

US-based Primal/MapMyRIDE Team rely on BH Cristal for further achievements

There is a new team in the BH family: American Primal/MapMyRIDE professional women's team. A promising squad including some of the big names of American cycling, such as Emily Kachorek, former U23 national champion who accomplished 20 podium finishes in 2010, Gwen Inglis, 2005 American Cycling Association Best All-Around Rider, or Nicky Wangsgard, 2009 and 2010 Superweek Women's Pro Tour Champion.

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Other talented cyclists in the team are Kasey Clark, Liza Rachetto, Megan Hottman, Nicole Evans, and Tiffany Pezzulo, all of them with extremely successful careers.

Primal/MapMyRIDE Team will try and bask lots of victories next year, supported by the best of allies: the BH Cristal, the jewel in the crown of the Women Design range. BH Cristal combines beauty, function and comfort in an attractive, stylish, and extremely versatile bike for women. Already popular in the US, it is bound to grow even more in the American market with BH's support to Primal/MapMyRIDE Team.

"We've formed a very strong team of women. People that other women, and even men, can look to for training advice and competitive inspiration," said Team Director Susannah Gordon. "There're a lot of talented female cyclists around the country who'd like to race. Our hope for Primal/MapMyRIDE is that others will see what we're doing, build similar teams on the same model, and come out and race. It's our mission to support and promote competitive female cycling." And like any other cycling team, they want to win, gain experience and build a competitive spirit.

The team have already confirmed they will be attending the following events next year:

- February 9-13: John Earley Memorial Valley of the Sun Stage Race
- March 30-April 3: Redlands Bicycle Classic
- April 14-17: Sea Otter Classic
- April 27-May 1: Tour of the Gila
- April 30-May 8: USA CRITS Speed Week
- May 5-8: Joe Martin Stage Race
- June 10-12: The Saint Francis Tulsa Tough

- June 21-26: US Elite Road Nationals
- July 19-24: Cascade Cycling Classic