

SIGMA SPORT® press release

Please publish. Thank you for sending us document copies and hyperlinks.



Neustadt a. d. Weinstraße, 08/01/2020

SIGMA SPORT is technology supplier of BURGOS BH

SIGMA SPORT is pleased to announce its future partnership with the Spanish ProContinental team Burgos BH. In the season of 2020 the German manufacturer of GPS bike computers, wearables, and bike lights will become the team's technology supplier.

From now on, all team members will train and assess their performances with the high-quality ROX 12.0 SPORT to record and monitor all performance data of every cyclist. These data will make an important contribution to training plans throughout the cycling season.

To increase the safety of riders, everyone will train with the new SIGMA BLAZE rear light, which can be seen at a distance of 500 m and has a brake light function. This is particularly useful when riding in groups.

Throughout the year, BURGOS BH will use the German company's bike computers worldwide on more than 177 competition days and at the highest level in WorldTour events. Team manager Julio Andrés Izquierdo: "It is an honor for us to use SIGMA SPORT products. We can track training sessions and help cyclists achieve their personal best performances while taking advantage of the brand's latest innovations. We hope it will be a long-term, mutually beneficial relationship."

Ángel Madrazo is one of the top riders of the team. The Cantabrian cyclist explains how important it is to have the support of the German company in races and in training, because "with these bike computers it is much easier to complete the training and then learn from the trainer the status of your own current form. In this way, you will always know during the competition how to deal with your strengths and how to use them optimally to achieve excellent results."

page 1 / 2

Press contact:
Nasrin Mir Shakkeh

phone: +49 6321 9120 159 / mobile: + 49 151 67856589
e-mail: nasrin.mirshakkeh@sigmasport.com#

SIGMA-ELEKTRO GmbH • Dr.-Julius-Leber-Straße 15 • D-67433 Neustadt

www.sigmasport.com



SIGMA SPORT relies on a solid and future-oriented partner. After a sensational year, BURGOS BH is about to enter its third year as a Professional Continental team. In 2019 Ángel Madrazo won the fifth stage of the Tour of Spain, Matthew Gibson won the 13th stage of the Qinghai Lake Tour, José Fernandez won the third stage of the Trofeu Joaquim Agostinho and ended the season with a total of 3 wins, 12 podium finishes and a total of 57 places in the top 10.

Patrick Lechner, Marketing Manager Sports at SIGMA SPORT, emphasizes: "I am very happy with this new collaboration, which will allow us to work together with a team at the highest level in Spain and help its members achieve all the goals in 2020."