coach and athlete subscription is the added functionality that allows coaches to invite and/or create athlete accounts that they can then work with.

# OUR STORY

Best Bike Split was formed in 2013 by Rich Harpel and Ryan Cooper who met while training for Ironman Coeur d'Alene. While watching the Tour de France that year Ryan noticed a rider who had attached a piece of paper to his bike with hand written power goals for each segment of a time trial. With that, the initial idea of programatically breaking a course into segments and optimizing power targets, Best Bike Split was born.

Today Best Bike Split is used by Tour de France teams, IRONMAN® world champions, Olympic gold medalist, age group athletes and coaches around the world to plan, train and race.

## CONTACT

For all press and marketing inquiries, please contact Rich Harpel at [press@bestbikesplit.com](mailto:press@bestbikesplit.com). Visit the website at [www.bestbikesplit.com](http://www.bestbikesplit.com) for a demo and more information on Best Bike Split.

## SOCIAL MEDIA



[www.facebook.com/bestbikesplit](http://www.facebook.com/bestbikesplit)



[www.twitter.com/bestbikesplit](http://www.twitter.com/bestbikesplit)



[www.instagram.com/bestbikesplit](http://www.instagram.com/bestbikesplit)



[www.youtube.com/bestbikesplit](http://www.youtube.com/bestbikesplit)



*"Racing well-prepared, means analyzing previous races and predicting conditions, tactics and race-pace for future events. Best Bike Split gives us the perfect platform to do just that and provides us and our athletes with the information we need to win races."*

- Trek-Segafredo

*"I just wanted to drop you a note and let you know I used your service to profile the course at IRONMAN Mont Tremblant this past weekend en route to my record setting performance."*

- TJ Tollakson

## LOGO USAGE

Partners are encouraged to use the Best Bike Split logo on their sites, in emails and in social media posts when linking to the Best Bike Split website or mentioning the Best Bike Split brand. The full-color version of the logo is the preferred logo for usage. In cases where a 1-color logo or a reversed out logo are necessary please select an alternative version. See the `bbs_logo_set` folder for EPS, SVG, PNG and JPG versions of these logos.

full-color

full-color reversed

1-color black

1-color reversed

