

BODY BIKE® & House of Workouts: Spreading happiness around the world

Indoor cycling manufacturer BODY BIKE International and group exercise programming expert House of Workouts have announced a partnership whereby BODY BIKE becomes the preferred bike for House of Workouts' new indoor cycling programme, ScptCycle.

"Our mission with ScptCycle is to bring a totally new target group to the cycle studio, both in terms of participants and instructors," says House of Workouts CEO Renata Jarz. "Designed with women as the primary audience, we use our signature weighted XCO®-tubes to sculpt the core and upper body, making this a feelgood bodyshape programme that happens to be on a bike.

"It's an accessible, easy-to-follow class – free of complex choreography – that's about entertainment, moving on your own terms, releasing stress and having fun, all set to a great soundtrack."

"BODY BIKE is thrilled to be selected by House of Workouts as its preferred bike for ScptCycle," says BODY BIKE CEO Uffe A Olesen. "As soon as we met with Renata and her team, we knew this was something we wanted to be part of.

"There's an irrepressible sense of fun in everything House of Workouts does, including this vibrant, positive, life-affirming new indoor cycling programme. With so much stress and negativity in all our lives at the moment, the happiness of ScptCycle makes this the programme the world needs.

"I believe it has all the ingredients to be the next global fitness phenomenon."

"When choosing our partner, we were looking not only for the best ride on the market, but also a company that shares our values," says Jarz. "We found all of this in BODY BIKE.

"The ride is incredible: smooth and comfortable in a way I haven't experienced on any other bike, with set-up adjustable to the millimetre to perfectly fit every rider. The quality is also exceptional, manufactured in Denmark where things are built to last.

"It's important to us that we can recommend a bike that delivers a world-class ride, class after class, year after year. BODY BIKE® is that bike.

"Even better, BODY BIKE shares our concern for the environment, using recycled materials in its products wherever possible. And with all the colourways and branding options on its bike covers, there's also great scope for ScptCycle customers to have fun in their studio designs.

"We're delighted to be keeping things here, in Europe, collaborating with a partner whose vision and passion for indoor cycling is as strong as our own. Together, we're setting out to make indoor cycling fun again."

BODY BIKE and House of Workouts will co-exhibit at FIBO 2023, where delegates will have a chance to see ScptCycle in action. **Make a date for 13–16 April 2023, Exhibition Centre Cologne, Hall 6 – stand A13.**

BODY BIKE®

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WOODS



**HOUSE OF
WORKOUTS**

ABOUT BODY BIKE

BODY BIKE® International is the Danish manufacturer of the world's best indoor bikes, hand-crafting bikes that last and that deliver an exceptionally smooth ride. For over 20 years, it has specialised in indoor cycling, committed to continually pushing the boundaries in an ongoing quest for perfection.

uffe@body-bike.com | body-bike.com

ABOUT HOUSE OF WORKOUTS

Based in the Netherlands, for over 17 years House of Workouts has been creating high-quality fitness programmes that put results and fun at the heart of things. Through its four pre-choreographed programmes – XCORE, ScIptCycle, BRN and LXR – House of Workouts helps keep thousands of exercisers across Europe fit every week.

renata@houseofworkouts.com | www.houseofworkouts.com

ABOUT SCLPTCYCLE

Launched in 2022, ScIptCycle is the newest programme from House of Workouts. A full-body workout that combines cycling with the use of weighted tubes, this is indoor cycling as you've never experienced it before: an accessible, easy-to-follow class that's about entertainment, great music, moving on your own terms, releasing stress and above all, having fun!