



SCHMITT®



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WHEN INSPIRATION CALLS, YOU ANSWER.

The name Schwinn means something; it stirs our memory with a history that spans decades. Our bikes are well known, reliable and loved.

Driven to create something *new*, the most versatile bikes in the industry, we've looked at this history of authenticity to design a series of group cycling bikes whose key touch-points, personalization and connectivity are revolutionary.

Each of these bikes were created to suit the personality of your studio. No matter which bike fits your members best, we've simplified our customer experience so you can focus on what you do best—Ride.

Inspired by the instructors who make group cycling worth the sweat, our next generation of bikes are built so we can *Ride As One*.



GET IN THE ZONE!

Powered by Schwinn Zone Training, *instructors will love uniting a class with color*, allowing members at both ends of the fitness spectrum to ride side by side with the same intensity, sense of accomplishment.

Schwinn's broad-based approach reduces the traditional number of Power and Heart Rate training zones to 4 to align with ratings of perceived exertion, creating more accessible and attainable programming for instructor and member alike. Zone-colored LED lights next to the flywheel displays each member's intensity, encouraging the class to *Ride As One*.

zone
/zōn/

**1. a state of such concentration
that one can perform at the peak of
physical or mental capabilities**



DESIGNED FOR THE INSTRUCTOR, LOVED BY ALL

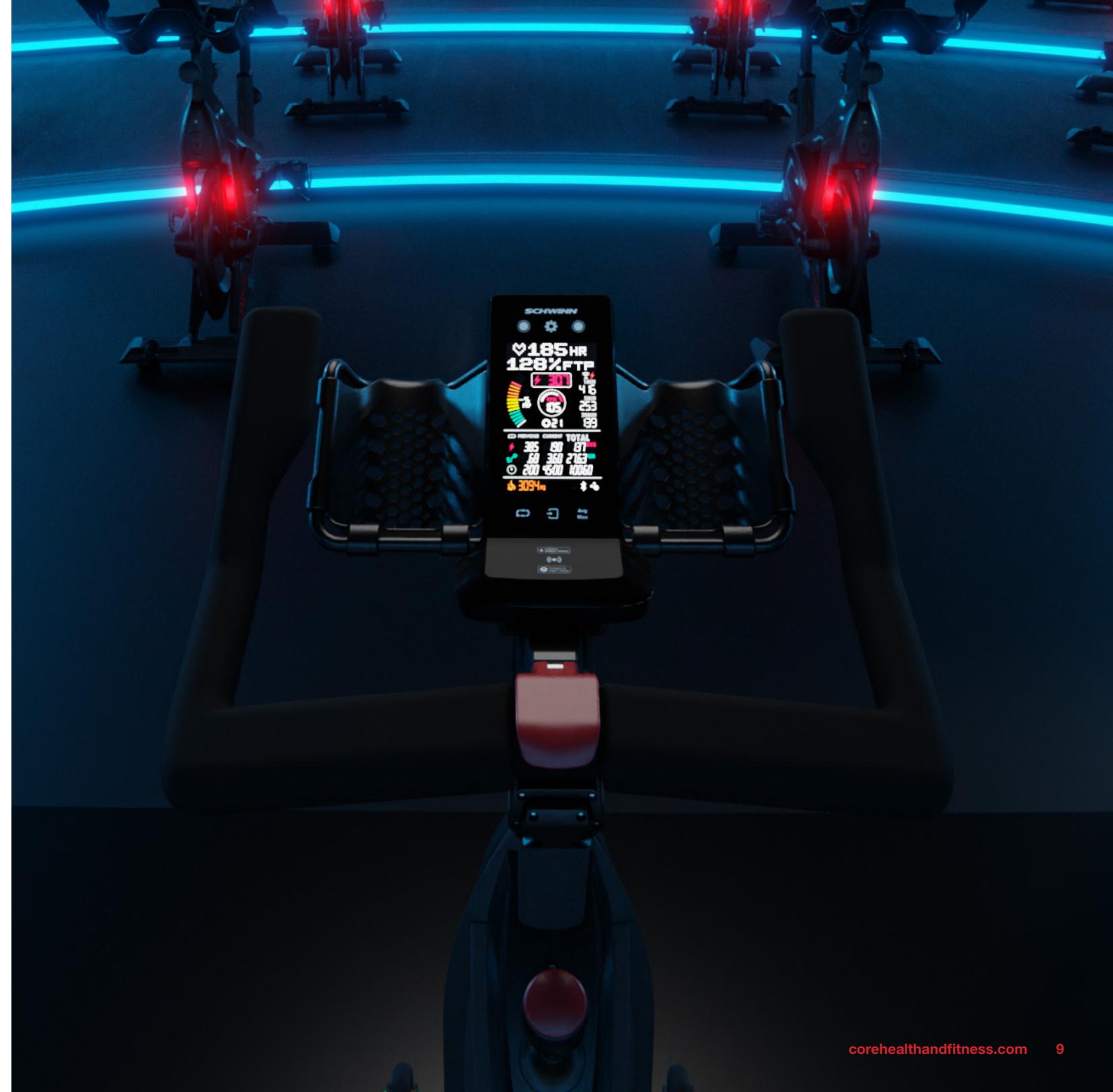
The integration of product and education means award-winning Master Instructors live inside each and every bike and the technology featured in our Z Console offers something for *everyone*.

Screen configurability *allows instructors to get creative* with class design; offering a more diverse and specialized schedule to members. Tying metrics to colors and recognizable graphics, instructors and members can focus on their goal at hand.

Built for growth, the Z Console is designed for progress and loaded with new tools to discover every class. Tools like FTP trophies to track personal best and fusion timers that challenge instructors to get creative with programming concepts.

zone training
/zōn/ /'trāniNG/

- 1. An exercise science methodology prescribing intensity of work, enabling achievement of precise physiological adaptations.**



AUTHENTICALLY DESIGNED

Paired with 4iiii's industry leading 3-dimensional strain gauge powermeter, the Z Console displays the most accurate power, direct from the member. It is the most reliable and authentic indicator for performance in cycling. The Z Console allows members to use FTP input, making zones personal.

The Z Bike offers two *drive train feels*:

ZS: PASSION MEETS METRICS.

The smooth feeling of the Poly V allows members to fly through their workout to the sound of your instructor's encouragement and the beat of the music. The personalization of the console allows members to get the absolute most out of their workout every single ride.

Instructors choose the Zs Bike when they want to establish a competitive and captivating class. The personalized console allows your instructor to set challenges and define success for each member.

ZA: WHERE THE RUBBER MEETS THE ROAD

This bike was created with the goal-setter in mind. The Carbon belt on the Za provides the outdoor-feel that your members crave. This bike equips instructors with all the technology they need to engage member success.

Instructors love the Za Bike for the classes of dedicated, intense members who want to take their riding to the next level. At the cross-roads of style and performance, Za will allow instructors to push their members across the finish line.

au·then·tic
/ə'THen(t)ik/
1. of undisputed
origin; genuine.



Schwinn Za 9-7520



Schwinn Zs 9-7510

IT'S ALL IN THE EXPERIENCE!

Powered by motivational instructors and strategic class design; the Schwinn X Bike is for facilities that focus on the personal connections and community built within. With a technology-free ride your *members are invited to unplug and be present!*

The X Bike offers two *drive train feels* to complete the sensory experience:

XS: LIGHTS, MUSIC, ACTION!

This bike was built so instructors can let their vision come to life, setting their creative side free! The smooth feel of the Poly V on the Xs Bike keeps it quiet and allows your instructor playlist to set the vibe.

Instructors love the Xs Bike because it allows them to pump up the volume and showcase their passion to the beat of the music.

XA: LET THE LANDSCAPE FLY BY.

Forget your worries at the door and get lost in the ride. The Carbon belt delivers the authentic outdoor feel that members demand, for a ride as challenging as your instructors can imagine.

Instructors choose the Xa Bike because they dream about the rhythmic hum of the pedal stroke, getting back to the basics and embracing the authenticity of the ride.



Schwinn Xs 9-7480



Schwinn Xa 9-7470

ex·pe·ri·ence
/ik'spirēəns/

1. an event or occurrence that leaves a lasting impression



PERFECTING THE BASICS

THE CLASSIC EXPERIENCE

Powered by durability, *owners love* the IC Classic for its reliable and sturdy construction. Like all great classics, this bike never goes out of style and can serve the needs of any facility type whether a boutique studio, multi-family housing or on the cardio floor. Regarded for reliability and satisfaction, the IC Classic is a bike facilities of all types can count on.

Instructors choose the IC Classic because their class focuses on the experience of a technology-free ride. *Members love the feel* because it not only lets them completely unplug, but it also gives them a chance to get pumped up and engage with their fellow riders. The simplicity of the bike invited even the newest of cyclists to feel comfortable.

Our iconic IC Classic is unique in our portfolio of bikes. It features universally threaded pedal spindles to accommodate third party outdoor pedal options, a real chain drive for cycling purists looking for outdoor authenticity, and direct pressure resistance reminiscent of outdoor caliper brakes.



Schwinn IC Classic 9-7420



clas·sic
/ˈklasiːk/

1. judged over time to be of the highest quality of its kind; definitive, authoritative, outstanding



**YOUR RIDE.
YOUR WAY.**

CUSTOMIZATION: BRANDED EXPERIENCE

We know what it takes to build an authentic, meaningful brand experience. Our customization program is the perfect way to leverage all that hard work into creating an amazing group cycle experience. Whether your goal is creating a tranquil place to unwind or a high-energy disco ball clad club scene, our consultative approach will get you there.

BRANDING

Adding your logo can elevate a members' ride by immersing them into your brand experience. Decal placement options allow you to pick and choose what fits for your brand needs. Let us design the right bike for you!

FRAME COLOR

What fits your brand? We offer 19 colors that are sure to make your vision come to life.

Z BIKE LED LIGHTS

Nothing completes the studio experience quite like lighting! Our Z Bikes come standard with red, orange, yellow, green, blue, cyan and purple LED lights that power on as you ride, offering the chance to kick things up.



CUSTOMIZATION: BRANDED EXPERIENCE

PEDAL OPTIONS

Our durable, threadless Morse Taper comes standard on all pedals but you can choose the best pedal style for the riders at your facility.

SEAT OPTIONS

Whether you need to maximize power transfer or be comfortable for a long ride, our saddles are made to perform!

BIKE NUMBER PLATES

Numbering Tags enable clubs to rotate bikes, balance usage, and increase longevity while still keeping the numbering layout consistent for members.

DUMBBELL HOLDERS

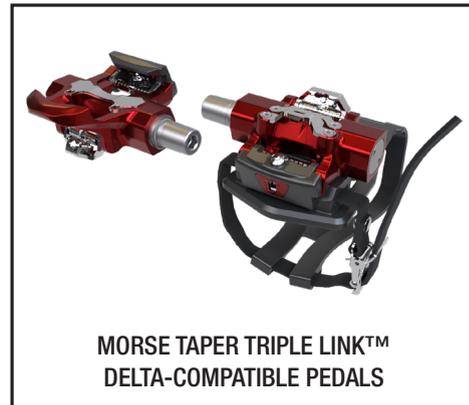
Rear-mounted dumbbell holders attach onto the seat slider for easy in-class access while riding.



MORSE TAPER TRIPLE LINK™
KEO-COMPATIBLE PEDALS



STANDARD MORSE TAPER
DOUBLE LINK™ PEDALS



MORSE TAPER TRIPLE LINK™
DELTA-COMPATIBLE PEDALS



COMMUNITY BUILT THROUGH EDUCATION

At Schwinn we know that the instructor is the facility's most valuable asset. It's that person at the front of the room that makes a connection with each member and builds a community by bringing those members back over and over again. As educators, our goal is simple; to create motivating experiences that engage members and promote positive life change through fitness.

We lead by example by creating authentic, broad-based content and utilizing a coaching approach that allows instructors to connect with members from all fitness levels. In addition, we utilize a proprietary training and motivational tool called the Schwinn Coach's Pyramid. We believe this to be an imperative component in building an amazing foundation for instructors that directly impacts their success.

By taking one of our courses, instructors will learn the importance of being a trusted communicator, how to set expectations, engage, motivate and retain members. Programming and Group Fitness Directors will learn best practices for running their business and will benefit from recruiting if they host their own education.

And now, with more learning opportunities than ever before, we meet your instructors where they are, anywhere in the world. By offering multiple ways instructors can access our educational content: Online Remote/Self Paced Courses, Virtual Live Stream Courses and Live/In-Person Courses.

Join the Certified ranks, a community of 100's of thousands of instructors, and earn credits for continued education from ACE, AFAA, NASM and CIMPSA.

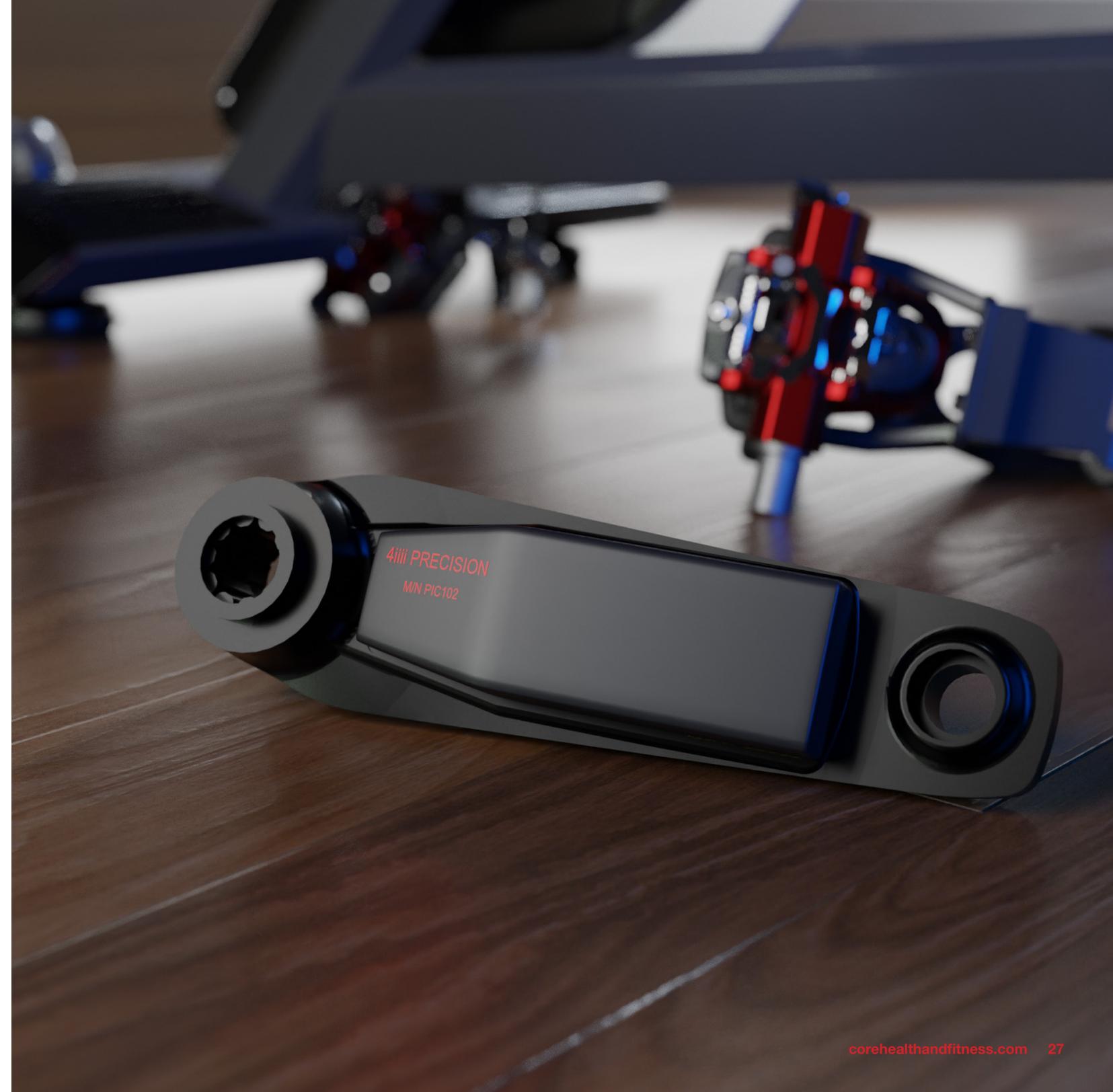


ELEVATING THE EXPERIENCE WITH GREAT PARTNERS

4iiii

Accurate power not only creates real competition in a class, but also gives riders the tools to personalize their experience with their own reliable data. 4iiii powermeters measure the amount of work you are doing by determining how hard you are pushing on the pedals and how fast you are pedaling. This provides a very accurate and direct way of measuring exertion.

Using patented 3D strain gauge technology, the 4iiii crank delivers accurate, reliable and consistent data that can be reliably connected to leaderboards, personal tracking apps, sport watches and consoles via Bluetooth Smart and ANT+ technology. Trusted by the best athletes in the world the 4iiii crank offers accurate results to help riders reach their full potential. Measurement motivates!



ELEVATING THE EXPERIENCE WITH GREAT PARTNERS

SCHWINN GOES OPENHUB™

Our goal is to provide the best technology solutions possible for our customers and their members. Partnering with 4iiii, we created the Zone Console to be an open platform with connectivity options like Bluetooth, NFC and ANT+. This feature allows owners and members to select and work with the Fitness Technology and Apps that meet their needs.

MOMENTUM

Formally called Motosumo, Momentum is a group training network that instantly transforms any smartphone into a powerful training tool. This software-based solution can connect and track your members group exercise and give them instant feedback, improving their member experience and connecting them to the community you've worked so hard to create. With Instructor's tools that help motivate, Momentum creates a dynamic and engaging group experience. For the most accurate power measurements, Momentum connects to 4iiii powermeters instantly converting the studio into a performance facility with the ability to train with power and quantified intensity.

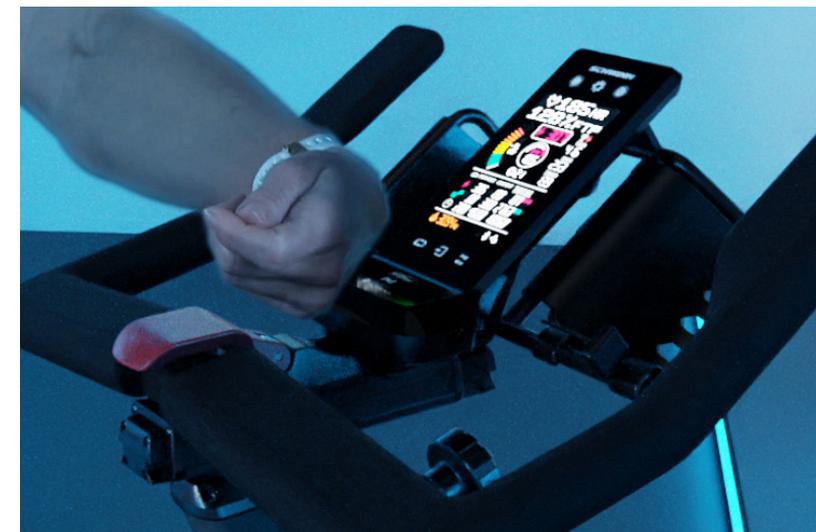
INTELLIGENT CYCLING

Easy to operate and understand, Intelligent Cycling is designed to help instructors be more efficient and engaging. Including classes designed by Schwinn Master Instructors, Intelligent Cycling features classes that are immersive, science based and fun with gamification. Bikes do not need to connect, just follow the programming live or virtually, or pair with 4iiii powermeter for the ability to train with power and quantified intensity.



“Momentum really changes the game! When riding, it’s essential to measure everything (RPM, FTP, %HR, etc.) and this app does it all. The gamification aspect also brings a unique experience and motivates people to push their limits while having fun!”

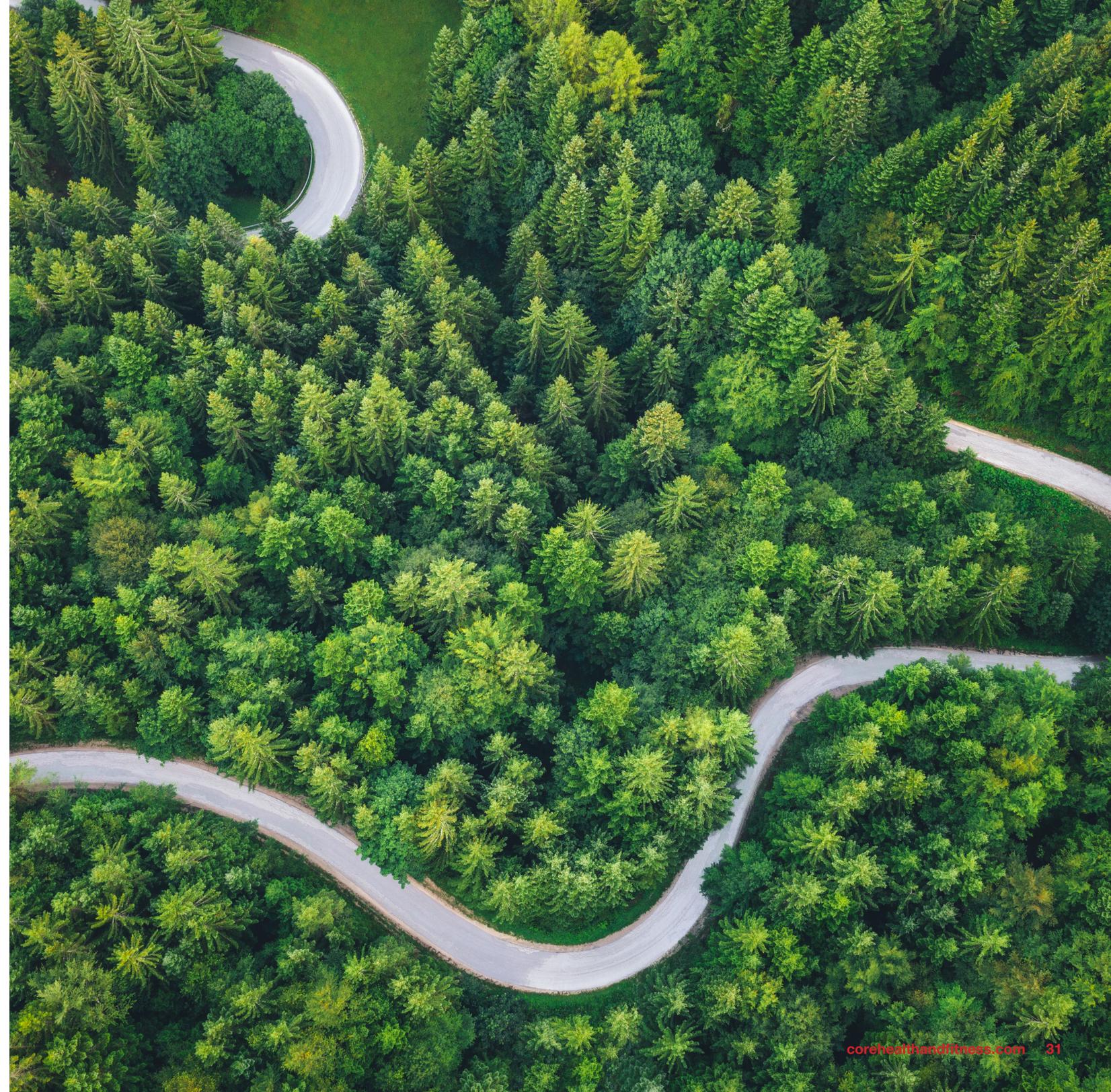
—Lucian Moldovan, Master Instructor, Romania



CREATING POSITIVE IMPACT THROUGH THOUGHTFUL ACTION

At Core Health & Fitness our values go beyond a list of ideals. We embrace our humanity and focus on those things we can do to make a positive impact in our local and global communities. We know the past, present and future hold equal weight so we assess our actions and make important choices to assure we leave the world a better place than when we entered.

With a focus on sustainability, Schwinn X and Z bikes are packaged with ZERO foam in 100% recycled packaging, feature generator powered consoles, eternal powermeter – no need to replace batteries and our condensed Owner's Manuals save 6,000 trees annually company wide.



DIRECT MARKETING SUPPORT

With a portfolio of intelligently designed, reliable products, owners around the world know they can count on Core Health & Fitness for the equipment every member of their facility needs but we offer so much more. With the support of our global marketing team, we're able to provide marketing content to engage your members and educate your team with our customer portal, ToolBox. Materials like logos, images, posters, training guides, product sheets and videos will help you drive membership and elevate your brand. Our ToolBox contains links for direct download.

YOUR SPACE. YOUR WAY.

Like Schwinn, your space is unique and we want to be sure you get the most out of your group cycling experience. Our team can assist in creating renderings of your facility, laying out your equipment and helping you visualize your member's experience. Our 2D and 3D renderings provide you with the opportunity to utilize your space in the most effective and productive way possible from the very beginning.



SERVICE SUPPORT AND CUSTOMER CARE

Support is more than something we offer, it's a passion. We proudly provide world-class services to more than 90 countries around the globe with a team that truly partners with you to support all your service needs, both pre- and post-sale. In the end, our goal is to keep your facility operating at maximum capacity with little equipment downtime.

A highlight of this service is Core Connect. *Owners love* our industry-leading service portal that simplifies the process for warranty registration, preventive maintenance, service requests and parts orders, as well as helping you find the information you need when you need it.



CORE
HEALTH & FITNESS | *StairMaster*[®]
SCHWINN
NAUTILUS
STAR TRAC[®]
THROWDOWN[®]

COREHEALTHANDFITNESS.COM