

Velo Vie Sponsored Team Amore e Vita Life Time Fitness Claims Complete Victory in Univest Grand Prix

Last Updated Wednesday, 16 September 2009

Scottsdale, AZ ‐ Velo Vie, a leading manufacturer and consumer-direct marketer of high-end carbon fiber bikes, has announced an exciting win for its Amore e Vita cycling team presented by Life Time Fitness (lifetimefitness.com). Amore e Vita claimed a complete sweep of the three-day Univest Grand Prix (UCI race) in Pennsylvania. September 16, 2009

Scottsdale, AZ - Velo Vie, a leading manufacturer and consumer-direct marketer of high-end carbon fiber bikes, has announced an exciting win for its Amore e Vita cycling team presented by Life Time Fitness (lifetimefitness.com). Amore e Vita claimed a complete sweep of the three-day Univest Grand Prix (UCI race) in Pennsylvania.

This intensely competitive event included a team trial on Friday, September 11 in Allentown, the Univest Grand Prix on Saturday, September 12 in Souderton and the Univest Criterium of Doylestown on Sunday, September 13. Velo Vie, Life Time and the Amore e Vita team emerged the winner each day.

The first day of the race was a TTT of 7.7 miles with the Amore e Vita team taking the lead with a time of 16'.21" as German rider Philipp Mamos crossed the finish line just in front of the national champion of the Ukraine and teammate, Volodymyr Starchyk.

Commenting on this victory, Amore e Vita Team Manager Cristian Fanini said, "I knew we were going to be the best team, so this victory isn't something unexpected. Now we can look further and I am confident we can reach important results. I would like thank our sponsor Life Time Fitness and Velo Vie for their incredible support. Without their help this wouldn't be possible. This amazing victory is for them!"

Amore e Vita riders came back the next day to claim the first place title again in Allentown. This second stage of the Univest GP included a road race of 100 miles and is the overall classification of the competition. Starchyk dominated the race ahead of Swedish rider Petter Stenberg and Friday's champion, Philip Mamos. Starchyk won the overall classification, while the Amore e Vita team won the Team Time classification.

Said Fanini after Saturday's win: "It was absolutely incredible and special thanks to our sponsors. I am sure that with their help we will overcome again in America also next season. Meanwhile I enjoy these victories hopefully that tomorrow our sprinter Metlushenko will win the criterium for a 'perfect' race ending."

Fanini was ecstatic by the end of the Sunday race as sprinter Yury Metlushenko won for the second year in a row. In addition, the Amore e Vita team won everything possible, taking TTT, road, race, criterium, overall classification, best sprint jersey and team classification, making the overall race weekend a major victory for the Amore e Vita team and sponsors Life Time Fitness and Velo Vie.

"This victory is an exciting win for our team and our partner, Life Time Fitness as it demonstrates the value this relationship presents to the industry," said Homayoon Farsi, CEO of Velo Vie. "Our commitment to our teams and our partners helps to drive success in this arena. We are thrilled that these riders have the drive and desire to perform over and above not only the competition, but also our expectations. We can't wait to see what will happen next."

Velo Vie works to promote a healthy lifestyle in conjunction with competition through state of the art bicycles that offer exclusive and innovative features unmatched in the industry. The company's relationship with Life Time Fitness emphasizes the support of the universal needs of all levels of riders. The sponsorship of the Amore e Vita racing team is an extension of this partnership, benefitting the team with nationwide support and high-quality racing equipment.

About Velo Vie

Arizona-based Velo Vie manufactures and markets high performance and racing bicycles direct to the consumers through its online marketplace. Founded in 2006, Velo Vie offers highly customizable bicycle frames featuring Velo Vie™ Carbon Axis technology. Velo Vie offers consumers top quality components through its relationships with manufacturers such as Shimano, Campagnolo, SRAM, Fulcrum, Reynolds, Easton, Vision, Profile, Ritchey, FSA, Deda, Rolf, Time, Speedplay and Look. For more information about Velo Vie visit www.velovie.com. Contact info press@velovie.com or call 1-877-VELOVIE.