

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, ScpltCycle.

"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. 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 ScpltCycle," says BODY BIKE CEO Uffe A Olesen. "There's an irrepressible sense of fun in everything House of Workouts does. With so much stress and negativity in all our lives at the moment, the happiness of ScpltCycle makes this the programme the world needs. I believe it has all the ingredients to be the next global fitness phenomenon."

With its incredibly smooth, comfortable ride and unparalleled build quality, BODY BIKE is the perfect fit for ScpltCycle, says House of Workouts CEO Renata Jarz: "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."

It's also an easy bike for beginners to operate, while set-up is adjustable to the millimetre to perfectly fit every rider, further enhancing the accessibility of the ScpltCycle programme.

BODY BIKE and House of Workouts will co-exhibit at FIBO 2023, where delegates will have a chance to see ScpltCycle in action. "Together, we're setting out to bring new life to cycling studios by making indoor cycling fun again," says Olesen. **"Make a date for 13-16 April 2023, Exhibition Centre Cologne, Hall 6 – stand A13!"**



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