





# PERFORMANCE ABOVE ALL

Developed to meet the needs of the worlds most demanding athletes, Wattbike has become an Icon in performance sport. Launched in 2008, Wattbike is still the only indoor bike manufacturer ever to be endorsed by British Cycling and continues to be the chosen tool of world class teams and athletes across the globe.

From its birth in performance sport, Wattbike is now the go-to indoor bike for health and fitness, medical and rehabilitation centres, the hospitality industry, education and all facets of the uniformed services as well as being the most coveted tool for committed home trainers.

Never standing still, Wattbike's steadfast commitment to stay at the forefront of technology has ensured Wattbike is the most effective performance improvement tool ever made.







# WATTBIKE TIMELINE

LAUNCH 2008

DEVELOPMENT

Developed over 8 years in

partnership with Peter Keen, Performance Director of

1996

British Cycling.

GLOBAL DISTRIBUTION 2009

# POWER CYCLING 2009

Power Cycling is Wattbike's group cycling software displaying key data from every rider.



OLYMPICS 2012

> UCI WORLD CYCLING CENTRE 2014

## WATTBIKE HUB 2015

The Wattbike Hub is Wattbike's digital platform including an App which links directly to the bike and a desktop analysis tool.



PES 2017

Pedalling
Effectiveness
Score is a world
first innovation
from Wattbike
giving riders in
depth technique
feedback.





HEALTH & FITNESS 2012

This year the Wattbike was adopted by all the major health and fitness providers in the UK.



BLUETOOTH 2015

MILITARY AAA 2015



REVOLUTION SERIES 2015

ZONES 2016

A Wattbike Zone is the complete indoor cycling solution combining Wattbikes with interactive software, motivating graphics and bespoke staff training.



HILTON

HOTELS

DISCOVERY

HEALTH 2017

2017

ATOM LAUNCH 2017

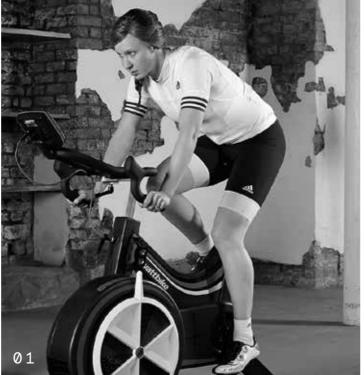
2018

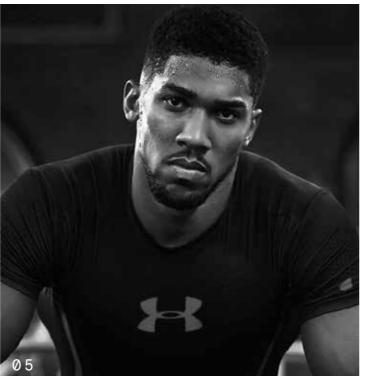
Wattbike are set to take smart training to another level...

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# ELITE SPORT CONNECTIONS

- 01. JOANNA ROWSELL-SHAND MBE
   Double Olympic Champion, 5 time World Champion
- 02. NIC GILL Strength & Conditioning Coach, New Zealand Rugby
- 03. TONI MINICHIELLO Coach to Olympic Champion Jessica Ennis-Hill\*
- 04.ITALIAN RUGBY
  Ranked in the top 15 global teams
- 05. ANTHONY JOSHUA\*
   World Heavyweight Boxing Champion
- 06.EDDIE JONES\*
   Head Coach, England Rugby
- 07. ANDY MURRAY\*
  World Number 1 Tennis Player, Mens Singles
- 08.LIZZIE DEIGNAN
  World Road Race Champion
- \* None of these athletes are officially affiliated to, are sponsored by, or endorse Wattbike.







# MAKING THE INVISIBLE, VISIBLE...

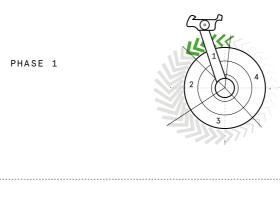
Since its launch in 2008, Wattbike have been at the forefront of pedalling technique analysis.

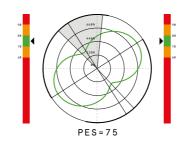
By improving pedalling technique, riders will use all their muscles correctly, achieve their goals quicker and become more balanced, efficient athletes.

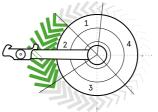
100 data samples per revolution allow Wattbike to show the most accurate representation of how power is applied via the Polar View and the all new Pedalling Effectiveness Score (PES).

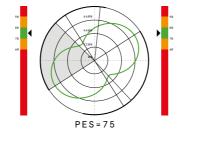
Developed by Dr Barney Wainwright, PES is a world first score based on the perfect pedal revolution.



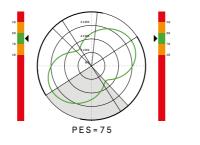






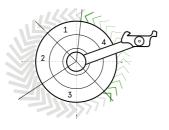


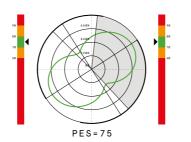


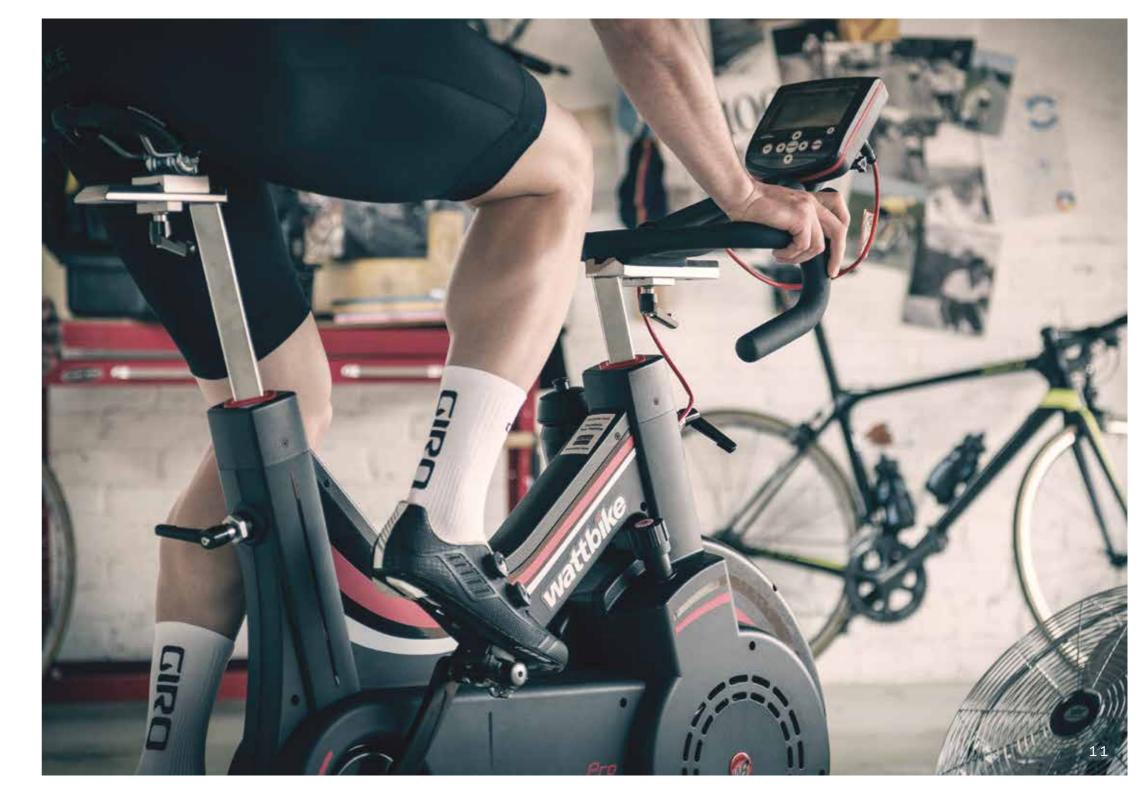




PHASE 2







THE MOST
ADVANCED
INDOOR
BIKE IN
THE WORLD

### **01.CONNECTIVITY**

Bluetooth technology allows seamless connectivity with the Wattbike Hub and many third party apps and services including Zwift and Sufferfest.

### 02.RIDER FEEDBACK

Unrivalled performance feedback is delivered by the Performance Monitor. Data includes Watts, Cadence, Heart rate, pace and our unique pedalling technique display, the Polar View.

### 03. FULLY ADJUSTABLE FIT

Every rider can achieve the perfect setup with fully adjustable saddle and handle bar positioning.

### 04.ACCURATE DATA

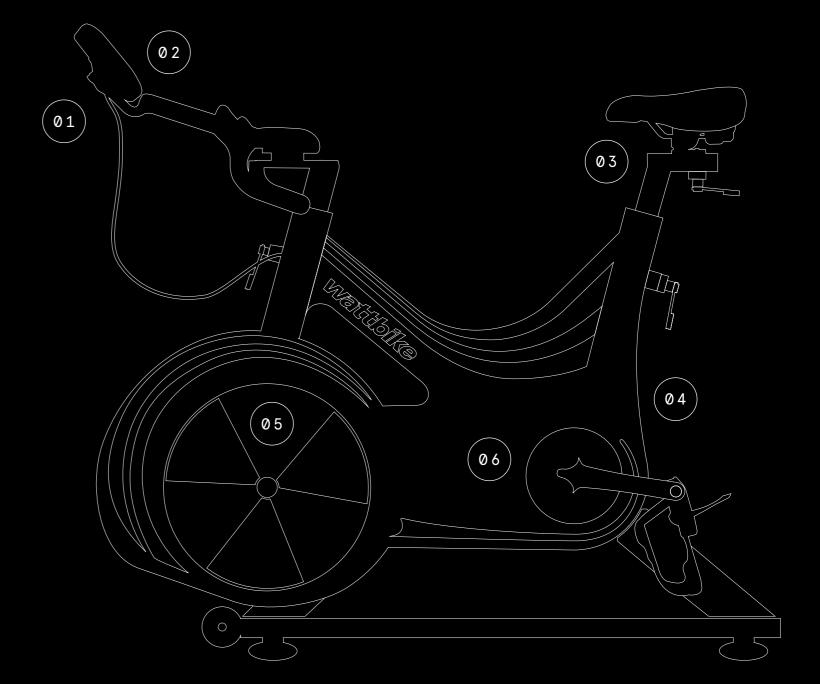
Independently verified, the Wattbike measures 37 parameters 100 times per second and records Watts to +/- 2% across the whole power range.

### **05.RESISTANCE**

Dual Air and Magnetic braking provides smooth, predictable resistance up to 3760 watts

## 06.FREEHUB

Burn more calories, replicate real ride feel perfectly and exercise safely with the Freehub.Perfect for HIIT training and maximal efforts.



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### WATTBIKE HUB

Wattbike's free digital platform, the Wattbike Hub is available on smartphone, tablet and desktop.

## THE APP

The App links seamlessly with the Wattbike Performance Monitor and provides additional data feedback to the rider including PES, simple to read workout screens and increased analysis options.

Containing free tests, workouts, training plans and challenges, the Wattbike hub is like having a coach in your pocket.

## DESKTOP

The Desktop version of the Wattbike Hub is your home for all your training. Analyse your sessions in minute detail and connect your account with other leading services including Training Peaks and Strava.









# WHY WATTBIKE?

- Proven to attract new members
- Can be used by anyone
- Most effective tool for all training, HIIT, endurance, rehab, fat burning
- Never out of use
- Secondary spend options for PT's and specific coaching
- Users will achieve their goals quicker
- Supporting materials and branding available
- Specific staff training courses available





## RETAIN CURRENT MEMBERS BY HELPING THEM TO ACHIEVE THEIR RESULTS

The Wattbike Hub provides free training support and the data feedback will enable your members to achieve their fitness goals, fast.

### RECRUIT NEW MEMBERS

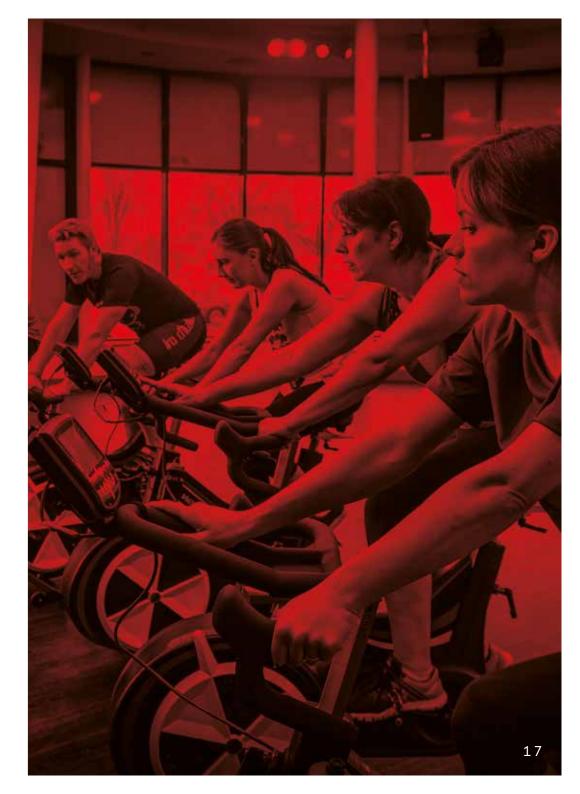
Wattbike is the most coveted piece of Fitness Equipment available today.

# INCREASE REVENUE WITH SECONDARY SPEND

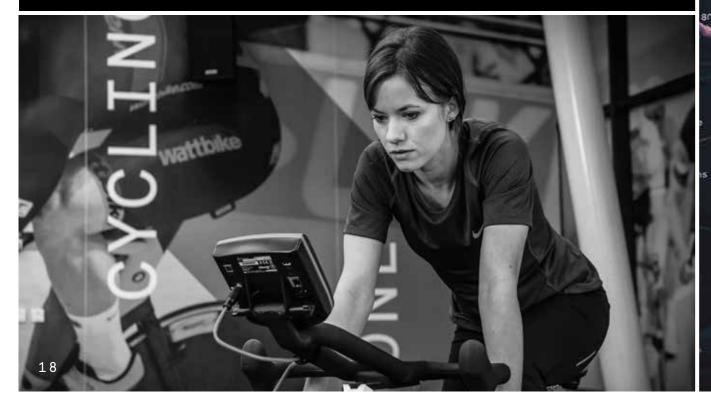
Power Cycling classes, Personal Training, Testing and small group training can all be used to increase revenue.

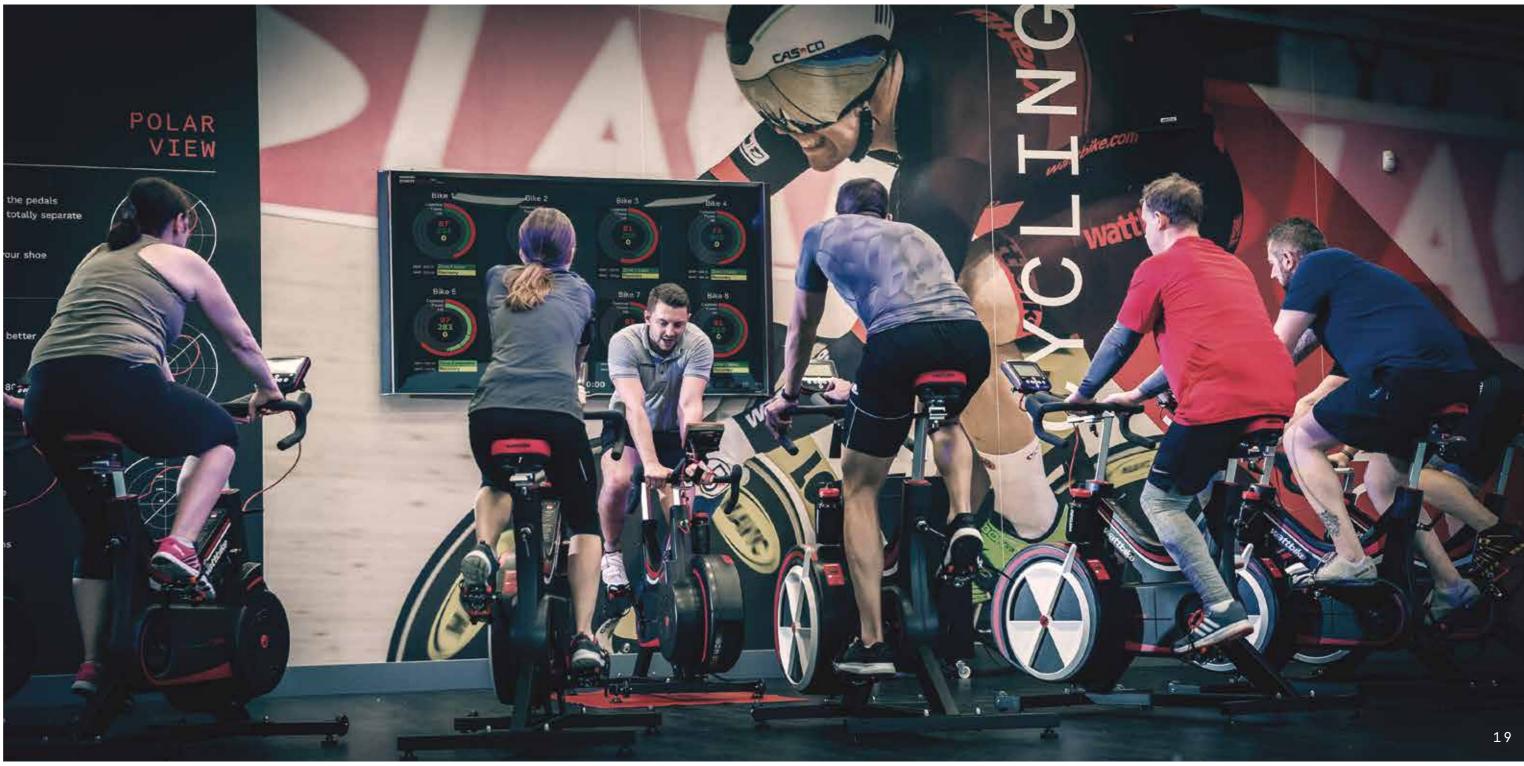
# DIFFERENTIATE YOUR FACILITY FROM THE COMPETITION

Offer your members the best. World class athletes demand the most from their training and their equipment, you cannot afford to offer your members less.



WATTBIKE ZONE







OPTION 1\_PELOTON



# PELOTON THE ULTIMATE CYCLING SOLUTION

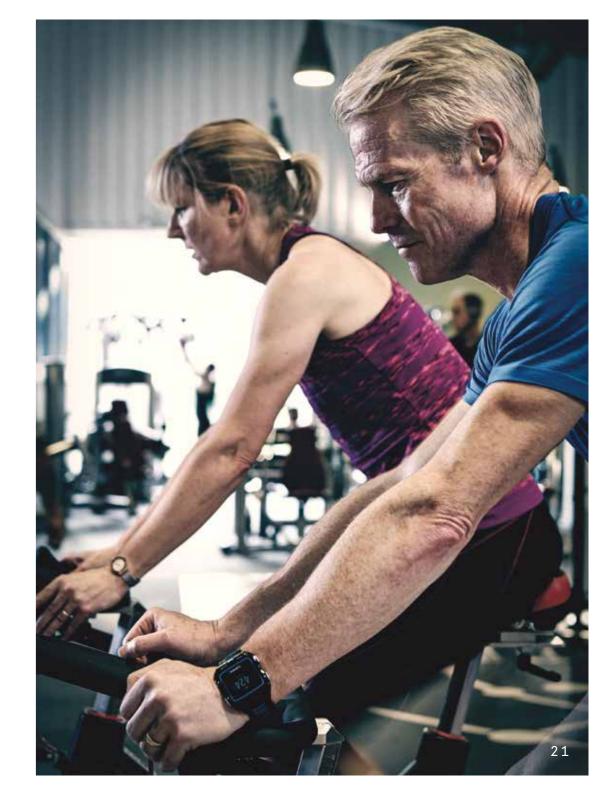
Whether on the gym floor or a separate cycling studio, the Wattbike Peloton is the immersive, engaging and motivational indoor cycling experience available today.

## WHAT IS INCLUDED?

- 8 bikes +
- Instructor Training
- Small Group Training Content
- Group Training software
- Immersive graphics
- Training POS materials

# WHAT ARE THE BENEFITS FOR YOUR BUSINESS?

- Potential secondary revenue income
- With an open zone, bikes are always available, maximising usage
- Differentiate your facility from the competition



OPTION 2\_POD





# POD BRING YOUR GYM FLOOR TO LIFE

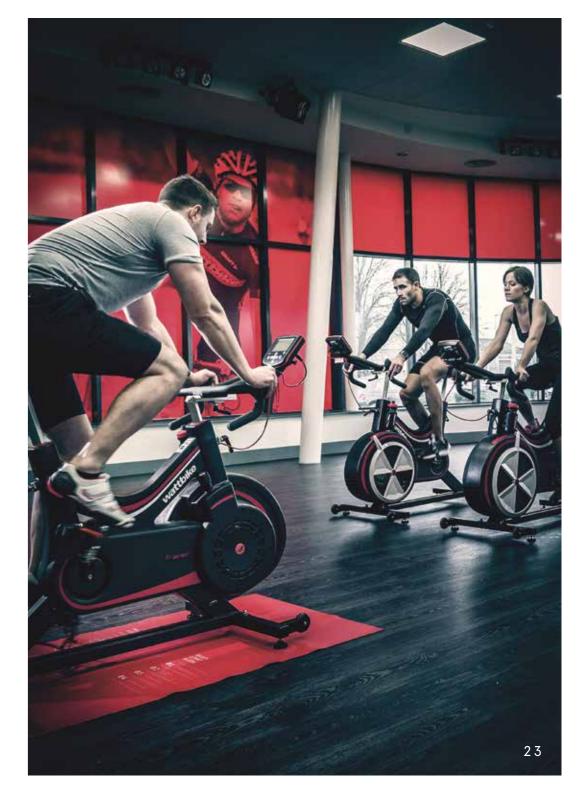
Maximise your gym floor space with a Wattbike Pod. A cost effective way of incorporating more Wattbikes and specific programming whilst enabling 1-1 coaching and personal training, small group training, specific cycling sessions and independent member use.

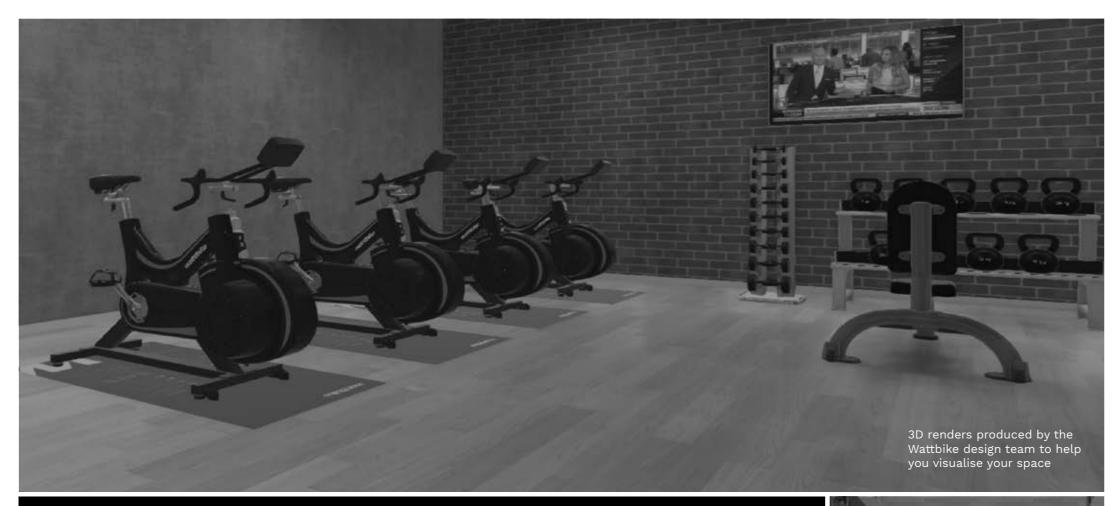
### WHAT IS INCLUDED?

- 4-8 bikes
- Instructor Training
- Small Group Training Content
- Group Training software
- Immersive graphics
- Training POS materials

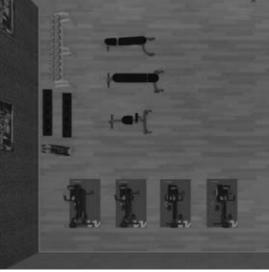
# WHAT ARE THE BENEFITS FOR YOUR BUSINESS?

- Potential secondary revenue income
- With an open zone, bikes are always available maximising usage
- Differentiate your facility from the competition





# OPTION 3\_PERFORMANCE



# PERFORMANCE TRAIN LIKE A PRO

When combined with other functional equipment, your members can train like a pro and incorporate the most effective performance improvement tool into every workout.

### WHAT IS INCLUDED?

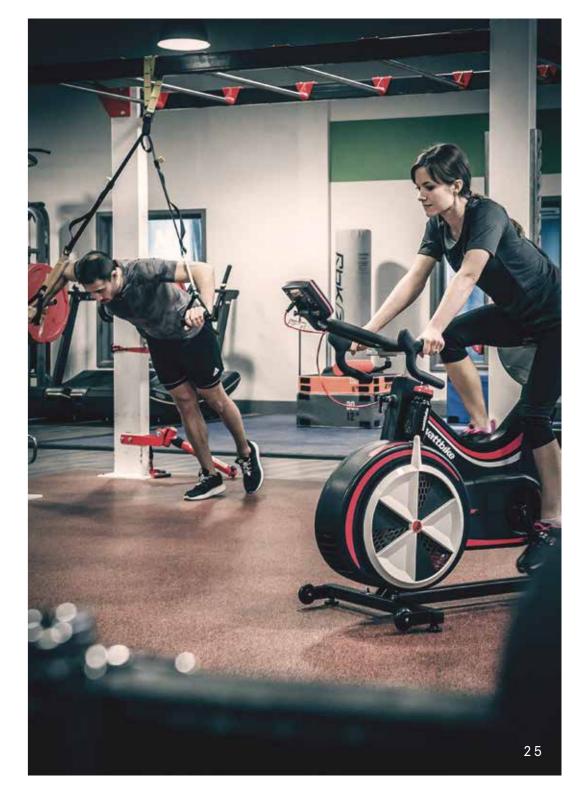
- 2-4 bikes
- Instructor Training
- Training POS materials

# WHAT ARE THE BENEFITS FOR YOUR BUSINESS?

- Members will achieve results faster
- Engage more members

### THE HIIT TOOL

The unique resistance and freehub make the Wattbike the most effective tool for HIIT on the gym floor. Achieve maximum output from the first revolution, and never max out the resistance - you can never beat the Wattbike.



# 3HT DAOJ TBIKE HUB CHOOSE YOUR WORKOUT Marm up .-----Endurance Speed Challenges Tests IMPROVE PEDALL

# EDUCATION

Wattbike invest heavily in Education to provide a variety of courses to suit every need. Delivered on site by our global network of master trainers, all Wattbike's courses are recognised by CIMSPA in the UK.



## EXPRESS INTRODUCTORY WORKSHOP

An express top line introduction to the Wattbike covering all the Wattbikes features and how they can benefit Gym members and how gym staff can Test, set Training Zones and create unique meaningful sessions.

# INTRODUCTORY WORKSHOP

Covers everything about the bike from how to perform a basic bike fit, what is and how to use the Polar View, through to testing and setting training zones and how to maintain the Wattbike. A truly unique Workshop leaving you with the tools and knowledge of how to use the worlds best indoor bike.

### FAST WORKSHOP

A masterclass in how to safely and effectively carry out reliable and valid person specific assessments. Covering, explaining and teaching 2 Sub-max and 3 Maximal tests and much more, this workshop will enable and show you how to confidently use the worlds most versatile Indoor testing and training tool.

### SMALL GROUP TRAINING

Indoor group cycling is one of the fastest indoor training sectors, this workshop will show enable you and your staff how to deliver a truly unique indoor cycling experience, combined with exciting and challenging class content the Wattbike SGT Workshop made the worlds best indoor bike even better.



# MARKETING SUPPORT

Whether you are installing a Wattbike Zone, providing training plans for your members or simply want to shout about your Wattbikes, our dedicated in-house team have the assets to support you. Through imagery, videos and printed materials, you can transform the way your instructors and members interact with the Wattbike.

















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