



ScriptCycle  
**BODY BIKE®**

The logo is centered on a background with a purple-to-pink gradient. A large, white, abstract shape resembling a stylized 'V' or a mountain peak is positioned on the left side, partially overlapping the text. The word 'ScriptCycle' is in a white, elegant serif font, while 'BODY BIKE' is in a bold, white, sans-serif font. A registered trademark symbol (®) is located at the end of 'BIKE'.



# ScpltCycle

## A BODY SHAPING PROGRAM

Designed with women as its primary audience and intended to bring new riders to indoor cycling, it's a party on a bike without the complex choreography: an accessible, easy-to-follow class that's about entertainment, moving on your own terms, releasing stress and having fun, all set to a great soundtrack.

"Our mission with ScpltCycle 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."

# BODY BIKE®

## A SMOOTH RIDE

"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."

**Renata Jarz**

Founder of House of Workouts







# HOUSE OF WORKOUTS

**VIBRANT, POSITIVE, LIFE-AFFIRMING**

"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 ScIptCycle makes this the programme the world needs."

**Uffe A. Olesen**

CEO BODY BIKE® International

# CONTACT

For further information and inquiries



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# MARKETING KIT

Download marketing kit, image package and promo video here



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Watch Scipt promo video