

***BOARDMAN PARTNERS WITH  
PODIUM AMBITION PRO CYCLING TEAM***

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***BOARDMAN***



## ***BOARDMAN BIKES BECOME THE OFFICIAL BIKES SUPPLIER TO PODIUM AMBITION PRO CYCLING POWERED BY CLUB LA SANTA***

Boardman Bikes and Podium Ambition Limited agree a two year partnership that will see the 14 strong professional team equipped with the very best from the recently launched Boardman Elite Women's Range. With road race and training bikes coming in the form of the aerodynamic AIR model and the super-light SLR Endurance model, the riders will have a choice of equipment depending on terrain and course profile.

With the World Championship Team Time Trial a big goal for this season, the Boardman Time Trial bike options ensure the team will be the best equipped as they prepare for this Ultimate team event. The ATT and TTE Time Trial bikes are designed by Chris and the same team of R&D experts and both offer exceptional aerodynamic test results using Boardman's C10 carbon engineering process.

Speaking about the addition of Boardman Bikes as the Official Bikes Supplier, Team Director Barney Storey said, "It's no secret we are a huge fan of Boardman Bikes in our household since

Sarah [Storey] won gold in the 2008 Beijing Road Time Trial and 3 successive World Time Trial titles from 2009-2011 using the Boardman ATT."

"The roster of the Podium Ambition Pro Cycling team powered by Club La Santa is an incredibly strong line-up with both Sarah Storey and Joanna Rowsell going in to Rio with titles to defend".



**KATIE ARCHIBALD**



**LAUREN CREAMER**



**KATIE PRANKERD**



**GRACE GARNER**



**AMY GORNALL**



**ELIZABETH-JANE (EJAY) HARRIS**



**BETH HAYWARD**



**SARA HEADLEY**



**SHARON LAWS**



**NICOLE MOERIG**



**CLAIRE ROSE**



**JOANNA ROWSELL-SHAND**



**GABRIELLA SHAW**



**DAME SARAH STOREY**

Storey continued to say “When the opportunity came to discuss our professional team plans with Boardman Bikes it was clear from the start the synergy of our ambitions and work ethic were of the same high standards. Boardman have developed their range of bikes and continued to research and improve them since they started in 2007 and in our short history we have also followed this path of always looking for ways to make ourselves better. Being able to fit our team out with this impressive range of bikes is an exciting prospect and I am looking forward to seeing them in action as we take to the professional peloton for the first time. As a team we will be proud to roll out on a women’s range that is the first we’ve found to show no compromise on the performance qualities of the frameset.”



Andy Smallwood MD of Boardman Bikes spoke of their decision to move into the sponsorship of a UCI Professional Women's team, "We have been looking for a way back into Professional team sponsorship and the professionalism, ambition and rider roster of Podium Ambition made working with Sarah and the team a logical decision, the connection with the team will also give us a valuable resource in our continuous process of product development".

Chris Boardman Chairman of Boardman Bikes added "As a company we love what Podium Ambition are trying to achieve and we are delighted to be able to do our part to help some very talented riders. I'm looking forward to supporting them and watching the team race. Although this is a 2 year arrangement, we intend this to be only the start of a long term partnership."







## MORE INFORMATION?

For further information please contact

Jamie Mitchell

PR and Marketing Manager Boardman Bikes

07522 404 650

[www.boardmanbikes.com](http://www.boardmanbikes.com)

Barney Storey

Team Director

07771 925 472

[www.podiumambition.com](http://www.podiumambition.com)

