Team Wiggins sign up with Yellow Jersey Insurance

Tuesday 30 June, 2015

Yellow Jersey Cycle Insurance is today delighted to announce that they have added a major partner to the list of teams they work with by agreeing terms with UCI Continental team Wiggins, home of 2012 tour winner Sir Bradley.

With under a week to go until the start of the Tour De France, teams are beginning their final preparations. One of the worst nightmares for any team in this position is getting their valuable equipment stolen. But it does happen. In February last year, Team Sky had all of their bikes stolen ahead of Haut Var. Earlier this year, Team Cult Energy had their bikes taken before the same race. Back in 2013, Team Garmin Sharp were forced to pull out of the Tour of the Mediterranean after their equipment was taken.

Yellow Jersey Managing Director Ryan Geordanis explains: "It does happen. And with the Pro's, individual bikes can be worth £20,000. Aside of the financial cost, there's the logistics of quickly replacing the kit which is set up for individual riders."

"We're incredibly proud to be asked by Team Wiggins to support their racing endeavors this year. It's a dream association for cycling fans like us to be partnered with the Wiggins brand and such a talented race team. Yellow Jersey Cycle Insurance take a deep interest in supporting bike racing at all levels and disciplines"

The deal ensures that the team will be back on the road quickly, should the worse happen. Andrew McQuaid, Team manager at team Wiggins commented "Yellow Jersey is a good fit for us given the race centric nature of the product, their competitive focus and their genuine passion for cycling and we are looking forward to working with them."

Yellow Jersey is a specialist cycle insurance company who already sponsor double Olympic Champion Laura Trott's team, Matrix Pro Cycling. The business specializes in individual insurance packages for cycling enthusiasts with multiple and expensive bikes, through a comprehensive policy covering theft, crash damage and liability both UK and abroad.

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