



SCHWINN® SOLUTIONS

DIGITAL LAUNCH PACKAGE

 **STAR TRAC**®  **StairMaster**®  **NAUTILUS**®  **SCHWINN**®

CORE HEALTH & FITNESS

OVERVIEW

A CYCLE OF EXCELLENCE

Schwinn® has come a long way since building the first indoor cycling bike. Today, in addition to manufacturing premium cycling equipment, we are a global organization of passionate Schwinn® Master Instructors who educate tens of thousands of instructors around the world every year. We know the bikes in your cycling room are only as good as the instructors who teach on them, that's why we are committed to developing cutting-edge programming and providing tools that can help any instructor elevate their class experience and excite members.

LAUNCH PACKAGE

Enhance your indoor cycling program and improve your promotions with the Schwinn® Solutions Digital Launch Package. Contents like logos, images, editable posters and videos will help you promote your program and attract new members. Utilize Schwinn® education resources to empower your staff, energize your members and encourage correct cycling techniques, which will help them meet their fitness goals and fall in love with indoor cycling.

This digital launch package contains direct links to the downloadable content.

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OWNER **SOLUTIONS**



GETTING STARTED

Integrating innovative programming, products and promotions into your facility is an ongoing challenge for owners and operators. In an ever-changing consumer fitness environment change and innovation are a requirement for business success, client engagement and client retention.

Core Health & Fitness is excited to offer Schwinn products, programming and marketing tools to help you drive new programming opportunities that will assist in your business growth, space utilization, training revenue and client satisfaction. In addition, you will be providing more opportunities to build community within your facility and capitalize on one of the strongest trends in the industry today – Indoor Cycling.

FACILITY DESIGN

FINDING A PROPER LAYOUT

Figuring out how to maximize your space is an important aspect of designing the layout for your studio. There are many things to consider like the number of cycles you will use, how to layout your rows and how much space to leave between the bikes. How you should arrange your space will largely come down to usage and preference, so we have included examples of a variety of spaces and floor plans as well as a facility set up quick guide to help you figure out what will work best for your facility.



Indoor Cycling Facility Set Up - Quick Guide

Things to consider when setting up your facility:

- Decide what kind of experience you want in your cycle space and make sure there is a variety, i.e.: technical rides, HIIT, focused rides, fusion rides, community/team rides, party rides etc.
- Bike set up should reflect what you are trying to accomplish with your class. If that is building a community, place the bikes closer so riders can interact if needed. If you plan on doing a fusion ride, allow more space between bikes for activities that take place off of the bike.
- Placing the instructor bike at the front of the class allows members to see the instructor and mimic or follow along. This can be enhanced with the use of a stage to elevate the instructor's bike, improving visibility.
- Lighting should be versatile to support mood being created. Use a dimmer for motivational, emotional rides or party. Use brighter lights for fusion activities, so members can see what they need to do and mimic the instructor.
- Flooring should be safe and clean.
- Sounds systems should allow instructors to connect wirelessly and provide volume and pitch controls. The system should be positioned near the instructor bike if possible.
- Set up a "Book a Bike" system so members can sign up for a class and/or specific bike.
- Provide water and towels (if possible) near the cycle room. Keep the temperature of the cycle room comfortable for a ride.
- Provide fans and ventilation.
- Have basic cycle tools available, i.e. Allen Keys, a pedal cage tool or a towel to remove cages and a socket set for seat adjustments if needed.



35.5' x 24.5'



31' x 25'





CORE HEALTH & FITNESS

Group Cycle Showcase

Schwinn Brand Video

Layout Guide

GROUP DISPLAY / LEADERBOARDS

ADD COMPETITION AND INTERACTIVITY

Take your group cycle experience to another level by adding a group display system to your facility. Compatible with the Schwinn Echelon console, there are several options for displaying data from each rider in order to compare their performance against the rest of the class. These class experiences provide an engaging, competitive and community building environment for the riders. Some provide simple cycling metrics; Power output, RPM, Heart Rate and more, while others create virtual gaming experiences. All are intended to inspire riders to reach higher levels of performance.

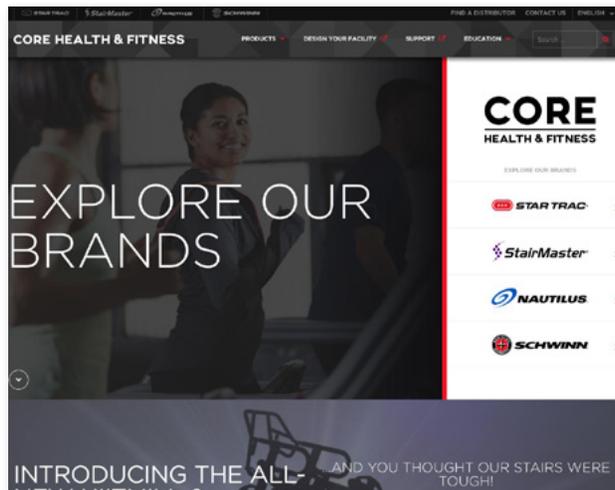
Visit our technology partners for more details on each of their offerings:



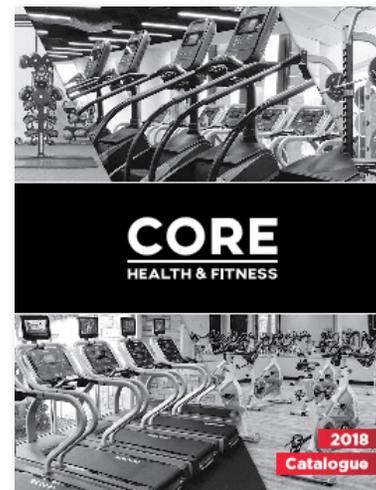
RESOURCES

WE ARE HERE TO SUPPORT YOU

To drive Schwinn® cycling programs in your facility you will need the correct tools and some time with your Core Health & Fitness representative to establish a space plan and determine which products best suit your facilities needs. Our knowledgeable staff is here to support you through each step from inception, to successful launch and beyond.



Core Health & Fitness Website



2018 Digital Catalog

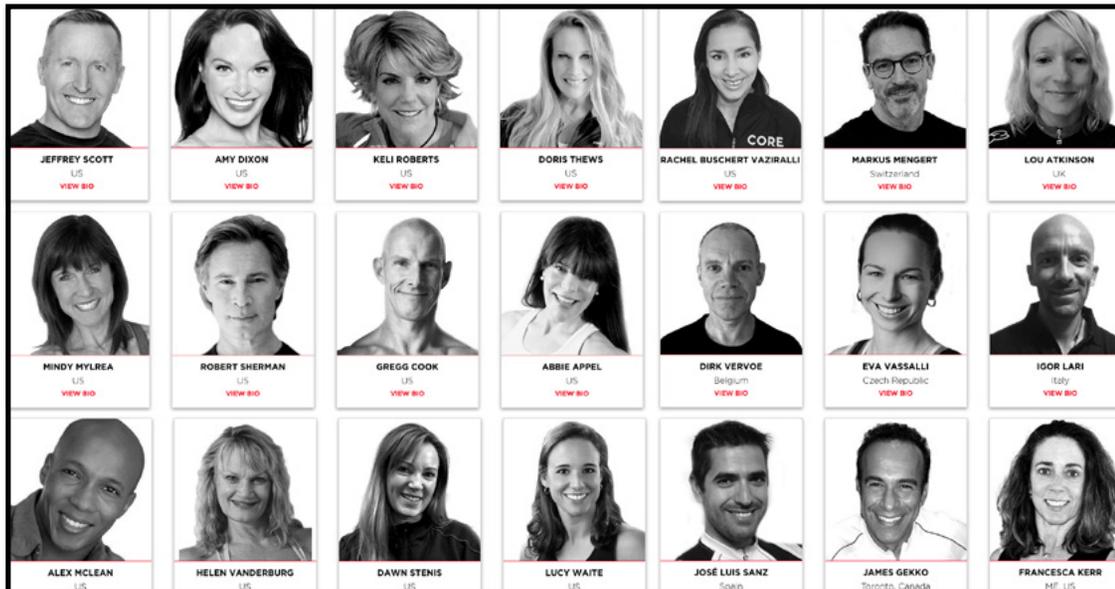


Schwinn Sell Sheets

EDUCATION / MASTER TRAINERS

UPGRADE YOUR GROUP CYCLE

Schwinn® has come a long way since building the first cycling bike. Today, in addition to manufacturing premium cycling equipment, we are a global organization of passionate Schwinn® Master Trainers who educate thousands of instructors around the world every year. The bikes in your cycling room are only as good as the instructors who teach on them, that's why we are committed to developing cutting-edge programming and providing tools that can help any instructor elevate their class experience.



VIEW BIOS ON ALL OUR MASTER TRAINERS AT
corehandf.com/certification/



Education Brochure
 8.5 x 11 in / 21 x 29.7 cm



TRAINER **RESOURCES**



TRAINING

Indoor Cycling Instructor Training has been around for years but with the growth of independent studio business and an increased number of larger chain clubs dedicating additional real estate for cycling, this is one category that has experienced growth even in the toughest of economic times. Indoor cycling classes are more on the consumer's radar than ever before.

This presents a tremendous opportunity for new instructors to get started in the industry, and for owners to reinvent the customer experience, to bring in new team members and customers, and improve retention.

As an owner you know that your greatest asset is your team. They create the experience, they engage your members and they deliver the message that you want to deliver. Schwinn® has dedicated itself to creating the most authentic, scientifically rooted and rewarding class experience by producing knowledgeable trainers that embody the Schwinn values.

FOUNDATIONS BOOKLET

MORE THAN GREAT BIKES - EXPERTISE

To help you get started we have created the Schwinn Foundations Booklet with tips and quick references on bike fit, cycling lingo, warm ups and cool downs, certification prep, etc. This is a useful reference for existing trainers, but also is a valuable tool for those starting down to path to becoming a certified Schwinn® instructor.



Foundations Booklet
8.5 x 11 in / 21 x 29.7 cm

LIVE TRAINING INFORMATION

UPGRADE YOUR GROUP CYCLE

In North America, you can host a Schwinn® Education 9 hour training event at your facility. This is a great way to train new instructors, refresh existing instructors, and introduce your team to new concepts or products such as the MPower™ Echelon2 Power Console. In addition, Schwinn® can help you promote this training in several ways. Contact us for information on how we can help you offset the cost of the event or even turn it into a revenue-generating day for you!



(Certificates Earned in Official Schwinn Certification Courses)

| Schwinn® & FITNESS | | FIND A DISTRIBUTOR |
|--------------------|--|----------------------|
| PRODUCTS | | DESIGN YOUR FACILITY |
| SUPPORT | | EDUCATION |
| FILTER BY COUNTRY | | |
| North America | United States | See All |
| May 26, 2017 | DANCERS SHAPE Schwinn Indoor Cycling Classic Certification Program - 9 Hours - Austin, TX 78756 | LEARN MORE |
| May 28, 2017 | THE ROSSDALE CLUB Schwinn® Indoor Cycling CLASSIC Certification (9 Hours) - Toronto, ONT M4W3C7 | LEARN MORE |
| Jun 03, 2017 | GET SWEAT STUDIO, LLC Schwinn Indoor Cycling Classic Certification Program - 9 Hours - San Fernando, CA 91340 | LEARN MORE |
| Jun 03, 2017 | WYCKOFF YMCA Schwinn® Indoor Cycling MPOWER™ with POWER Certification (9 Hours) - Wyckoff, NJ 07481 | LEARN MORE |
| Jun 03, 2017 | CRUNCH LAREDO Schwinn® Indoor Cycling MPOWER™ with WATTS Certification (9 Hours) - Laredo, TX 78041 | LEARN MORE |
| Jun 04, 2017 | CRUNCH HILLSBORO Schwinn® Indoor Cycling MPOWER™ with POWER Certification (9 Hours) - Old Bridge, NJ 08857 | LEARN MORE |

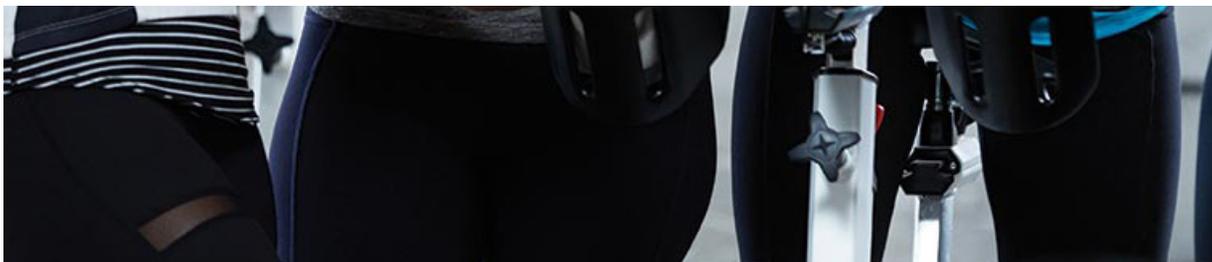
GET CERTIFIED

Learn more at corehandf.com/certification

Full Event Schedule at
registration.corehandf.com



MEMBERSHIP **MARKETING**



THE POWER OF PROMOTION

The final component of the successful launch of Schwinn programming and products in your facility is making sure your staff, your clients and your community know you are innovating and growing your program offerings.

We have included numerous editable digital tools to empower you to promote your facility internally with posters, client handouts and a variety of content. You also have the ability to promote your programs externally with print, web and social media tools.

Start your promotions at least 30 days prior to your program launch to maximize attendance and build excitement.

PRODUCT PORTFOLIO

AC Power

AC Performance

AC Sport

IC Classic

MPower Echelon2

PRODUCT PORTFOLIO

SC Power

SC 7

SC 5

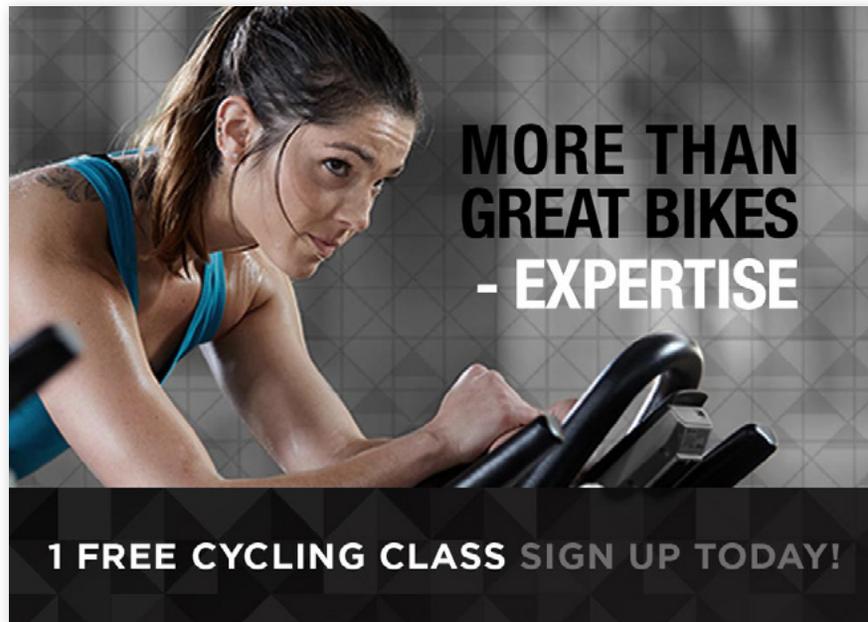
Cadence Pro

LOGOS



Schwinn Logos

FREE-CLASS CARD

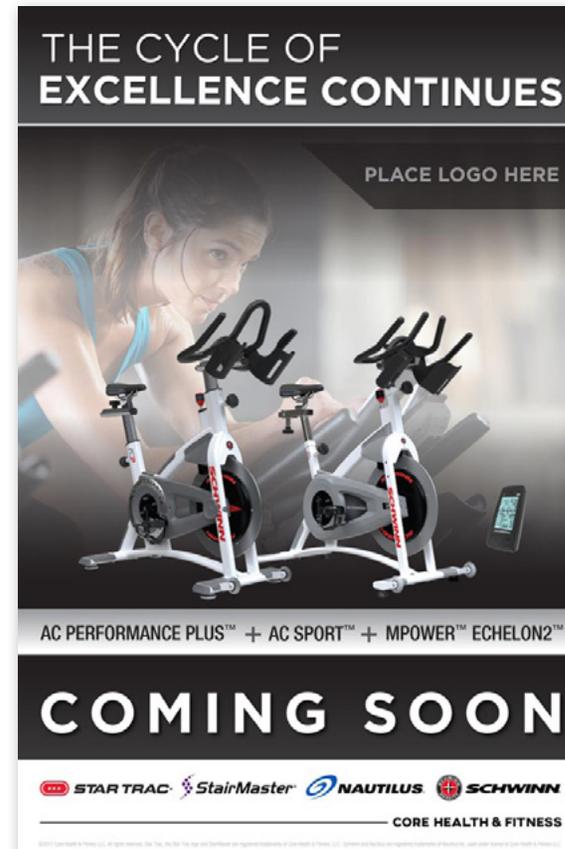


5 x 7 in / 12.7 x 17.8 cm
Post Card



3.5 X 2 in / 8.9 x 5 cm
Business Card

COMING SOON POSTER



Coming Soon Posters
24 x 36 in / 61 x 91.4 cm

POP-UP POSTER

GET MORE FOR YOUR MEMBERSHIP



SCHWINN BRINGS TO THE STUDIO MORE THAN JUST GREAT BIKES. WE BRING A PROVEN, UNPARALLELED EDUCATION PROGRAM THAT INCLUDES EXPERT COACHING TECHNIQUES AND TOP TIER CLASS DESIGN.



WWW.COREHEALTHANDFITNESS.COM
WWW.REGISTRATION.COREHANDF.COM

STAR TRAC | StairMaster | NAUTILUS | SCHWINN
CORE HEALTH & FITNESS

THE CYCLE OF EXCELLENCE CONTINUES



AC PERFORMANCE WITH CARBON BLUE™ + MPOWER™ ECHELON2™ CONSOLE

COMING SOON

STAR TRAC | StairMaster | NAUTILUS | SCHWINN
CORE HEALTH & FITNESS

THE PERFECT FIT FOR EVERY RIDE.

SCHWINN® QUICK FIT SYSTEM

SCHWINN® AC SERIES INDOOR BIKES HAVE BEEN DESIGNED TO ENABLE A SIMPLE, CORRECT RIDER FIT.

- ADJUST THE SEAT & HANDLEBAR FORE/AFT ADJUSTMENTS TO THE NEUTRAL (N) POSITION.
- STANDING NEXT TO THE BIKE - ADJUST THE SEAT HEIGHT EVEN WITH THE HIP BONE.
- ADJUST THE HANDLEBAR HEIGHT EVEN WITH (AND SLIGHTLY HIGHER) THE SEAT HEIGHT.
- ENJOY YOUR RIDE!



MULTI-POSITION FORE/AFT ADJUSTMENT

1/2" INCH INCREMENT HEIGHT ADJUSTMENT

SCHWINN

STAR TRAC | StairMaster | NAUTILUS | SCHWINN
CORE HEALTH & FITNESS

Schwinn Pop-up Posters
24 x 64 in / 61 x 162.5 cm

EMAIL BLAST



SCHWINN
GROUP CYCLE

The Cycle of Excellence Continues
Ride right with a better cycling program designed by world class Master Trainers.

COREHEALTHANDFITNESS.COM

For more information please call: +1 (888) 678-2487 or email sales@corehandf.com

STAR TRAC StairMaster NAUTILUS SCHWINN
CORE HEALTH & FITNESS

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Email Marketing Content
600 x 844 px

EDITABLE FLYERS



Schwinn Flyer Templates
8.5 in x 11 in / 21 x 29.7 cm

PHOTO ASSETS



VIDEO ASSETS



Schwinn / 4iiii Power Couple Video



Schwinn Customization Video



Schwinn Brand Video

SOCIAL ASSETS



Schwinn Brand Clip
Share Now!



Schwinn Sample Ride
Share Now!



Schwinn Echelon Console
Share Now!



Carbon Blue Throwback
Share Now!



Echelon 2 Overview
Share Now!

SOCIAL ASSETS



IMAGE SIZING REFERENCE:



1200 x 630 px



506 x 253 px



1080 x 1080 px

Social Asset Gallery

CORE

HEALTH & FITNESS

FOR MORE INFORMATION CONTACT:

SALES@COREHANDF.COM