Press Release

BIKE Italy to cover WES 2021 season

Monaco (P.ty) Friday 12th March 2021 - WES Management is pleased to announce its official media partner **BIKE** for the 2021 **World E-Bike Series in Italy**. As part of the **BFC Media** group, **BIKE** will be covering each event and bringing into focus all aspects of the E-Bike World Cup.

BIKE will focus its coverage within the world of e-bike racing, highlighting the competition lifestyle and competitive challenges that the world class racers from the world of e-mountain bike will face.

BIKE is available on digital terrestrial, channel 259 in HBBTV and also online via its streaming service. The first races will take place from the 24th of April 2021.

BIKE in partnership with **WES** will be transmitting the first races live, making available for passionate fans a variety of multimedia content, including in-depth coverage from the paddock in Peille (France). All media will be available on tablet, pc and smart TV on demand.

A large part of the communication initiative within the events, will be based on the relationship between sport and smart mobility with two wheels. The aim will be to generate growth within the world of sustainable transport. BFC Media as recent purchasers and holders of the **World E-Bike Series** media rights, will be hoping to reinforce the multiple aspects of the sustainable electric transport revolution.

With multiple media resources at their disposal, **BFC Media** will be distributing their coverage across their paper titles (BIKE - part of Forbes) which are available separately on news stands, Sport Italia - digital terrestrial channel 60 and their websites bikechannel.it and bikeplay.tv.

The **WES UCI E-Mountain Bike Cross-Country World Cup** is the only electric discipline under the **UCI,** which has now come to maturity and surpassed the activation phase of the sport. It is now a point of reference within this growing discipline.

For further information:

https://bfcmedia.com/

http://bikeplay.tv/diretta/

WORLDEBIKESERIES.COM