

The winners will receive a pair of exclusive cycling shoes designed specifically for the event, rewarding those who push their limits.

Nimbl, a leading brand of high-performance cycling shoes with a strong competitive DNA, is thrilled to announce its partnership with **Zwift**, the leading virtual cycling competition platform. The **2025 Zwift Games** officially kicked off on 3rd March 2025, and will run until 30th March, promising to be a landmark event for the global cycling community.

“In 2025, Nimbl is embarking on a year of major commitments and initiatives, and this collaboration with Zwift represents a milestone in our growth strategy,” said **Francesco Sergio, MD and Co-Founder of Nimbl**. *“We have wanted to work with Zwift for a long time and now we can offer our community a race that challenges not only physical ability but also determination and strategy, powered by unparalleled technological innovation.”*

As part of the competition, participants that complete two stages will unlock a pair of in-game Nimbl shoes, a brand favoured by professional cyclists. This exclusive edition, designed specifically for Zwift, features the iconic **Zwift Games Black and Gold**.

The **Elite winners** will be determined by three key races on **March 8, 15, and 22**, with qualification based on Zwift’s strict e-sports criteria. The overall winner will receive an exclusive prize of a physical pair of nimbl performance shoes as a reward for their dedication and performance.

The partnership with Zwift reflects Nimbl’s commitment to expanding its offering while focusing on the needs of a global cycling community. Through this event, Nimbl not only strengthens its presence in the world of virtual racing but also helps make cycling more accessible and engaging to millions of users worldwide. With an inclusive and competitive format, the Zwift Games welcome cyclists of all levels.

Nimbl and **Zwift** are ready to redefine the future of online cycling competitions!