



Anytime Fitness International Announces Stages® Indoor Cycling as Global Bike Partner

Portland, OR, September 23, 2019 – Today, Stages Cycling, global leader in the indoor cycling industry, announced a partnership with Anytime Fitness, the world’s largest global fitness franchise. The global partnership will focus on Stages’ newest innovations in the virtual bike category: Stages Solo and the LES MILLS VIRTUAL BIKE. The two virtual bike models present a unique opportunity for Anytime Fitness franchisees outside of the United States and Canadian markets, to bring a whole new element of fun and functionality to their diverse offering of fitness and training options for members.

“Stages Cycling classically partners with the biggest and best in the business, whether that’s supplying power meters and/or head units to Team UAE and Team Wanty-Gobert in this year’s Tour de France, or providing indoor bikes and technology to the world’s top clubs and studios,” says Eric Jaworsky, Senior VP of Global Sales and Marketing for Stages Cycling. “We are excited about the opportunity to enhance the global Anytime Fitness offering by providing a superior group cycling experience for individual riders on the club floor.”

Stages Cycling is the pioneer in using power data to inform and inspire athletes’ performances, with a product range of indoor bikes and indoor cycling software, as well as power meters, GPS units, and coaching software for outdoor cycling. These innovations drive the unique, highly engaging interfaces and programming on the two virtual bike models.

Both virtual bikes feature built-in HD screens offering group cycling experiences on an individual rider basis, using data to inform and inspire athletes’ performances. The diverse ride library is enjoyed by thousands of group fitness and cycling fans every week in clubs and studios around the world, and for the first time the rides will be available on demand on the gym floor. Users choose from a regularly refreshed catalogue of Stages and Les Mills world-leading virtual cycle programs. Diverse programming gives members a more engaging and interesting studio-like cycle experience, while giving owners a legitimate fitness option to compete in the growing boutique cycling studio segment and also attracting more outdoor cycle enthusiasts.

“We are ecstatic to announce our partnership with Stages Indoor Cycling,” says Shelly Nikolou, Vice President of Global Partnerships for Anytime Fitness. “The Stages Solo and LES MILLS VIRTUAL BIKE is an exciting new option for our members to experience the fun, competitive nature of cycling on the club floor. Stages is known for making high quality products and innovative technology that help riders reach their goals faster.”

For more information about Stages Indoor Cycling, visit www.stagesindoorcycling.com.