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BikeFinder Partners With Team Jumbo-Visma

The BikeFinder and Team Jumbo-Visma partnership is a milestone for bicycle security in the professional cycling industry

Stavanger, Norway. BikeFinder, a company that creates state-of-the-art bike tracking devices, has announced a new partnership with the leading cycling team, Team Jumbo-Visma. Bicycle theft is steadily increasing. Approximately 3% of stolen bikes are recovered without using a bike tracker. In comparison, most bikes with a BikeFinder device have been returned to their owners since the first BikeFinder device was released in 2019.

BikeFinder's partnership with Team Jumbo-Visma highlights the commitment both companies share in spreading awareness for bike security and bicycle theft. BikeFinder will be the official tracking device of Team Jumbo-Visma, supplying BikeFinder trackers to the entirety of its team.

In 2019, a bike thief, in the middle of the day, stole one of the reserve racing bikes from the roof of Team Jumbo-Visma's car – just before the start of the third stage in Critérium du Dauphiné. The police got involved, but the bike was never seen again.

"Obviously we want to avoid these situations," says Marcel Kruithof, manager Service Course Team Jumbo-Visma. "Thus, we are happy to welcome BikeFinder as a partner - the Norwegian company that started in 2015 with the development of a tracking tool fitting every type of bike. The current system works via GPS, GSM and Bluetooth and helps to track down the exact location of a bike. BikeFinder supplies us with trackers for the whole team so we can protect all our riders' bikes against bike theft."

"BikeFinder has been a disruptive factor since its launch in 2019. We have consistently been able to point to high recovery rates. This partnership with Team Jumbo-Visma sets a new standard for the protection of bicycles belonging to professional cyclists. We are proud to supply Team Jumbo-Visma with our tracking devices, and to partner with such major player in the professional cycling sphere." says Birgitte F. Sunde, CEO of BikeFinder.

The BikeFinder tracking device requires a subscription to be activated. Team Jumbo-Visma's customers will now have the option of purchasing a BikeFinder tracker through Team Jumbo-Visma's online store.

About BikeFinder:

Founded in 2015, BikeFinder's roots began in the heart of Stavanger, Norway's entrepreneurial and innovative tech start-up community. The BikeFinder team quickly began developing an integrated tracking device that would fit any type of bicycle. The device provides accurate tracking through GPS, GSM, and Bluetooth technologies, with long battery life – suitable for work commutes and long bike tours. In 2017, BikeFinder was one of two winners in Petter Stordalen's "Strawberry Million" – competing with over 2000 other start-ups. Today, that entrepreneurial spirit continues to inspire our growing and diverse team, working together to create the ultimate tracking tool for your bike.



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About Team Jumbo-Visma:

Team Jumbo-Visma is a Dutch professional top sports team that is visible 365 days a year and performs at the highest level. With the merger of a professional cycling and speed skating team, the foundation has been laid for a new organization model in Dutch top sports.

This model revolves around innovation, knowledge sharing, talent development and joining forces. Not only in terms of sport, but also commercially and communicatively. There is a new top sports culture that, thanks to dedication, development and sporting achievements, propagates 'Dutch pride' as an important core value. Through our own channels and victories at the highest level, we inspire a new generation and an ever-increasing number of athletes and fans. Management, coaches, athletes and partners share knowledge, they work together and they push each other to greater heights with one goal in mind: winning together!