



PRECISION

POWER METER

Official Supplier of
Power Measurement

etixx

sports nutrition



PRO CYCLING TEAM

4iiii.com





PRO CYCLING TEAM

Etixx – Quick-Step World Cycling Team Rides with 4iiii PRECISION PRO Power Meter in 2016

Official Supplier of Power Measurement, 4iiii, boasts lightest, dual-sided power meter on tour.

January 8, 2016

Through a partnership with the team’s official equipment supplier, Specialized Bicycle Components, 4iiii is providing dual-sided PRECISION PRO power meters to the team’s more than 30 world-class riders. Consisting of two pods permanently installed on the inside surfaces of the bike cranks, PRECISION PRO adds a mere 25 grams of combined weight to cyclists’ bikes.

Specialized chose 4iiii’s PRECISION power meter technology because of its minimal weight and quality data output. Our choice was further enforced by 4iiii’s history in sport monitoring innovation and its highly responsive technical client support. This partnership between Specialized and 4iiii is a reflection of our mutual commitment to deliver the best products and latest technologies to the world’s strongest riders. We look forward to further developing the technology to enhance rider performance.

Simone Toccafondi, Head of Specialized Racing Road

We are happy to partner with 4iiii for this new race season. 4iiii’s history is relatively new but well established in the world of cycling. We’re delighted they’re making their debut in the professional cycling world with us. We want to welcome them and hope it is just the beginning of a fruitful and lasting collaboration.

Patrick Lefevere, CEO of Team Etixx – Quick-Step

We’re honoured to support the proven commitment and excellence of both Specialized and Team Etixx – Quick-Step. The sophistication of our technology allows us to produce relevant, differentiated products that lead to measurable results for athletes in many sports. We’re looking forward to seeing the benefits of our concepts realized on the global stage.

“This collaboration with Etixx – Quick-Step and Specialized will add to 4iiii’s on-going development of game-changing sport and wellness devices. It’s exciting.”

Kip Fyfe, President and CEO, 4iiii Innovations Inc.

4iiii’s dual-sided PRECISION PRO power meter system was uniquely developed for Team Etixx – Quick-Step to empower the world’s most discerning riders.



4iiii dual-sided PRECISION PRO power meter.



Team Etixx – Quick-Step riders at a training camp in Denia, Spain in December 2015.



Team Etixx – Quick-Step Specialized Venge road bike showcasing PRECISION right side.

