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Wahoo Fitness KICKR Power Trainer Wins Eurobike Gold Award

(Atlanta, GA – August 28, 2014) – Wahoo Fitness, the leader in fitness apps and products that take advantage of the power of smartphones, announced today that the KICKR Power Trainer has received the Eurobike Gold Award in the accessories category, the most prestigious award of the Eurobike Tradeshow.

The KICKR Power Trainer was selected over an impressive list of submissions. “We are honored to have been selected for the Eurobike Gold Award from such a deep field of competitors”, said Chip Hawkins, CEO of Wahoo Fitness. “Being chosen for a Eurobike Gold Award is a true testament to the entire Wahoo team and our dedication to create the ultimate indoor cycling experience.”

The winners of the Eurobike awards were presented at a ceremony in Friedrichshafen, Germany during Europe’s largest bicycle industry tradeshow. Selected by an independent jury of industry experts, the award winners were deemed to stand out from thousands of products based on a number of criteria including functionality, design quality, and degree of innovation.

Using Bluetooth 4.0 and ANT+ technology, the KICKR Power Trainer connects to a wide range of smartphones, tablets, and PCs, allowing full resistance control during your training session. While pedaling, users can increase or decrease resistance, structure interval workouts or even simulate real world bike courses all from their connected device.

To request additional information on the KICKR as well as all Wahoo products and technology, please contact PR representative Mark Riedy at 415.302.2923 or by email mark@trueoverdrive.com. Eurobike attendees can experience the KICKR and the rest of Wahoo’s product line in Hall B1 / Booth 505.

For more information on Wahoo Fitness, please visit <http://www.WahooFitness.com>

About Wahoo Fitness

Located in Atlanta, GA., Wahoo Fitness has created a full ecosystem of sensors and devices for the runner, cyclist or general fitness enthusiast. Wahoo Fitness’s award winning line of Bluetooth Smart products include the KICKR indoor bike trainer, the world's first smartphone powered bike trainer, the RFLKT and RFLKT+ line of bike computers, the world’s first smartphone connected bike computers, and the new TICKR family of chest-based wearables. The TICKR family, composed of the TICKR, TICKR Run and TICKR X, combine heart rate training with advanced motion analytics. Learn more about Wahoo’s full line of products at www.wahoofitness.com.