



Wahoo Acquires Speedplay

Wahoo Fitness, on the heels of their purchase of indoor training app The Sufferfest, announces their acquisition of storied cycling pedal brand, Speedplay.

(Atlanta, GA – 24 Sept 2019) – [Wahoo](#), the leader in connected fitness devices, has today announced its acquisition of Speedplay, the iconic pedal brand found on the bikes of athletes such as Tour de France winner Sir Bradley Wiggins, two-time Ironman World Champion Jan Frodeno, and two-time Time Trial World Champion Kristin Armstrong.

Speedplay products have a long heritage of providing unique, cutting-edge pedal technology to a passionate community of athletes. Wahoo seeks to build on that legacy by bringing its commitment to smart training, its extensive suite of products, and its history of innovation to the Speedplay brand. By focusing on the needs of cyclists across all disciplines, Wahoo intends to put Speedplay pedals on as many bicycles as possible and continue to drive creativity at this celebrated brand.

“Wahoo and Speedplay share a common approach of leveraging technology to develop products that enhance the performance of cyclists. Speedplay pedals are the most innovative, high performance pedals available so it’s a perfect fit with Wahoo,” says Chip Hawkins, Founder of Wahoo Fitness. “We welcome the opportunity to offer another edge to Wahoologans around the world with the best pedals in the business.”

“When Sharon Worman and I founded Speedplay, it was because I wanted to solve problems performance athletes were having in reaching their full potential,” said Richard Bryne, CEO of Speedplay, Inc. “By becoming part of the Wahoo family, we can carry that mission to more athletes with more compelling products than ever before.”

The Speedplay portfolio is a perfect complement to Wahoo’s growing ecosystem of best-in-class outdoor cycling products, and together, Wahoo and Speedplay will be able to deliver unmatched excellence in the pedal category.

Learn more about Wahoo’s full line of products at wahoofitness.com.

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About Wahoo

Located in Atlanta, GA, Wahoo has created a full ecosystem of sensors and devices for runners, cyclists and general fitness enthusiasts. Wahoo's award-winning line of products include the KICKR family of smart trainers and accessories, the ELEMNT family of bike computers and the TICKR family of heart rate monitors. Learn more about Wahoo's full line of products and apps at www.wahoofitness.com.