

Boyum IT and Waoos new partnership with NTT Pro Cycling

Danish companies Boyum IT and Waoos are announcing a new partnership with World Tour team NTT Pro Cycling. Both were previous partners of Virtu Cycling, who became co-owner of the South African team earlier in 2020.

NTT Pro Cycling is pleased to announce that Denmark's leading supplier of Internet, TV and telephony via their fibre-optic network, Waoos, as well as tech company Boyum IT, who deliver software solutions to SAP customers worldwide, have entered into an exciting partnership with both their World Tour and UCI Continental outfits.

This partnership will also see the team race with the respective brands on their striking, recently launched kit.

This new announcement follows the earlier confirmation that Virtu Cycling, a group of companies engaged in cycling-related activities, initiated a partnership with NTT Pro Cycling. That move also saw former Tour de France winner Bjarne Riis join the team in his capacity as Team Manager.

NTT Pro Cycling warmly welcomes Boyum IT and Waoos to its already stellar line-up of world-class partners. This tie-up will not only work to deliver some of the best results possible in the sport's biggest races, but also further drive the awareness that bicycles have in changing lives through NTT Pro Cycling's partnership with the Qhubeka Charity.

Douglas Ryder, Founder and Team Principal, NTT Pro Cycling:

I'm very happy to welcome Waoos and Boyum IT to the team, it's great that several of the former Virtu partners want to continue their involvement in the sport. We are in many ways the natural fit with our technology-driven approach to performance being a key part of our shared vision with our title sponsor, NTT Ltd.. In this matter, both Waoos and Boyum IT are excellent fits.

Bjarne Riis, Virtu Cycling co-owner and Team Manager, NTT Pro Cycling:

We've had great cooperation with Waoos and Boyum IT regarding Virtu Cycling. They've both been dedicated in supporting our ambitions of developing the cycling sport in Denmark. The next step is a World Tour Team wearing a Danish mark and with the ability to be among the best in the world. To obtain that ambitious goal it is crucial to work with passionate partners. Therefore, I'm very pleased that both companies continue this as NTT Pro Cycling partners.

Jørgen Stensgaard, Managing Director, Wao:

Wao has been part of Virtu Cycling Group's journey towards a World Tour team since 2018 with its involvement in the continental Team Wao. So it feels quite natural for us to continue this great collaboration and get the project to cross the line.

The ambition for the team to be the best in their field matches the spirit of Wao, and we definitely see a beneficial synergy in the collaboration. From our close cooperation and familiarity with Bjarne Riis and everyone from the Virtu team, we know that the team will continue to be run with great dedication and skill. We therefore look forward to seeing a prominent team spearhead the largest Danish races with our logo on their jerseys.

Mikael Boyum, CEO, Boyum IT:

At Boyum IT, we have a community in several locations around the world, and we constantly strive to stay up-to-date with the latest technologies and trends. We are driven and motivated to be the best in our field, so find it natural to partner up with one of the best cycling teams in the world.

The collaboration with NTT Pro Cycling is a strong partnership that will benefit both us and them. We are going to embrace this partnership very actively through many different international activities that will benefit both our current and new partners, and especially our employees around the world. At the same time, there is a clear alignment between Boyum IT's core values and both NTT Pro Cycling and cycling in general, and the partnership therefore means that we can better support the goals that we work for every day.

Anders Gram, CEO, Virtu Cycling Group

Being able to announce partnerships with Wao and Boyum IT is fantastic news for Virtu. We've had great cooperation with both companies at Virtu, and I'm pleased that, as a cycling organisation, we can create so much value for a partner that they want to continue partnering up and develop the collaboration with NTT Pro Cycling.

For the Virtu Cycling Group, this is a clear signal that we are part of the World Tour team and that we want to leave a Danish mark on the team and promote Danish cycling. It is also a clear indication of the potential impact sponsorships can have on Danish companies — particularly with the Danish Tour start just around the corner — and we are ready to talk to other Danish companies interested in the opportunities offered by a partnership with NTT Pro Cycling.