

*LES MILLS*  
**CYCLE**



# RIGHT NOW, THERE'S AN 80% CHANCE YOUR CYCLE STUDIO IS SITTING EMPTY.

Emptiness is a scary waste of investment, and is depriving you of income. While your studio sits unfilled, cycle boutiques are running close to capacity, attracting thousands of customers who pay premium prices.

Clients of boutiques spent between USD\$80-\$177 monthly in 2014, while traditional club members spent between USD\$37-\$61.

**Traditional clubs with only 2-3 cycle classes a day could be missing out on up to USD\$180,000\* a year in membership revenue.**

\*Based on a club with 3000 members increasing from 18 to 40 live classes a week and bringing class utilization up to 70%.

## ARE TRADITIONAL FITNESS CLUBS BECOMING IRRELEVANT?

### **There's a shift occurring in the fitness industry.**

Traditional clubs are quickly losing market share, while boutiques are the second-most preferred exercise venue.

Millennials (aged 18-34) love boutiques because of their sophisticated marketing, cool branding and exceptional experiences. Boutiques are winning the younger customers while traditional clubs compete for an aging 40-plus demographic.

Boutiques are gaining members fast, with 42% of the 54 million members of fitness facilities in the U.S. attending boutiques.\* This is twice the number from 2014.

\*IHRSA/CLUB INTEL REPORT 2015



# AN END TO EMPTINESS

**Boutiques are winning because of widespread mediocrity.**

You can buck the trend.

By offering a high quality cycling experience, you can block boutiques from entering the mainstream, and protect your market position.

You won't beat boutiques at premium fitness, but you will kill them in the mass market.



## CREATE A CYCLE CLUB WITHIN YOUR CLUB

**1. Know your strengths and play to them.** Forget about chasing ancillary revenue or gimmicks like free shoe services. Improve what you can within the realities of your current club business model.

**2. Step up your game.** Focus on delivering a high quality cycling experience, every class. Fix the basics and give customers what they expect: a great studio and quality bikes, pumping music, motivating instructors and an inspiring cycling brand.

**3. Give yourself an edge.**

Focus on doing what boutiques don't do by:

- Giving exercise and programing prescription at point of sale
- Delivering scientific programing
- Using experiential technology
- Offering and promoting complementary high quality programs.



# IT'S EASIER SAID THAN DONE

Building a cool cycling brand and producing world-class, research-backed programs takes time, money and energy. And cycling is not the only thing you have to deliver on.

We've got the resources, insights and programs you need to solve your empty studio dilemma.

**Forget about reinventing the wheel, and let us do the work for you.**



## LES MILLS CYCLE PROGRAMING

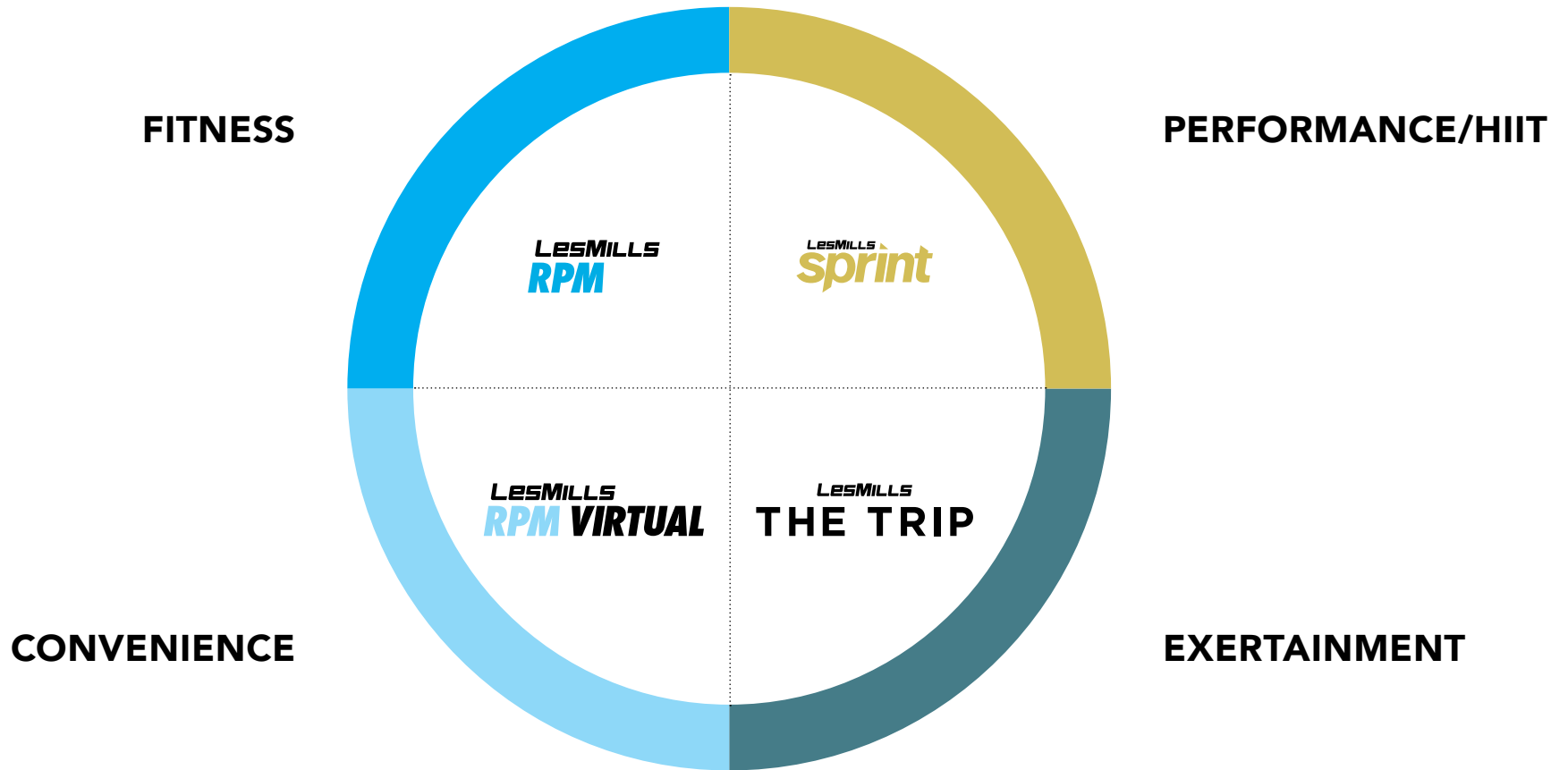
**We blend music, exercise and science to help people fall in love with fitness.**

Our cutting-edge programs raise the bar thanks to a global team of creative directors, university researchers, doctors, sports scientists and music professionals.

We refresh the music and moves in all our workouts every three months to stay ahead of the game and provide your members with optimal motivation and results.



**ANSWERING  
FOUR  
CONSUMER  
NEEDS**





# LES MILLS CYCLE PROGRAMMING SOLUTIONS

**LES MILLS**  
**RPM**

- A live workout where you ride to the rhythm of motivating music through a varied journey of hills, flats, mountain, peaks, time trials and sprints
- Low-impact cardio that gets you fit fast
- You control your own resistance levels and speed so you can build your training up over time
- Available in 30, 45 and 60-minute formats.

**LES MILLS**  
**sprint**

- A 30-minute live high-intensity interval training (HIIT) workout based on the sport of cycle sprinting
- Pushes participants harder to achieve ultimate results
- A magnet for millennials and members who want time-efficient workouts
- A great solution to double up class capacity at peak times, replacing one 45 or 60-minute class with two 30-minute HIIT workouts.

**LES MILLS**  
**THE TRIP**

- An immersive 40-minute live cycle experience, combining projection technology and cutting-edge graphics
- A revolutionary audio-visual experience that is changing the game in cycling, reshaping gyms for millennials.

**LES MILLS**  
**RPM VIRTUAL**

- The virtual format of the live RPM™ program
- A low cost/low pain solution to triple the size of your timetable
- Offers members access to motivating cycling workouts any time you're open.



# MOTIVATING INSTRUCTORS

**On top of world-leading programs you'll also gain access to:**

## **Recruitment**

- Guidelines, campaigns and tools to attract and select the best possible talent
- A network of 100,000 certified, passionate instructors

## **Industry Gold Standard Training**

- Scientifically designed to ensure exercisers of all levels get what they need – safety, results and long-term motivation
- A transformational experience for instructors of all level and background
- Includes initial module, international certification, ongoing and advanced education and inspiring live events.



# TRANSFORMING YOUR CYCLE STUDIO

## We can provide:

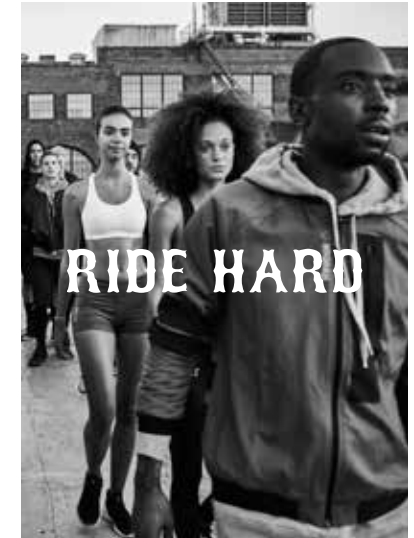
- Guidance on studio design, sound, screens, lights, technology and bikes
- Studio mock-ups and high definition images
- Background imagery for use in a virtual platform.



# BRAND AND MARKETING

We have a powerful boutique cycle brand, CHAIN, and all associated resources to build demand for your new cycle offering.

As with all LES MILLS™ programs, we'll provide you with resources to educate, excite and engage your members through all steps of your customer experience journey.



**TOGETHER WE CAN CHANGE THE GAME**



**Contact us today or visit**

[lesmills.com/cycle](https://lesmills.com/cycle)