



## **Izumi Chain and USA Cycling Announce Partnership**

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*Osaka, Japan* - Izumi Chain of Osaka, Japan is excited to announce a new product partnership with USA Cycling effective immediately.

Izumi Chains, manufacturers of high-end cycling chains for road, BMX, MTB, and track riding have joined forces with USA Cycling, to provide high end chains for USA Cycling's National Team riders. Izumi brings a 103-year manufacturing history of the highest quality, Japanese made bicycle chains to this partnership. Jeff Zell, Global Go-To Guy for Izumi said, "This partnership is the perfect match for Izumi and we're very proud to offer our expertise in helping the USA Cycling riders achieve their goals."

USA Cycling oversees the disciplines of road, track, mountain bike, cyclocross, and BMX. With a mission to develop the sport of cycling in the United States at all levels and to achieve sustained international racing success, USA Cycling supports cyclists from enthusiasts just beginning in the sport to seasoned professionals. Jeff Pierce, USA Cycling's Director of Elite Athletics said, "At the highest levels of our sport, the difference between standing at the top of the podium and finishing off of it can be tenths or hundredths of a second. Our partnership with Izumi allows us to utilize their chains to give our athletes the competitive edge as they seek World Championships and Olympic medals."

### **ABOUT USA CYCLING**

USA Cycling is a proud member of the Union Cycliste Internationale (UCI) and United States Olympic Committee (USOC). Within the United States, USA Cycling is the national governing body for the sport of cycling and oversees the disciplines of road, track, mountain bike, cyclocross, and BMX. With a mission to develop the sport of cycling in the United States and to achieve sustained international racing success, USA

Cycling supports cyclists at all levels, from those just beginning in the sport and participating in fun rides to seasoned professionals. The organization not only identifies, develops, and selects cyclists to represent the United States in international competition, but also supports amateur bike racing through grassroots development programs and the provision of critical infrastructure to run organized racing.

USA Cycling is headquartered in Colorado Springs, Colorado, and will celebrate its 100th anniversary in 2020. In 1920, the organization began as The Amateur Bicycle League of America and evolved to become the United States Cycling Federation in 1975 and ultimately USA Cycling, Inc. in 1995. USA Cycling's 100,000+ members are comprised of racers and cyclists of all ages and abilities, coaches, officials, mechanics, and race directors.