



New Track Cycling League Gears up for Post-Olympic Launch *TeamTrak to Introduce High Speed Racing Entertainment*

August 6, 2024 - Organizers of [TeamTrak Cycling League](#) are set to launch in 2025 with a cycling property designed to thrill the most ardent sports fan. With a portable and expandable indoor track with up to 50-degree bank turns, elbow-to-elbow racing in a short and entertaining format that will integrate technologies and human telemetry, the league is sure to draw investment and corporate sponsor attention moving toward the 2028 Los Angeles Games.

The sport program will include gender-equity teams with combined scoring in a fast-paced and fun environment that will include beer gardens in the infield and participatory interactives within the venue.

Sports media experts are taking notice.

Carlos Silva, new president of [SeventySix Capital's Sports Advisory](#) Agency has been a long-time believer in the potential of TeamTrak to ignite sports fans: "What's not to like about a pack of top cyclists in forty mile-per-hour races on a short, steeply banked velodrome filled with screaming fans. It has all the right ingredients: team rivalries, constant action, risk of danger, compelling personalities, unique technology and an ideal betting platform."

Andrew Petcash, founder of [Profluence Sports](#) calls cycling "...a *massively* under-capitalized opportunity."

Steve Brunner, president of [KOM Sports Marketing](#) and long-time producer of top road cycling events in the United States, said: "Track cycling is one of the most undeveloped yet most exciting disciplines within cycling. With the right presentation and backing, it has all the ingredients for success based on the modern sports model. TeamTrak will have speed, elite human performance, integrated technologies and an extreme element to attract audiences."

TeamTrak's solution is to bring a portable indoor velodrome to existing U.S. arenas, starting with four Tour Stops in 2025 and growing to twenty stops within five years.

"We've worked hard to package the most thrilling short distance track races into a legitimate two hour show that pits four teams against each other in an equal number of both men's and women's races", said former international cyclist and League Competition Director, Michael Chauner. "Real time scoring builds suspense throughout each easy-to-follow ten race performance. Simply put, the team that scores the most points, wins."

Organizers believe that an exciting league will stimulate the development of new multi-use indoor velodromes around the country and are working with real estate developers to create

the National Sports and Events Center in Coatesville, PA as the first indoor velodrome in the eastern U.S. Only three of the nation's twenty-three are indoors, including the VELOSports Center, home to the track cycling events in the 2028 Los Angeles Olympics.

That velodrome hosted TeamTrak's pre-Covid [pilot event](#) to rave reviews from the top athletes that participated and invited guests who attended. A live stream test of the pilot event attracted tens of thousands of global viewers and proved TeamTrak's viability as a broadcast product. One attending dignitary of the test event was Nelson Vails, 1984 Olympic Sprint silver medalist and the first black American to medal in Olympic cycling. He said: "TeamTrak simply 'gets it'. It's a great blend of entertainment and fast-paced racing, exactly what cycling needs. It will change the whole sport."

Armed with a tested and proven model, TeamTrak founders have assembled a team of management, marketing, media and entertainment experts needed to launch the League in 2025. Rick Mayer, Chairman, is a seasoned business developer, family office member and TeamTrak's first seven-figure investor. Founding partner and CEO, David Chauner, is a two-time Olympic track cyclist and the creator and producer of dozens of international cycling events in major U.S. cities. Endorsement of TeamTrak is also coming from a group of [Brand Ambassadors](#), influential cyclists who share the League's vision for cycling's future.

TeamTrak has attracted numerous equity partners including Legends, one of the world's largest sports and entertainment companies. Legends Emerging Properties Division will manage a data-driven approach for TeamTrak, leveraging data and analytics to provide fan insights and asset valuation to drive sponsorship sales and overall revenue-generating opportunities for TeamTrak.

"We are excited to partner with TeamTrak to bring fans and sponsors a modern take on cycling, one of the oldest and most popular sports in the world," said Gabby Roe, President, Legends Growth Enterprises. "The TeamTrak leadership group has created a competition format that is fan and television friendly, easy to follow and features co-ed teams competing 'elbow to elbow' in the most exciting version of track cycling in the world. We see an incredible growth opportunity for the League. It's primed for investment."

About TeamTrak Cycling League

TeamTrak Cycling League is a U.S.-based arena sports property created by [World Cycling Limited](#) designed for today's action-hungry sports fan. TeamTrak is the first privately-owned and funded indoor track cycling league based upon a single entity league ownership model. The executive leadership team has a combined 150 years-experience in development, promotion, managing and administration of start-up and world-class sport and entertainment properties.

More Information

<https://teamtrakcycling.com/>

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