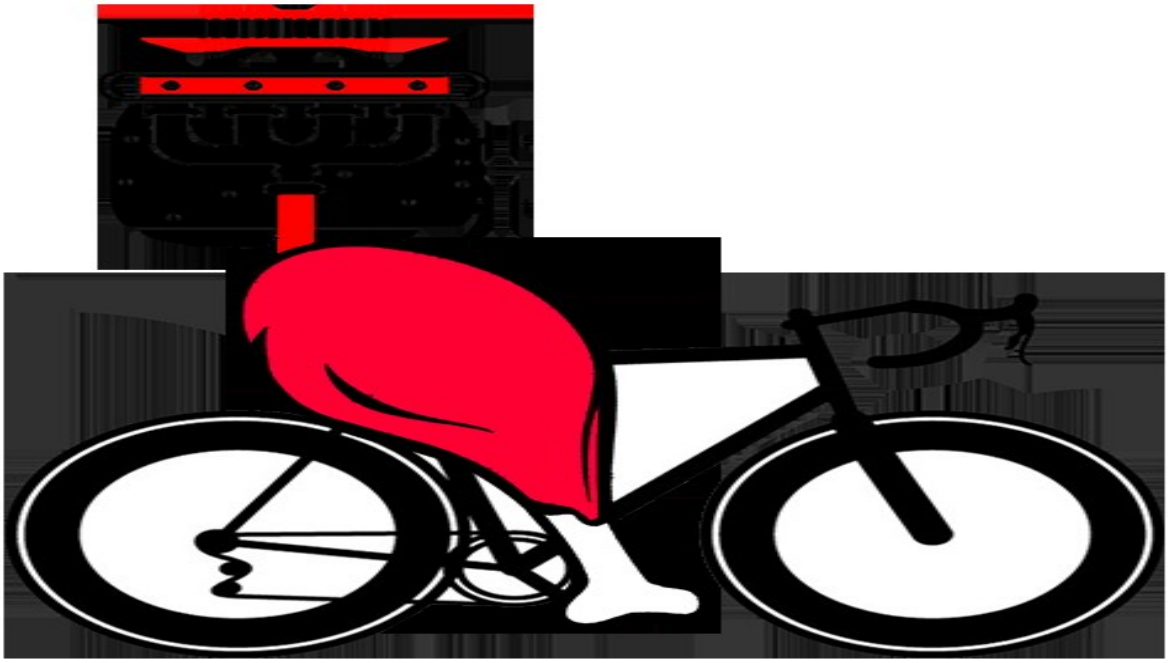


Meat Motor Article on Trainer Difficulty Featured on Zwift Insider Cycling Website

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A recent Meat Motor article is featured on Zwift Insider, the leading website for Zwift riders. The study, Trainer Difficulty On Zwift: How Much Bigger of a Granny Gear Does 75%, 50%, and 25% Provide, addresses a commonly misunderstood setting on the popular e-cycling app, the trainer difficulty selection slider.

Zwift is the most popular e-cycling gaming platform in the world, with over 300,000 users. The platform saw incredible growth during the recent COVID-19 quarantines. Riders can select from multiple virtual worlds and even compete in e-races against cyclists from around the globe. Instead of pushing buttons, participants connect their real-world bikes to an indoor trainer to power their rider online. The platform differs from spin bike classes in that it focuses not on spinning with an instructor but replicating real-world cycling indoors through riding, training plans, and racing.

Zwift Insider is the leading e-cycling blog covering technical aspects, racing reports, new developments, and more on the Zwift platform. The community-driven site is maintained by Eric Schlange and a team of Zwift enthusiasts. Zwift Insider is independent of Zwift corporate (zwift.com), although Zwift does provide funding to help defray site costs.

"It was an honor to have our article selected for inclusion on Zwift Insider," states Meat Motor founder Jordan Fowler. "Eric Schlange and his team do an amazing job of covering all aspects of Zwift. Their website is definitely the go-to site for all things Zwift."

The Meat Motor website (https://meatmotor.com) addresses both indoor and outdoor cycling, providing articles that distill the latest research and sport science studies into practical language that can improve a rider's performance. In addition, the site produces experiments and challenges, including the recent Tour de France Schedule Challenge.

Meat Motor is a website dedicated to breaking down sports science studies to create faster cyclists and endurance athletes. Despite the silly name, the authors are quite serious about improving their readers' performance.

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Meat Motor

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