



TOMAHAWK

myride



BE YOUR OWN **HERO**



POWERED BY ICG®

"POWERED BY" MEANS WE FUEL YOUR FIRE. ICG - the world's largest specialized provider of Indoor Cycling. World class. We educate, innovate, and provide opportunity. We're not the many but the few that make a difference. Believing in better. Striving forward together. Premiere Support. Acclaimed instructors. The finest bikes. Total immersion through excellence in video. We're your team mate. And team leader. We win the race in epic fashion. Fuel your fire.

CONTENTS

6-9	About ICG	42-59	Myride+
14-17	Tomahawk Bikes Intro	60-65	Myride+ Case studies
18-21	IC3 Bike	70-73	Myride
22-25	S-Series Bike	74-77	Myride Case studies
26-29	E-Series Bike	78-79	Myride Overview
30-31	Ant+ Computer	82-99	ICG Education
32-33	Tomahawk Overview	102-103	Teamwear
38-41	Myride Intro	106-107	Marketing

ANNA MEI
TEAM ICG - 2012 24HR TRACK
WORLD RECORD HOLDER





**AT ICG® WE BELIEVE
EVERYONE CAN RIDE
A BIKE.**

**AND EVERYONE CAN RIDE
A BIKE INSIDE WITH
OUTDOOR PASSION AND
EPIC DETERMINATION.**

**AS SPECIALISTS, WE
COMMIT 100% OF WHAT
WE DO TO THIS CAUSE.**

ABOUT ICG®

Indoorcycling Group® (ICG®) is the world's largest specialized designer, manufacturer and marketer of Indoor Cycling equipment. With over 18 years of experience, ICG stands for continued development of the Indoor Cycling industry through innovation, education and philanthropy.

ICG provides online and live education, support and services for all of its club owners, instructors and enthusiasts. Team ICG is comprised of our community and our Master Trainers, the top Indoor Cycling specialists in the industry, known for their vast training experience and the highest quality in education and presentation skill.

ICG has offices in North America, Europe and United Kingdom and distributes its products and services worldwide. Team ICG is one of the fastest growing Indoor Cycling teams globally – and the only community to receive free continuing education credit in excess of \$1000 per member.

TESTIMONIAL

TIM FOSTER

CLUB PERFORMANCE DIRECTOR
VIRGIN ACTIVE UK

"Two of our core values are to bring innovation to our products and improve our value to our members. ICG has helped us in both of these areas enormously.

The support from ICG has been great... We have always found ICG to be a forward-thinking, customer - centric business, always innovative, and flexible in meeting our demands... It's a strong relationship, and we could not be happier with the time and effort ICG has put in to support us.

Away from the physical products themselves, ICG's education package is something we are very excited about – something that will help us improve our broader group cycling offering.. All around, it's been great support."

Tim Foster.

OUR AWARDS

1st – Bodylife Awards – Best in 'Indoor Cycling' category
2005,06,08,09,11,12

1st – Bodylife Awards – Best New Brand – TEAM ICG
2010

1st – International Fitness Showcase – Best Provider
2010,11

2005

2006

2008

2009

2011

2012

1995 The Indoorcycling Group (ICG) was born, and the first Tomahawk Indoor Cycle.

1996 Tomahawk Indoor Cycles went into mass production.

1997 ICG created the Indoor Cycling Education brand to support a new way of teaching group cycling, as introduced in Germany.

1998 Distribution channels opened, doubling European market share within 12 months.

1999 The 2nd generation of Tomahawk Indoor Cycle was released as "Tomahawk XXI".

2000 Tomahawk Indoor Cycles were launched in the United States as part of the company's global distribution plan.

2001 The special edition Tomahawk 'Stainless Steel' Indoor Cycle was introduced in Europe.

2002 The 100,000th Tomahawk Indoor Cycle rolled off the production line.

2003 ICG established a subsidiary office in the UK to increase its brand awareness and marketing support.

2004 ICG established "Evolution Ride," one of Europe's largest annual Indoor Cycling events.

2005 The 10,000th I.C.E instructor was enrolled into the program. ICG won 1st place at the Bodylife Awards for Best Product in Indoor Cycling category.

2006 The 3rd Generation of Tomahawk Indoor Cycles was released as "Tomahawk S & E Series". ICG won 1st place at the Bodylife Awards for Best Product in Indoor Cycling category.

2007 ICG launched its Myride brand virtual cycling line to drive growth in new market segments globally.

2008 ICG won 1st place at the Bodylife Awards for Best Product in Indoor Cycling category.

2009 ICG designed and manufactured the first LIVESTRONG® Indoor Cycle, joining the global fight against cancer.

2010 ICG launched Myride version 3, introduced the BE YOUR OWN HERO campaign, and provided a new e-learning platform for its I.C.E education program.

2011 ICG established its NA subsidiary office and announced the launch of Myride+.

2012 ICG re-launched its I.C.E education division as "Team ICG", expanding its services and community support.



CHAMPION QUALITY

Tomahawk is ICG's founding brand, the name of our bikes. A heritage of over 18 years empowers an innovative approach to industrial design and the manufacture of commercial-grade Indoor Cycles. We strive to raise the bar for all our user groups: Owner, Instructor, Rider. By listening intently to our market, Tomahawk has become one of the world's most recognized and respected Indoor Cycle brands.



RIDE EVERYWHERE, ANYTIME.

Myride began in 2005 as a spark of imaginative thinking – how to advance the "Indoor Cycling Experience" through interactive media. More than a brand of "virtual" products, Myride is a fast-paced technology division of ICG. Its goal is to deliver the world's most advanced Forward-Motion Video experience and develop new "immersive" technologies – all to enrich the indoor exercise environment.



UNITED WE RIDE

Team ICG is about our community – members, cyclists, trainers, master trainers, clubs, national accounts and international brands. It's about certification and continuing credits. It's about the knowledge and practical tools that underpin personal and commercial development. Team ICG is about success and sustainability through the provision of education, and team spirit. A brand that is proudly worn.



BE YOUR OWN HERO

"Be Your Own Hero" was originally to be a limited call-to-action campaign. Resonating louder than we ever envisioned, it's now our one voice, expressing the epic determination and courage of our global community. Universal yet deeply personal, the statement carries across the breadth of our business, used by us and by our clients at every opportunity: to inspire, motivate and make it happen.



TEAM ICG®



**BE
YOUR
OWN®
HERO®**

FROM CHAIN JUNKIE TO BELT CONVERT

By Team ICG Master Trainer
Jim Karanas

My Indoor Cycling background revolves around the chain. My coach used to say, "The chain is sacred." It vibrates, and that's precisely what gives the bike its feeling of life.

If you had asked me back then about building a bike with a belt, I would have said without hesitating, "Don't mess with the chain."

I can argue for the chain better than almost anyone. Those arguments, though, are philosophical, not focused on moving the industry of Indoor Cycling forward.

From my new perspective, working for a company that makes a spectacular line of bikes with belts, the conclusion is clear. The belt requires less maintenance, has fewer breakdowns, improves pedaling technique, prevents momentum-based recovery, makes the rider work more efficiently, and is quieter, as well as safer for new riders. It will save the club owner money, decrease liability, train participants more effectively, and make less noise.

No one on the management side of the club business would need to hear more to choose a belt. For economic reasons alone, the industry will go this way.

But here's another thing to consider: 95% of the people who get on an Indoor Cycle will only notice that the belt is quieter and smoother than a chain. Although I tried to find people who understood why I insisted that the chain is sacred, few people felt it.

Instructors whose jobs depend on the Indoor Cycling industry should not need more convincing. Convincing chain junkies, like I used to be, may take a bit more work, however.

First, Indoor Cycling is quite different from riding outdoors: no need to balance, different movements, different hand positions, fixed gear, and more. The many differences are far more noticeable than the drive train.

Second, a bike is a bike. You're not a consummate rider if you fixate on what you think a bike should be. Ask a cyclist if he/she knows which bike is the best in the world. It's the one you're on.

Cycling is sacred, not the chain. I like the vibrations and the sound of all the chains in a peloton as much as any roadie. But chains are secondary to the circular motion of the pedal stroke. The continuity of the circle is what creates the sense of peace that allows you to get outside your mind. The chain or belt simply permits the transfer of power to the forward motion. It's the motion that makes you feel like you're flying.

Respect all bikes. Find peace in a smooth circle with a belt, and satisfaction in the increased work it puts your legs through without the free-spin of a chain.

With good instruction, a belt won't detract from the class experience - and may very well add to it.

Jim.

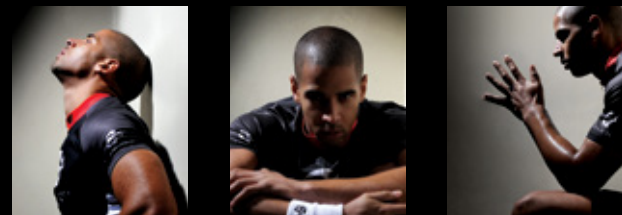
**RULES ARE NOT
NECESSARILY SACRED;
PRINCIPLES ARE.**

— FRANKLIN D. ROOSEVELT





**CHAMPION
QUALITY.**



CHAMPION QUALITY.



IC3
POWERED BY ICG®

New for 2013, the IC3 features our most geometrically advanced and stiffest frame ever, plus increased flywheel inertia and superior adjustment and handlebar ergonomics. Best of all, we are introducing the option to run our latest "Timing Belt" or current industry-leading "Poly V Belt" drive gear.



S-SERIES
POWERED BY ICG®

This frame and feature set established ICG as Europe's #1 provider. Over 6 years, we have tweaked and tuned its production to provide our clients with the best cost of ownership, and our riders with a rock-solid ride. For 2013, we have applied our new styling lines.



E-SERIES
POWERED BY ICG®

Considered by ICG to be the best entry-level bike on the international market. This bike is for any club operator or rider looking for a simplified feature set without compromising on high-commercial use, pedaling performance or leading warranties – virtues that demonstrate ICG's promise to deliver Champion Quality. We have applied our new 2013 styling lines.

**TOMAHAWK®
BIKES**

In a competitive field made up of all international Indoor Cycling providers, our bikes have won best in "Indoor Cycling" category at the annual BodyLife Awards, the industry's only recognized independent awards body, five times since 2005.

Tomahawk's industrial design has been trusted world-over for more than 18 years. We strive to innovate and raise the bar for all our user groups: The Owner, The Instructor, The Rider. By listening intently to our market, Tomahawk has become one of the world's most recognized and respected Indoor Cycle brands.

CHAMPION QUALITY.

The IC3 features our most geometrically advanced and stiffest frame ever, plus increased flywheel inertia, superior adjustment and handlebar ergonomics and our industry-leading "Poly-V Belt" drive gear.

DESIGN CHALLENGE:

In keeping with the purist approach of friction-load resistance, we wanted to push our S-Series frame further and create a new bike – one that would more closely meet the demands of the sportsperson in the pursuit of athletic performance, and the club owner aiming to offer the best fitness experience to the widest membership. In the IC3, we believe we have achieved that.



IC3



IC3

POWERED BY ICG®



- Perimeter weighted 20 kg high-inertia flywheel
- Anatomically Superior 155 mm Q-factor
- Timing-Belt or Poly-V Belt drivetrain options
- On-board performance console (optional)
- Superior 4-way user-fitting adjustments on handlebar and saddle
- Ergo handlebar end-caps for increased comfort
- Integrated handlebar dual water bottle holder
- Oversized stabilizer bars with integrated calf-stretch plates
- SPD-compatible pedals
- Premium molded frame protection plates
- Superior steel insert post adjustment

**CHAMPION
QUALITY.**



**ANATOMICALLY
SUPERIOR 155 MM
Q-FACTOR**



IC3

ASK A MASTER TRAINER

What is the Q-Factor
and how does it
affect riders and
club owners?

Q-Factor is the distance between your feet when you sit on the bike and pedal. The right Q-Factor makes Indoor Cycles more biomechanically efficient by keeping the rider's hip, knee, and foot in alignment and maximizing the muscular forces applied to the pedals.

Q-Factor has been the topic of much debate in the industry. Anatomically, people feel more comfortable when the pedals are closer together, as they are on a road bike. The Tomahawk features the new, industry-standard Q-Factor of 155 mm, which makes the Indoor Cycle feel more like a real bike. The benefits include increased safety, comfort, and efficiency in each and every pedal stroke. I've never felt more comfortable riding an Indoor Cycle.

Jim

**CHAMPION
QUALITY.**

This frame and feature set established ICG as Europe's #1 provider.

Over 6 years we have tweaked and tuned its production to provide our clients with the best cost of ownership, and our riders with a rock-solid ride. For 2013 we have applied our new styling lines.

DESIGN CHALLENGE:

If it's not broken don't fix it. Its form and function have proven to be perfectly aligned to its cost of ownership, so we decided to turn more heads with a strong new decal design and continue to deliver Champion Quality.

ANNA MEI
TEAM ICG - 2012 24HR TRACK
WORLD RECORD HOLDER



S-SERIES

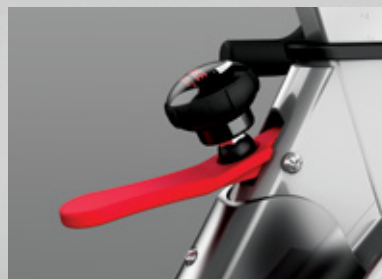


S-SERIES
POWERED BY ICG®



- Perimeter weighted 15 kg flywheel
- Poly-V Belt drivetrain
- Drop handlebars
- On-board performance console (optional)
- Superior 4-way user-fitting adjustments on handlebar and saddle
- Accessory handlebar dual water bottle holder
- SPD-compatible pedals
- Stainless steel protection plates

**CHAMPION
QUALITY.**



**PERIMETER WEIGHTED
15KG HIGH-INERTIA
FLYWHEEL**



S-SERIES

**ASK A
MASTER
TRAINER**

How will perimeter-weighted flywheels benefit riders and club owners?

Pedals circle around, but legs tend to go up and down. Most new Indoor Cycling students will have an inefficient, up/down pedal stroke that doesn't feel good. It's a normal novice tendency. The result is a choppy feeling and increased pressure applied to the knees and the ankles.

Placing the bulk of the weight on the perimeter of the flywheel generates increased inertia to help carry indoor cyclists through the dead spots in their pedal stroke. The 20kg, perimeter-weighted, "high-inertia" flywheel of the Tomahawk bike permits a non-cyclist to take any class and instantly develop even, 360-degree technique. The sensation is smoother, safer, more balanced, and more enjoyable.

Doyle.



**CHAMPION
QUALITY.**

Priceless performance
made simple.

This bike is for any club
operator or rider looking
for a simplified feature set
without compromising on
high commercial use, pedaling
performance and leading
warranties. All virtues that
demonstrate ICG's promise to
deliver Champion Quality. We
have applied our new 2013
styling lines.

DESIGN CHALLENGE:

At this price, it doesn't get any better.
With form and function perfectly
aligned to its cost of ownership, we
decided to turn more heads with a
strong new decal design and continue
to deliver Champion Quality.



E-SERIES

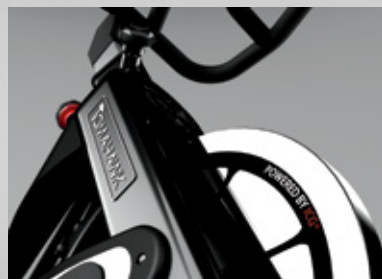
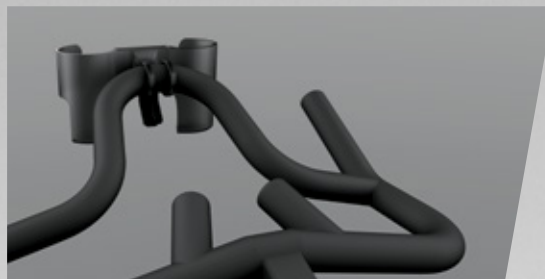
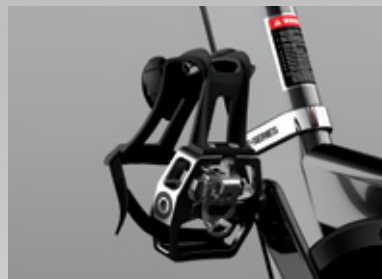


E-SERIES
POWERED BY ICG®



- Perimeter weighted 15 kg flywheel
- Poly-V Belt drivetrain
- On-board performance console (optional)
- Superior 4-way user-fitting adjustments on saddle
- Accessory handlebar dual water bottle holder (optional)
- SPD-compatible pedals

**CHAMPION
QUALITY.**



**POLY-V BELT
DRIVETRAIN**



E-SERIES

ASK A MASTER TRAINER

Why will belt drives benefit riders and club owners?

Bicycle drivetrain systems transmit the power from pedaling to the wheels. Most bicycles use a chain to help propel the bicycle forward.

A "chainless" bicycle transmits power to the wheels through a mechanism other than a metal chain. Most often, that's a belt. The Tomahawk Poly-V belt is quieter, stretches less, and transfers more power than other belts.

Belts are becoming the norm in Indoor Cycling. They require less maintenance, have fewer breakdowns, improve pedaling technique, don't permit momentum-based recovery, make the rider work more efficiently, and are safer for new riders. They save the club owner money, decrease liability, make less noise, and train participants more effectively.

Vanessa.



CHAMPION QUALITY.

New for 2013, the ANT+ Console places the riders performance data upfront and centre, features ANT+ wireless technology and a new fully sealed sweat-resistant housing.

We believe measurement matters. Performance measurement permits the instructor to demonstrate effectively both intensity and effort, and enables the student to gain more from every class. Our ANT+ Console shows cadence, heart rate, calorie expenditure and other data, giving students immediate and valuable feedback on the intensity of their training effort.

DESIGN CHALLENGE:

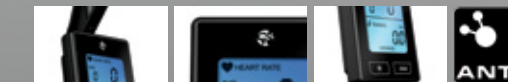
Precise and consistent data flow. Intuitive use. Robust. Affordable. These key design directives and market needs laid the foundation for the ANT+ Console's making. Innovation not by feature set but by mechanical and electronic design. A solution that reliably provides widely used effort and cycling metrics. All for the lowest price possible.



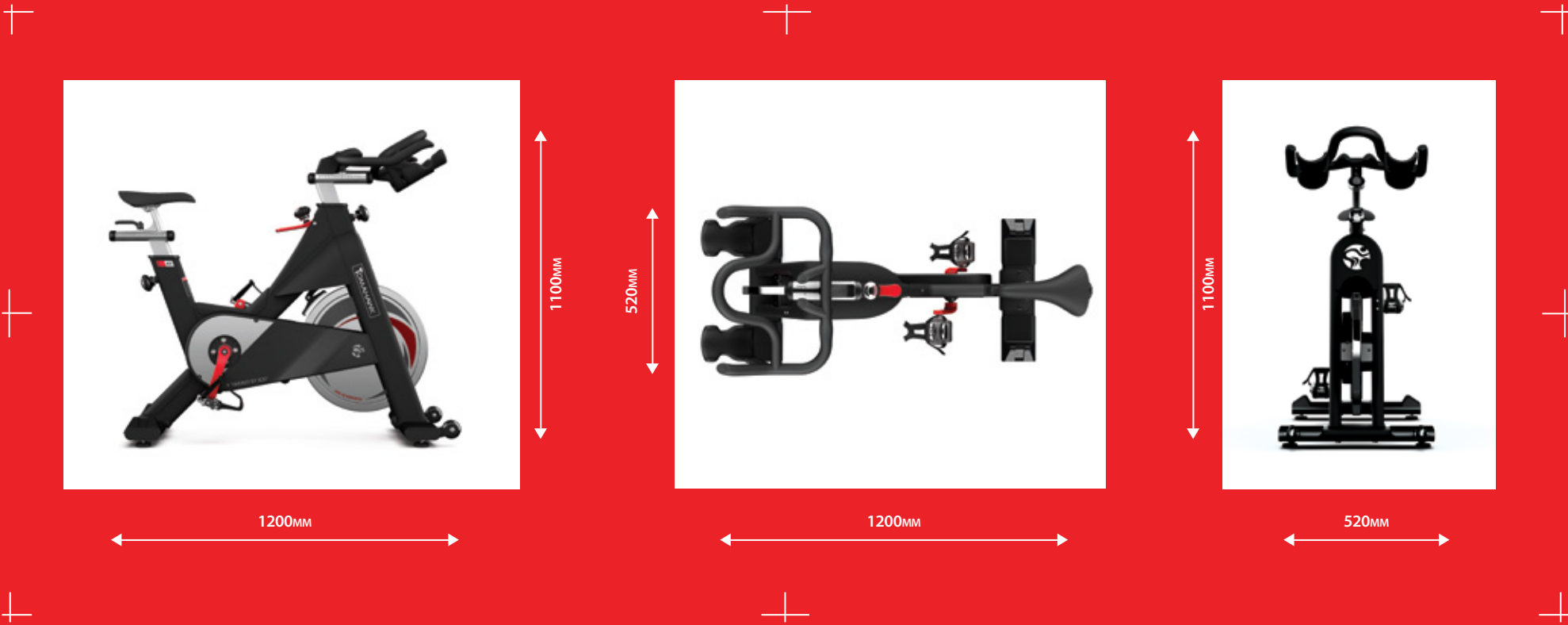
ANT+ COMPUTER



ANT+ COMPUTER POWERED BY ICG®



- ANT+ wireless communication
- Fully enclosed sweat resistant housing
- Digital and analog Heart Rate
- Backlight operation
- Cadence, distance, time, calories



SPECIFICATIONS IC3 S-SERIES E-SERIES

Frame Material	Steel	Steel	Steel
Post & Slider Material	Aluminum	Aluminum	Aluminum
Frame Color	Slate - Matte Finish	Silver	Black
On-board Console Compatible	Yes (optional)	Yes (optional)	Yes (optional)
Resistance Type	Friction	Friction	Friction
Flywheel Weight	20 kg	15 kg	15 kg
Q-Factor	155mm	173mm	173mm
Drivetrain	Poly-V Belt	Poly-V Belt	Poly-V Belt
Smart Drive System Option	No	Yes (optional)	No
Pedal Type	SPD-comp. dual sided + toe cage	SPD-comp. dual sided + toe cage	SPD-comp. dual sided + toe cage
Handlebar Adjustment Range & Type	4-way, superior, ergo design	4-way, superior mechanism	2-way, standard
Seat Adjustment Range & Type	4-way, superior mechanism	4-way, superior mechanism	4-way, standard
Water Bottle Holder Type & Position	Dual, accessory bolt-on to handlebar	Dual, on frame	Single, on frame
Stabilizer Bars	Oversized, hidden fixings	Standard	Standard
Protection and Stretch Plates	Premium moulded protection plates - integrated calf stretch	Stainless steel	No
Post Design	Superior protection insert	Standard	Standard
Dimensions	L 1200mm W 520mm H1100mm	L 1200mm W 530mm H1100mm	L 1200mm W 530mm H1100mm
Product Weight	57Kg	50Kg	48Kg
Max User Weight	130Kg	130Kg	130Kg
Standard Warranty Term	3 years (Subject to terms & conditions)	3 years (Subject to terms & conditions)	3 years (Subject to terms & conditions)



TEAM ICG®



**BE
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OWN[®]
HERO**

WHEN IS VIDEO MORE THAN JUST VIDEO?

By ICG Marketing & Product Director Gary Warren

Over 4 billion hours of video are viewed each month. YouTube is the most-used search engine, after Google. Video is also changing Indoor Cycling classes everywhere. Like music, video engages our emotions. To reach a cycling audience with imagery and music creates a synergy that lifts Indoor Cycling to new levels.

Club owners seek something innovative. Cycling with video is enjoyable, entertaining, and a dramatic differentiation from the current Indoor-Cycling market. The number of emerging businesses that produce video attests to the impact it will have on Indoor Cycling.

As entertaining as video can be, however, the key reason people join clubs is to achieve their fitness goals and be educated in how to do that, not for entertainment.

Before writing the check, anyone investing in video programming must investigate the quality of education or coaching that accompanies the video product. This applies equally to live instructor and virtual group classes.

At ICG, we believe that video is JUST video. It's an asset that can add to the Indoor-Cycling experience but will never dominate it. Even with the world's best video, without proper coaching for the live instructor or excellent voiceover coaching in the virtual product, instructors will continue to teach to music only and virtual classes project to empty classrooms.

Quality instruction has always been the key to any successful Indoor Cycling program. As long as facilities offer live instructor classes, the instructors must appreciate, and be energized by, what video brings to their classes. Once they support video's benefits, they will sincerely recommend virtual programming - provided that virtual class stands up to the quality of live coaching.

Empowering instructors to use video demands technology that allows them to control video as easily as they control their music. (DVDs just don't make the grade in that regard.) It requires an education platform that teaches them to integrate video with what they're already doing - while enhancing the members' experience.

For a virtual class to invite people to train with no instructor, the content can't be good. It must be great. There's no motivating instructor who knows your name, maybe no social interaction with other members. What works for a solo participant on a bike in front of a small screen may fail miserably in the group cycling studio. This is even truer if the facility doesn't employ instructors.

So what makes a virtual class compelling? Four dimensions make a virtual cycling class successful - sensation, flow, challenge and convenience.

Does the visual sensation grab attention? A compelling member experience must elicit strong, positive emotions. Is it Forward-Motion Video of beautiful destinations around the world, or highly engaging top master presenters sitting on bikes?

Does the workout flow? Sound levels, content, matching voice and tone to the content, pacing - the sense of class flow must be better than with live instruction to be as effective. Members won't show up for an average virtual class.

Was the workout successful? The members will want to be physically challenged by the workout and mentally engaged by the information. It takes quality recorded instruction, selection and use of music, music/video synergy, and editing.

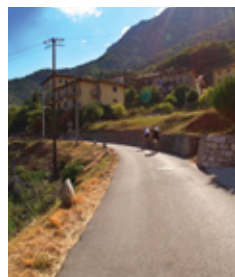
Were the virtual classes offered at convenient times? Does the technology offer "auto" scheduling, allowing classes to be easily added to, or taken off, the schedule based on participation?

At ICG, we consider ourselves the leading authority in cycling with video. Indoor cycling is driven by instructor communication and motivation, plus social interaction. We believe instructors need education and training to integrate video skillfully and professionally into their classes. We believe that virtual classes can rock. They must be visually stimulating. They must flow, provide a challenge, be offered at convenient times, and be better produced than a live class. Instructors must support the classes.

We're committed to developing better techniques and technologies to make future Indoor Cycling experiences more "real", as classes with video and virtual classes go mainstream.

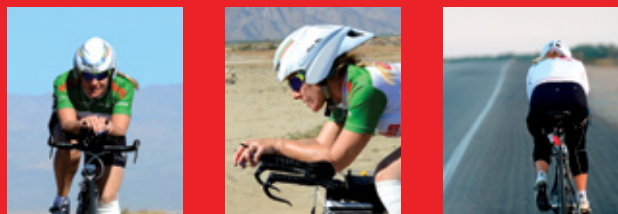
Gary.





**RIDE
EVERYWHERE,
ANYTIME.**

ANNA MEI
TEAM ICG - 24HR TRACK
WORLD RECORD HOLDER



**RIDE
EVERYWHERE,
ANYTIME.**



MYRIDE+
POWERED BY ICG®

The Myride+ console and its pioneering instructor education program empower clubs to control high-definition, Forward-Motion Video for both live and virtually instructed group Indoor Cycling classes.



MYRIDE
POWERED BY ICG®

Delivers the captivating experience of Indoor Cycling and Forward-Motion Video outside the studio through personalized virtual instruction. The Myride console can be paired with any Indoor Cycle to provide an innovative gym-floor cardiovascular workout.

MYRIDE®

Myride began in 2005 as a spark of imaginative thinking – how to advance the “Indoor Cycling Experience” through interactive media.

The benefits of video in Indoor Cycling have been advertised for over a decade but, until now, have never been delivered in a format or quality that fully benefitted club owners, instructors and consumers.

The reason for video's power as a medium is that it engages the viewer's emotions, much like music. The motion creates emotion. The music creates emotion. The ability to reach a cycling audience with images, too, is the ultimate in creating emotion.

MYRIDE+

WHAT MYRIDE+ IS

The Myride+ console and pioneering instructor-education program empower clubs to control High-Definition, Forward-Motion Video for both live and virtually instructed group Indoor Cycling classes.

WHY WE DESIGNED IT

We wanted to give users, instructors and business owners a flexible and more engaging way to experience and present Indoor Cycling.

HOW WE ACHIEVED IT

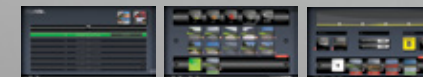
Through spectacular Forward-Motion Video, pioneering hardware and virtual programming. By giving instructors the ability to select and control video as they do music. By giving business owners a sustainable turnkey program. By giving users epic motivation to exercise.



RIDE
EVERYWHERE,
ANYTIME.



MYRIDE+
POWERED BY ICG®



- World's leading accredited Forward-Motion Video (FMV) instructor education
- World's largest FMV cycling community, with online continuing education and resources to sustain success
- Expert "change management" and studio design support
- Product launch program
- HD footage
- Video library of over 140 world destinations for teaching live classes
- Thousands of virtual coaching classes on demand
- Fully automated weekly virtual class scheduling
- Online content updates and remote technical support
- Commercial-grade console featuring touch-screen interface and "Made for iPod and iPhone" music connectivity
- Compatibility with any Indoor Cycles



MYRIDE+

**RIDE
EVERYWHERE,
ANYTIME.**

AT YOUR FACILITY

Myride+ doesn't compete. It complements. It syncs seamlessly with the market's well-grounded Indoor Cycling resources: music, teaching styles, programming, studio design, and bike brands. No matter which coaching principles or equipment you use today, or will use tomorrow, Myride+ will enhance your offering.

HOW IT WORKS

Myride+ connects with your stereo system & projector or TV to deliver a sensational Indoor Cycling video experience. Myride+ empowers instructors to teach live classes to Forward-Motion Video and delivers virtually instructed workouts on demand. It also provides a fully automated virtual class schedule to make your studio programming that much easier.

PROGRAM OPTIONS

You can purchase several types of video with Myride+. Myscape: Your instructors use Myride+ to control video as they do music, and deliver a cinematic Forward-Motion Video experience in a live class format. Mysportif: Virtually instructed class using Forward-Motion Video with voice-over commands and visual cues. Myride: Virtually instructed class featuring an "in-screen" instructor.



TEAM ICG®



**BE
YOUR
OWN[®]
HERO**



TEAM ICG®

LIVE COACHING, MYSCAPE

Your instructors use Myride+ to control video as they do music, and deliver a cinematic Forward-Motion Video experience in a live class format.

MYRIDE+



WHAT IS FORWARD-MOTION VIDEO?

FMV is a first-person video experience that allows participants to feel as if they are travelling through a location just as they would in real life.

THE USE OF FMV.

It takes only seconds for an instructor to create a video playlist of any length and any profile from the most extensive cycling-video library in the world.

CONTROLLING VIDEO AS EASILY AS WE DO MUSIC.

This was our key design focus. We have developed a number of tools to allow the instructor, with one touch, to move the video forward or back seamlessly from one point in the video to another.

DESIGNED FOR FITNESS.

Organizing the video library by terrain type (flat, mixed, climb, descent) gives instant access to any terrain with just a touch.

PRODUCED FOR INDOOR CYCLING.

Cutting-edge technology and video production seamlessly enable any video to fit any piece of music, and vice versa. An instructor's number one requirement.

CREATED BY MASTER TRAINERS.

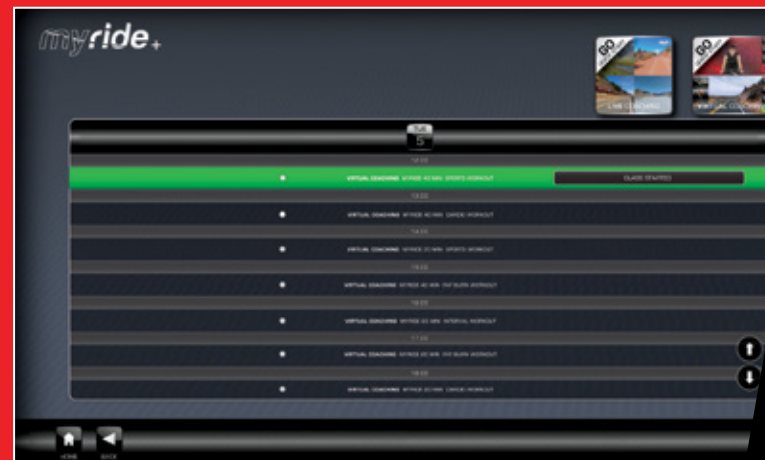
Our application provides relevant and useful on-command assets, such as in-screen timers, terrain profiles, scenic footage (no forward motion) for rest periods, and much more.



**RIDE
EVERYWHERE,
ANYTIME.**



**RIDE
EVERYWHERE,
ANYTIME.**



WHAT IS FORWARD-MOTION VIDEO?

FMV is a first-person video experience that allows participants to feel as if they are travelling through a location just as they would in real life.

THE USE OF FMV.

FMV is engaging. Innovative. Exciting. Compelling. It will drive membership acquisition and retention from a unique service offering at your club.

VOICE-OVER COACHING.

Delivering the best workouts and providing great motivation and instruction without reducing the brilliance and immersion of FMV.

ANIMATED CUES.

Pictorial and video instruction come in and out of the screen to support voice-over coaching without reducing the brilliance and immersion of FMV.

ADVISED RPM RANGE.

To support instruction. Your bikes will need cadence monitors to benefit from this feature.

ADVISED HEART RATE RANGE.

To support instruction. Your member must wear a heart rate monitor to benefit from this feature.

ADVISED ENERGY LEVEL.

A clear and simple 1-10 effort scale and color range to coach how hard participants should be working during the class.

ANIMATED EFFORT PROFILE.

Visually supports the instruction of intensity changes during the workout.



VIRTUAL COACHING MYSPORTIF

Virtually instructed class using Forward-Motion Video with voice-over commands and visual cues.

Classes can be chosen on demand (by your members) or be fully automated on a weekly schedule (by your management).

MYRIDE+

VIRTUAL COACHING, MYRIDE

Virtually instructed class featuring an “in-screen” instructor, with no use of Forward-Motion Video.

Classes can be chosen on demand (by your members) or be fully automated on a weekly schedule (by your management).

MYRIDE+



WHY DO WE HAVE “IN-SCREEN” INSTRUCTOR COACHING?

Its benefit lies in its familiarity to the participant. It helps to build acceptance of virtual coaching. The challenge lies in making it compelling, and not a poor substitute for “live” classes. Myride strives to do this through high-quality production and world-class coaching.

ADVISED RPM RANGE.

To support instruction. Your bikes will need cadence monitors to benefit from this feature.

ADVISED HEART RATE RANGE.

To support instruction. Your member must wear a heart rate monitor to benefit from this feature.

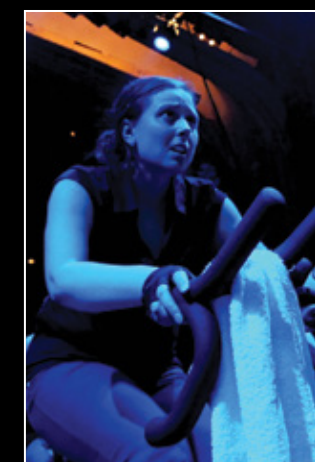
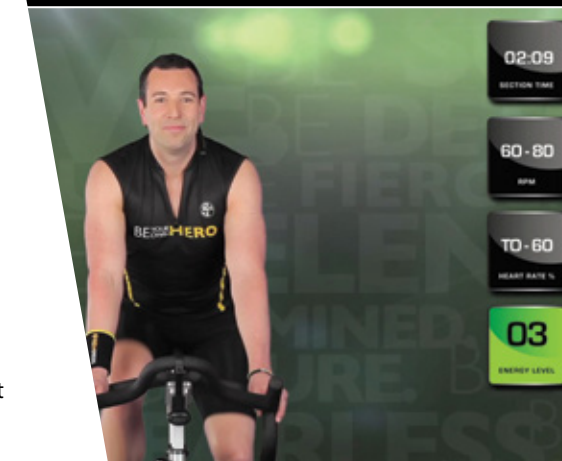
ADVISED ENERGY LEVEL.

A clear and simple 1-10 effort scale and color range to coach how hard participants should be working during the class.

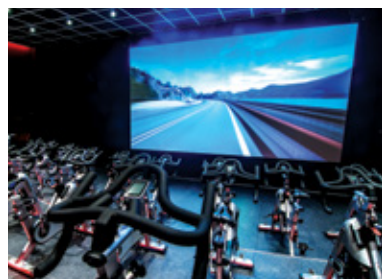
ANIMATED EFFORT PROFILE.

Visually supports the instruction of intensity changes during the workout.

**RIDE
EVERYWHERE,
ANYTIME.**



MYRIDE+



**LOWER INSTRUCTOR
COSTS (COST-PER-HEAD)
FROM HIGHER CLASS
ATTENDANCE**



**RIDE
EVERYWHERE,
ANYTIME.**

PROGRAM ROI HIGHLIGHTS	LIVE COACHING, MYSCAPE	VIRTUAL COACHING, MYSPORTIF	VIRTUAL COACHING, MYRIDE
Membership acquisition	✓	✓	✓
Membership retention	✓	✓	✓
Gaining a sustainable business advantage	✓	✓	✓
Lower instructor costs (cost-per-head) from higher class attendance	✓	✗	✗
Ability to charge new premiums or justify current premiums in a competitive market	✓	✗	✗
Increases space and equipment use without increasing your operational budget	✗	✓	✓
Increases revenue from “pay as you go” services at non-peak hours	✗	✓	✓
Eliminates substitute instructor costs and time management	✗	✓	✓
Creates a new low-cost, fully automated virtual coaching experience to complement live class services	✗	✓	✓
Creates a one-to-one virtual replacement for live instructors to reduce operational costs during quieter, non-profitable class times	✗	✗	✓

DESIGNING YOUR STUDIO FOR VIDEO

By ICG Marketing &
Product Director Gary Warren

ICG has consulted with literally hundreds of clubs, from budget operators to award-winning facilities, on how to maximize their investment in video with Myride+.

Our Product Teams, Master Trainers, Graphic Designers and Audio Visual experts have found solutions for all our clients' expectations, operational requirements and budgets.

Though every studio is different, we have created a strong guideline as a "change management exercise" to maximize your space and establish the experience of greatest immersion.

1. LIGHTING

Your Myride+ footage will be brighter and more engaging the darker your environment. Make sure your instructor or staff member has full control over the lights. If the cycling space is near windows, you would be advised to limit sun exposure completely or as much as possible.

In addition, please view our website to read: "Choosing the right projector screen for Myride+" and "Choosing the right projector for Myride+."

2. SCREEN SIZE

Bigger is better. Virtual coaching and forward-motion footage create greater immersion (the sense that it's real) when the screen is larger.

In addition, please view our website to read: "Choosing the right projector screen for Myride+."

3A. SCREEN-TO-BIKE DISTANCE

Whichever projector screen or TV you choose, it is important that the front row of bikes should not be too close. Our approximate guide is: for every 1.0 meter (3.25 feet) of screen width, the front row of bikes is 0.7 meters (2.25 feet) back. For example, 3.0 m (10 ft) screen = 2.1 m (6.75 ft) front row distance. The final size of the screen and its distance to the front row of bikes are your preference.

In addition, please view our website to read: "Choosing the right projector screen for Myride+."

3B. SCREEN-TO-FLOOR DISTANCE (PROJECTOR OR VIDEO WALL)

When installing a bigger screen, typically for a larger Indoor Cycling studio or a gym floor space, it is important not to start the screen at floor-level or raise it too high. Our approximate guide is: a 2 to 4+ meters (6.5 to 13 foot) screen (horizontal width) should be placed so that the bottom of the screen is 1 to 1.5 meters (3.25 to 5 feet) from floor level.

In addition, please view our website to read: "Choosing the right projector screen for Myride+."

3C. SCREEN-TO-FLOOR DISTANCE (TV, ONE ROW OF BIKES)

When installing a smaller screen for a smaller Indoor Cycling studio or a gym floor space, it is important not to install the screen too high. Our approximate guide is to place the bottom of the screen 1 to 1.5 meters (3.25 to 5 feet) from floor level for any size TV (60" standard).

In addition, please view our website to read: "Choosing the right TV for Myride+."

3D. SCREEN-TO-FLOOR DISTANCE (TV, MULTIPLE ROWS OF BIKES)

When installing a smaller screen for a smaller Indoor Cycling studio or a gym floor space, it is important not to install the screen too high. Our approximate guide is to place the bottom of the screen 1.5 to 2.0 meters (5 to 6.5 feet) from floor level for any size TV (60" standard). Please be sure to mount the TV at a downward angle for a better viewing experience.

In addition, please view our website to read: "Choosing the right projector screen for Myride+."

4. SCREEN IN CENTER OF BIKES

For all installations (Virtual or Live coaching programs), the screen should be placed in the center (mid-point) of the group of cycles, or as close to it as possible, taking into consideration the overall width of the space and the placement of the instructor during Live coaching.

5. CEILING HEIGHT AND YOUR PROJECTOR

Lower ceiling heights will affect buying decisions for projectors and screens. If the ceiling height is too low, it might not be possible to achieve a larger projected image without riders from the front rows of bikes casting shadows on the screen. To avoid shadows, the screen should be made smaller by bringing the projector closer to, and slightly above, the front row of bikes, as opposed to behind them. An alternative is to get a stronger performance short-throw projector.

In addition, please view our website to read: "Choosing the right projector for Myride+."

6. MANAGING MIRRORS

Mirrors and Myride+ do not mix well. If a screen is dropped in front of mirrors, the participants at the far sides of the studio tend to see the class's reflection, as well as the Forward-Motion Video. When this happens, the illusion of traveling forward can be distorted. Our recommendation is to remove all mirrors or make sure the video is screened on the opposite wall. If the space in question is a multi-purpose group exercise studio, then the mirrors are essential and a pull-down screen should be selected, leaving the mirrors as they are.

In addition, please view our website to read: "Choosing the right projector screen for Myride+."

7. INSTRUCTOR, STEREO AND CONSOLE PLACEMENT

Unlike traditional classes, a Live Coaching Myride+ class will require the instructor, the stereo controls, and the Myride+ console to be on the right or left side of the cycling studio/space, so that the screen takes center stage.

8. CONSOLE PLACEMENT FOR VIRTUAL COACHING

If you are purchasing Virtual Coaching programs only, with no intent to purchase Live Coaching, you can design your cycling space to position the Myride+ console anywhere you wish – in or outside the studio. You will need to consider running the cables to the stereo and screen or projector.

9. WALL DESIGN

We advise that the wall housing the screen remain a solid color like black, grey or white to ensure that the Myride+ footage attracts the viewer's full attention. Many of our premium installations have extended the theme of outdoor riding by applying stunning location vistas on the other walls. This can be done using pictures or a full wallpaper print. ICG can provide beautiful high-resolution imagery for application by your chosen supplier.

10. PREMIUM THEATRE-STYLE STUDIOS

Studios that have tiered floor levels rising in height from the front to the back are known as theatre-style. If you are installing Myride+ in this type of studio, additional consideration must be given to items 3b, 3c and 3d.

**FOR MORE INFORMATION
ON HOW TO PREPARE YOUR
STUDIO FOR MYRIDE+:**

VISIT
WWW.INDOORCYCLING.COM

WHY MYRIDE+? ASK AN INDUSTRY LEADER.

TIM FOSTER
CLUB PERFORMANCE
DIRECTOR VIRGIN ACTIVE

"Two of our core values are to bring innovation to our product and improve our value for money to our members. Through Myride+, ICG has helped us in both of these areas enormously. And this is why Myride+ is being installed across our estate.

We have had fantastic feedback from our members and instructors. Our National Group Exercise Manager, Gillian Reeves, reports that she and our trainers nationwide have been very impressed with the standard of training and support offered by ICG.

The product's key differentiator, and our operational focus, is its instructor-led classes. Adding video the way Myride+ does to live classes doesn't detract from the importance of the instructor. It simply empowers a new, exciting, fully immersive experience."

Tim Foster.



MYRIDE+

CASE STUDY

BRAND:
VIRGIN ACTIVE UK
NUMBER OF CLUBS:
122

ICG and Virgin Active launched Myride+ together. It was the strong partnership between operator and supplier that made Myride+ what it is today.

Myride+ is now helping Virgin Active UK continue to push the innovations at their "classic" clubs and improve their Indoor Cycling studios' ROI across the estate.

Success in the UK has led both companies to roll the program into Virgin Active's businesses in Europe, Africa and Asia.

MYRIDE+

CASE STUDY

BRAND:
CLUB ONE FITNESS

NUMBER OF CLUBS:
15

Club One Fitness is deploying “Powered By ICG” studios, the name we use when clubs run our services.

Myride+ in particular has received the highest accolades from Club One directors Bill McBride (President & COO) and Robin Klaus (Chairman & CEO).

According to Klaus, Myride+ is helping Club One continue to capture the growing interest in group exercise by meeting the consumer’s rising equipment and service expectations.



WHY MYRIDE+? ASK AN INDUSTRY LEADER.

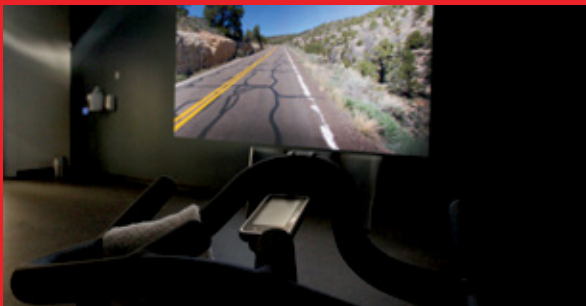
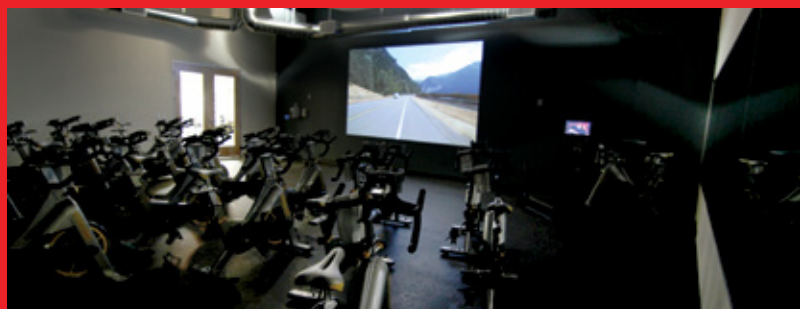
BILL McBRIDE
PRESIDENT & CHIEF
OPERATING OFFICER, CLUB ONE INC.

“Myride+ is the best new development I’ve seen in all of Indoor Cycling. The technology is absolutely amazing.

You feel completely immersed in the video while riding, and the scenery is spectacular. Our members and instructors love it. Not only is it a great, new teaching tool, it is also an immediate differentiator during all new-member tours.

The user interface is amazing and easy to use. The biggest comment from our new members is that the time literally flies by. Our experienced members tell us it’s the best thing to happen to cycling classes in a long time.”

Bill McBride.





WHY MYRIDE+? ASK AN INDUSTRY LEADER.

PAUL KIRWIN
GROUP DIGITAL &
MARKETING MANAGER

“At Pure Gym, we’re always looking for innovative products to enhance our members’ experience.

The Myride+ virtual cycling studios allow our members to take Indoor Cycling classes at any time of the day that suits them. This is pretty important because we’re open 24 hours a day.

Our members love the virtual studios, and we are thrilled to be able to offer such an exciting and unique experience in our clubs.”

Paul Kirwin.



MYRIDE+

CASE STUDY

BRAND:
PURE GYM
NUMBER OF CLUBS:
62

Pure Gym management were early adopters of Myride+, investing in the technology for three of their locations for a three-month evaluation. Myride+ is now a key differentiator for their Indoor Cycling studios.

The deployment of Myride+ by Pure Gym demonstrates that the product’s ROI is equally strong for the affordable sector as for the premium sector.

Pure Gym runs both the Live Coaching and Virtual Coaching programs.





MYRIDE+

JOIN THE MYRIDE+ REVOLUTION

LEADING CLUBS AND FITNESS BRANDS AROUND THE WORLD JOIN TOGETHER IN LAUNCHING A FULLY IMMERSIVE CYCLING EXPERIENCE POWERED BY ICG®.



TEAM ICG®



**BE
YOUR
OWN®
HERO®**

MYRIDE



MYRIDE

POWERED BY ICG®



- The world's leading personalized, Forward-Motion Video, Indoor Cycling experience
- A video library of over 70 world destinations to ride to, with or without instruction
- Millions of virtually coached classes using our unique "build your own" or "choose a challenge" workout options
- Ride to "in-screen" instructors and/or Forward-Motion Video
- Online content updates and remote technical support
- Commercial-grade console featuring a touch-screen interface and "Made for iPod & iPhone" music connectivity
- Digital and analog TV-ready
- Integrated Jukebox
- Compatible with any Indoor Cycles



RIDE EVERYWHERE, ANYTIME.

Delivering the captivating experience of Indoor Cycling and the use of Forward-Motion Video (FMV) outside the studio through personalized virtually instructed classes.

The Myride console can be paired with any Indoor Cycle to provide an innovative gym-floor cardiovascular workout.

MYRIDE



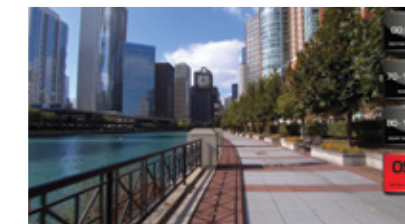
MYSCAPE

Empower your members to ride to stunning destinations around the world, listening to their own music, our Jukebox, or no music at all – it's their choice. Myscape offers advanced riders, or riders just looking to escape for a while, the chance to do their thing without virtual instruction.



MYSORTIF

Master Trainer voice-over instruction to Forward-Motion Video provides your members with an "outdoor" class experience that will keep them coming back for more.



MYRIDE

Virtually instructed class featuring an "in-screen" instructor. For your members, it's just like having a personal trainer right in front of them. Pushing them. Making sure they achieve their goals.



**RIDE
EVERYWHERE,
ANYTIME.**

It's the unique application of Forward-Motion Video and world-class Indoor Cycling coaching that makes the Myride experience spectacular.

Get on the bike and head for the hills. And the canyons. And the desert plains. Cycle through high-definition virtual landscapes around the world. Have more fun and burn more calories than ever before. If your workout were any more realistic, you'd be checking the traffic.



WHY MYRIDE+? ASK AN INDUSTRY LEADER.

JOHN TREHERNE
CHIEF OPERATING OFFICER,
THE GYM GROUP

"Our gyms are extremely busy and we're open 24/7. To give over space to a studio that was in use maybe four or five hours a day was hugely restricting for our facility.

We see virtual classes, Myride, as a cost-effective way to make our offer more attractive."

John Treherne



MYRIDE

CASE STUDY

BRAND:
THE GYM

NUMBER OF CLUBS:
55 (& GROWING FAST)

The Gym was the pioneer of Myride in the UK, and continues to be the largest nationwide operator of Myride, with over six units installed in every club.

Myride provides The Gym with a solution to offering its members Indoor Cycling – without the need for a separate studio or increased group exercise costs and management.

MYRIDE

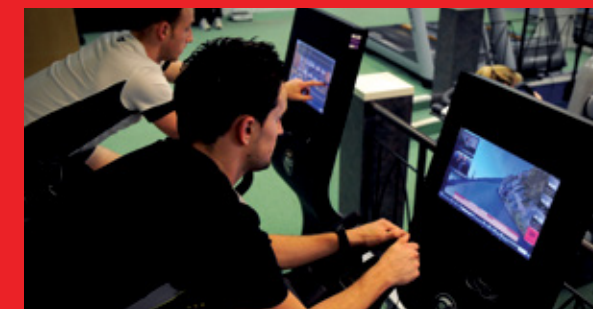
CASE STUDY

BRAND:
**VILLAGE HEALTH
& FITNESS,
DE VERE GROUP**

NUMBER OF CLUBS:
25

Village Health & Fitness deployed Myride across its estate within months of the product's release. The product allows hotel guests and members to enjoy Indoor Cycling any time of the day.

The success of Myride on its gym-floor has led to an additional, national roll-out of Myride+ in 2013.



**WHY MYRIDE+?
ASK AN INDUSTRY
LEADER.**

CHRIS SOUTHALL
LEISURE DIRECTOR
VILLAGE HEALTH & FITNESS

“ Cardio products that motivate club members to use them and get results produce the best experience.

Myride is definitely in this category. Riding a bike on the gym floor using Myride is dynamic and enjoyable. Our members can select any type of ride and any terrain, in any format – watching an instructor as in a class, or riding beautiful roads with a voiceover coach. The members are happy. They get exactly the ride they want, delivered exactly the way they want it. We're happy with the space-efficient, elegant, personal consoles.

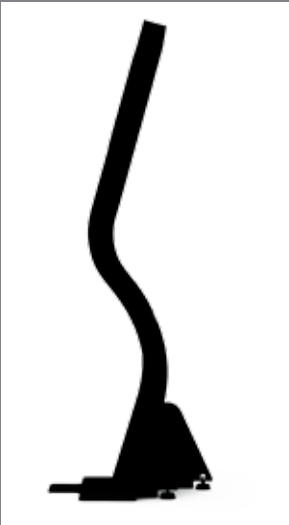
Myride+ is like Myride in Imax! It has stimulated class participation and generated huge excitement. Forward-Motion Video will never lose its ability to immerse the participants in a vivid ride. Our instructors love using it to intensify the class experience.

We're sold on Myride and Myride+.”

Chris Southall

MYRIDE

CONSOLE	
FOOTPRINT	860 X 560 MM / 34 X 22 INCH
HEIGHT	1500 MM / 59 INCH
WEIGHT	42 KG / 92.5 LBS
POWER	110 -220V AC INPUT 2 X 12V 3.5A DC OUTPUT
SYSTEM MONITOR	17.3", 1600 X 900, 400 NITS, 30W (MAX)
TOUCH SCREEN	4 WIRE RESISTIVE
OPERATING SYSTEM (OS)	UBUNTU LINUX
PC	INTEL ATOM, ION2, 500GB HDD, 2 GB RAM, 35W (MAX)
TV	INTEGRATED PCIE CARD - ATSC / NTSC OR DVBT / PAL
TEMPERATURE STANDARDS	40° F - 110° / 5° C - 45° C
CONNECTIVITY	INTERNET CONNECTION - RJ45 LAN CABLE, USB 2.0, TV COAX (OPTIONAL F-CONNECTOR), HDMI, 3.5MM SINGLE PIN STEREO, 30PIN APPLE CERTIFIED CONNECTION CABLE
VIDEO CONTENT	1280X720 RESOLUTION 16:9 RATIO



860MM

1500MM



560MM

1500MM

OPERATING SPACE: MYRIDE+

APPROX. TOTAL SPACE REQUIRED FOR LIVE COACHING INSTALLATIONS:	2000 X 2000 MM/79 X 79 INCH (CONSOLE / BIKE / STEREO)
TOTAL SPACE REQUIRED FOR VIRTUAL COACHING ONLY INSTALLATIONS:	860 MM X 560 MM/34 X 22 INCH (CONSOLE ONLY. STEREO NOT INCLUDED AS ITS POSITION IS VARIABLE IN THIS MODE)
OPERATING SPACE: MYRIDE APPROX. TOTAL SPACE: (SUBJECT TO BIKE INSTALLED)	1500 MM X 525 MM/59 X 21 IN (CONSOLE / BIKE)

	MYRIDE+	MYRIDE
USE		
An instructor-led group cycling experience	✓	✗
A member-led personal cycling experience	✗	✓
SET-UP		
Console required	✓	✓
Gym-floor solution	✓	✓
Group-studio solution	✓	✗
Requires additional Audio Visual equipment (not supplied)	✓	✗
Connects to external big screen (not supplied)	✓	✗
PROGRAM OPTIONS		
Forward-Motion Video with virtual class instruction	✓	✓
'In-screen' virtual instructor-led classes	✓	✓
Forward-Motion Video without instruction for members to control	✗	✓
Forward-Motion Video for instructors to control in 'Live' classes	✓	✗
FEATURES		
Select virtually- instructed workouts on demand	✓	✓
Fully automated weekly class schedule	✓	✗
Ability to customize virtual workouts	✓	✓
iPod & iPhone music integration	✓	✓
HD footage	✓	✓

STAYING OPEN

By Team ICG Master Trainer
Vanessa Wilkins

Cycling instructors are a special breed, and all a little different. There are those who coach, those who teach choreography, those who talk heart rate and RPM, and those who teach meditation on the bike.

I always strive to take a little piece from each style of instruction, stay the open-minded student and, most importantly, find my own voice.

Cycling instructors can be fervent, even opinionated. Because of that, we may attract a special type of student – people with a bit of an edge, who need to grunt it out and really feel something at the beginning or end of the day. Our most endearing quality can sometimes blind us: we are sometimes opinionated to a fault.

Our discipline, Indoor Cycling, has been taught one way for so long it's difficult to embrace any other. But to say there's only one way to move or study a discipline is simply narrow-minded. It limits our ideas and our teaching. When we stop learning, we stop truly teaching.

If mastery could be measured in watts or years on the bike, many of us would line up with raised hands to be counted. I submit that mastery is best demonstrated when we stay open to new ideas and enjoy new ways of putting science, innovation and, yes, FUN together when we teach.

The best instructors I've found have that uncanny ability to touch, inspire, and excite – and not just with a great song. It's that special blend of art and science that's truly engaging.

It's much easier to spot a bad instructor than a good one. When you attend a class and the instructor is terrible, you can feel the grumbling and unease in the room. You can easily point out the faults: the music is too loud or uninspiring, the voice too nasal, the cues unclear.

But when you attend a good class and the instructor suddenly announces, "Last song," you think, "Where did the time go?" Even though you may not have agreed with every cue or liked all of the songs, you find that you were riveted, captivated and engaged in the activity.

Although we might not agree with some of the innovation that has been happening in the cycling community, we should at least acknowledge that it's a good thing to get people to move, period. All people, cyclists and non-cyclists alike. If it takes push-ups on the handlebars, bikes that move side-to-side, or Forward-Motion Video to reach people who would never otherwise set foot in a cycling studio, so be it.

I have come to terms with the fact that I may not get all of my participants to ride a century with me. What I can do is my absolute best to get people excited about cycling. Out of their heads and into their bodies. Safely. If only indoors. If only for 60 minutes.

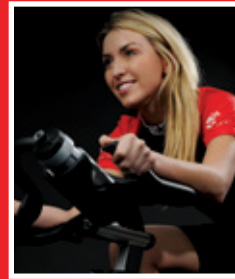
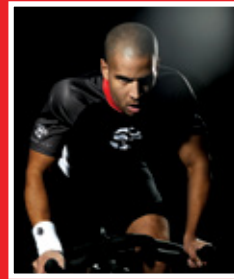
If the best way to do that is to borrow a great idea or technique from another instructor, I'm open to it.

Vanessa.





TEAM ICG®



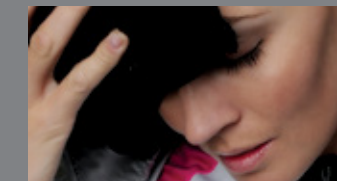
**UNITED
WE RIDE.**



UNITED WE RIDE.

At ICG we believe everyone can ride a bike. And everyone can ride a bike inside with outdoor passion and epic determination. As specialists, we commit 100% of what we do to this cause.

We're out there, every day – supporting members, cyclists, trainers, master trainers, clubs, national accounts and international brands. And in 2013, our Team ICG VIP program will push you, and us, even further – to becoming the world's best Indoor Cyclist.



Team ICG is the pioneer in free online learning for health club owners, instructors and enthusiasts. As part of ICG's philanthropic commitment, all continuing education courses are 100% free and provide ACE, AFAA, NSCA and other worldwide credits.

With over 150,000 course views and over 4,000 members in the first year, ICG Education is helping club owners and instructors update their practices, learn new programming skills, and maintain their governing body registration status absolutely FREE.



TEAM ICG EDUCATION

MOUNTAIN RIDER

By Team ICG Master Trainer
Graham Stoney

Indoor Cycling came from road riding and has retained that identity in most teaching systems. The ride positions, the hand positions, the cues and the philosophy follow the “roadie” way of riding. Yet, according to our research, mountain bikes have outsold road bikes for the last 20 years.

So most people ride mountain bikes. But most training programs don't take that into account when training instructors to teach indoor classes.

It would be understandable – if this were the '90s, when Indoor Cycling was just beginning. Off-road technique is often contrary to what we would do on a road bike, so the translation to indoor classes might have been too confusing or challenging to teach. But times have changed.

ICG is a global company with a strong contingent of Master Trainers from Europe, the UK and California, locations where mountain biking is extremely popular. We're the only company to offer handlebars that accommodate mountain bike hand positions and the only company to highlight off road riding movements in our teaching.

Instructors may find it difficult to introduce mountain biking in their classes. This article aims to bridge that gap.

If the idea of Indoor Cycling is to create an experience, what could be more fun than to take our students on a trail occasionally, as opposed to a road? ICG believes in this concept so much that we've dedicated a significant number of the Forward-Motion Videos on Myride+ to trail: fire trails, single track, sand, snow, grass and dirt.

Presenting Mountain Rider master classes at industry conferences has confirmed the interest of Indoor Cycling enthusiasts everywhere in adding mountain bike terminology and movements to the class experience. Many instructors who are off road riders show up to learn how they can share with their students the way they love to ride outside.

Making the class even more real is the stunning off-road video displayed on Myride+. Don't dismiss this idea because your club doesn't (yet) have Myride+! Teaching an indoor off-road class is more about your ability to create experience. Words and music are a good start. Video will heighten the experience when your club offers it.

HERE ARE SOME BASIC SUGGESTIONS FOR A MOUNTAIN RIDER TEACHING CLASS:

1. Tell your class participants that, for today, they must forget much of what you've previously taught them about Indoor Cycling.
2. Mountain biking does work with energy zones, power, intervals and threshold – but pure, senseless fun drives the ride.
3. Simulation begins with education. Teach them about the trail. Are we on a fire trail or single track? What's the surface? What are the conditions? In mountain biking, the trail surface and conditions change the experience completely, along with the cues you'll use.
4. Introduce and use off-road terminology: compressions, rollers, washboards, steps, crowns and berms, high-side/low-side.

You'll want to keep in mind that some standard Indoor Cycling exercises don't translate to off-road. You almost never jump, nor do you stand on climbs.

Off road wisdom borrows next to nothing from traditional road bike discipline. Mountain biking was born in the '70s. Hitting the trail with loosened inhibitions affirmed our spirit of adventure. Emphasize that in your class when you go off road.

Graham



A GOOD REASON TO COME BACK

By Team ICG Master Trainer
Chuck Cali

"Indoor Cycling instructors!! As you 'teach' your class this week, ask yourself, 'Am I using this time to TRAIN these people, or am I using every trick in the book to be an 'entertaining distraction'?? And yes, there's a BIG difference..."

I saw this statement on Facebook and thought long and hard about it. Allow me to reason out another possibility.



At the end of your classes, did your riders notice the "BIG difference", or indicate they cared? As Indoor Cycle instructors, do we really know why all these people are sitting on stationary bikes in front of us? What did they come for? What do they expect? Are you obliged to deliver what they expect, or subject them to what you think they need? These are not new questions.

Team ICG offers an incredible amount of "how-to" online education to help us teach more effective indoor cycling classes.

Yet that information is by, for and about us, the instructors. All of it is safe, founded in the fundamentals of outdoor riding, no contraindicated movements. And it's incredibly useful in enhancing our abilities.

But striving for never-ending improvement compels one to ask questions. What's the fundamental reason people participate in Indoor Cycling? For every rider, there's likely a different answer. This is about them. They pay for what we give them, which is important to remember.

Recently, I was reminded that Indoor Cycling is an industry. The gears of any industry turn with a demand for a product or service, which ultimately turns into profits. We should all be okay with that. It's why our paychecks don't bounce.

With that said, it becomes easier to work within the commercial framework of "happy customers." If "effective training" is producing happy customers, by all means create your class profiles around the desired training outcome.

But most of us in the trenches (indoor cycling studios around the world) face riders everyday who come to our classes not to train, but to do mindless exercise.

A few master instructors make a living teaching us how to train our riders, but most of us hold onto our part-time jobs by keeping our customers happy. This is the BIG difference I see between effective training and entertaining distractions. Many riders are often looking only to get through 60 minutes of hard work that they know is good for them.

As a Team ICG Master Trainer using Myride+, I've seen first-hand how Forward-Motion Video can take riders on a journey while they get their exercise. It opens up a world of possibilities for them and us.

The same is true for the new bikes out there. The consoles on the bikes provide multiple metrics: cadence, heart rate, time, miles or kilometers per hour, lap times, gear setting, calories burned, and power.

The options for using such metrics during class are many. One option is to use them for training. Some do.

If we're lucky enough to have Forward-Motion Video and new bikes, well, then our world provides many opportunities to make our customers happy in ways never before possible.

I could debate whether some group exercise programs offer any real cardio benefit, but, bottom line, this is about happy customers. The cycle studio needs to stay competitive if we're to compete with other group exercise activities.

One could call the new technology an entertaining distraction. I consider it a collection of useful tools for providing exactly what our riders want: a good reason to come back! What they get from it is up to them.

It always has been.

Chuck

EDUCATION

ICG ACADEMY

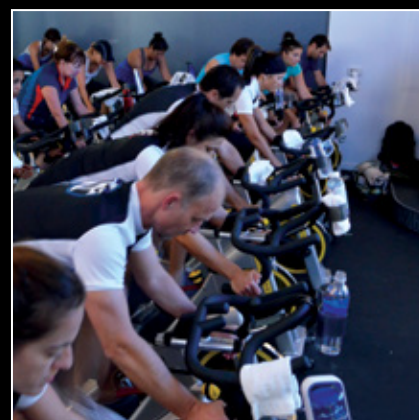
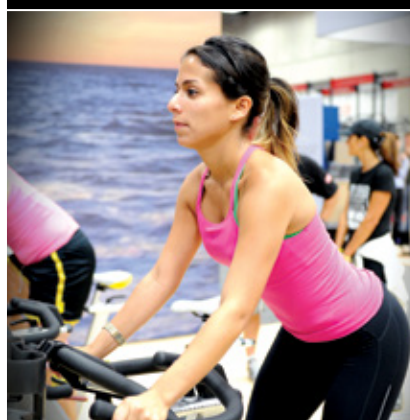
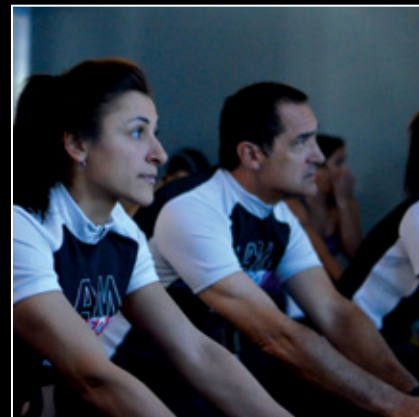
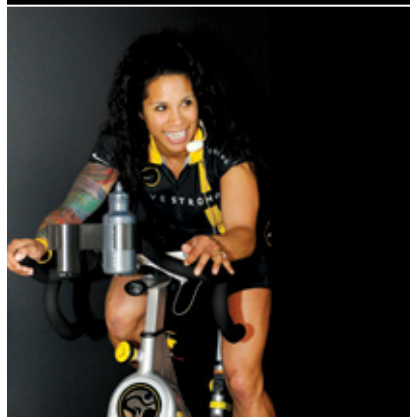
Our Academies around the world were developed to assist our buyers and trainers in accessing our products and re-imagining the level of service we can offer you throughout the sales and education process.

ICG ACADEMY, USA

Based in San Francisco, California, it is a 2500-sq.ft. dedicated Indoor Cycling studio. Run as a boutique business model with operator OMPower, ICG Academy showcases our profitable programming solutions and provides open-house certifications, new product demonstrations, and master classes every day of the week.

ICG ACADEMY, UK & GERMANY

Based in Peterborough, UK and Nuremberg, Germany, both our offices have been expanded to offer a complete Indoor Cycling studio. By appointment, club owners and their trainers can drop by to try out our full product line in real-to-life conditions, access and review our education, and speak to our product specialists, sales team and graphic designers.



UNITED
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TEAM ICG 'VIP' PROGRAM

National accounts investing in ICG bikes are enrolled free in our VIP (Very Important Partner) program. The program is an industry "first." It provides national providers with the practical tools and support required to invest in innovations and equipment rollouts.

Unlimited instructor access to all ICG accredited online Instructor Certifications.

Unlimited instructor access to all online Continuing Education Credits (CECs), in-house Master Trainer development and royalty-free access to ICG accredited live certifications and CECs.

Online management services for superior time management in instructor-training bookings, certificate management, accreditation points management and quality assurance tests.

Consultancy, training and deployment of custom programming solutions to empower unique service propositions for your consumers.

THE FOUR LEVELS OF MOTIVATION

By Team ICG Master Trainer
Graham Stoney

Motivation is that aspect of ourselves that rises to the occasion. It's the moment that we decide what we're going to do. Considering motivation is important. The moment we recognize it is fundamental to everything we do, as well as to feeling it again.

Motivation has no limits. It can come from anywhere; how it comes to us may change over time. Once someone successfully integrates training into his/her lifestyle, four distinct stages (levels) of motivation seem to keep the exercise going for life.

LEVEL 1 - PHYSICAL

When someone starts exercising, motivation usually comes from a physical goal – to lose weight, look better, become healthier.

Physical changes are easy to effect in a person with sufficient desire. Particularly when working with a trained professional, people can see success quickly. We see that initial desire wane, however, even in people who achieve results. The physical level of motivation starts things but often won't sustain a lifelong process.

LEVEL 2 - EMOTIONAL

Most people will benefit from this second level of motivation. Even people frustrated with lack of physical results will acknowledge that exercise makes them feel better emotionally. They're more relaxed, less stressed, glad to be taking care of themselves.

This deeper level of motivation can sustain exercisers for a lifetime.

LEVEL 3 - MENTAL

The third level of motivation involves the mind, and I've seen it impact people dramatically. They become fascinated by what's happening in the body, research it, study it, take charge of their fitness programs. Some get certified to teach Indoor Cycling.

This level leads to rapid, exponential growth in fitness. Students overcome physical challenges. They transform. They become athletes. They do events and competitions, set yearly goals, and train with greater dedication than some gifted athletes. With each accomplishment, their confidence grows – and their enthusiasm. They find new friends, change their schedules to accommodate rigorous workouts, and define themselves through their training.

This stage is glorious. It can go on for years, even decades, but must come to an end. Whether through injury, poor health, or aging, a decline in ability is inevitable. Unprepared students may be left deflated, empty or depressed. They can't ride as fast, can't manage their weight, lose flexibility, or whatever used to make them feel special.

LEVEL 4 - SPIRITUAL

This level is elusive. It doesn't involve religious beliefs, though some see it that way. If you teach Indoor Cycling, you've likely felt your spirit soar while riding. You may not have expressed it, but it's worth contemplating.

The contrast between our ever-present sense of aliveness and the impermanence of the body tells us we're more than muscle and bone. If riding your bike makes you feel more alive, even in the face of injury or an aging body, you realize that a part of you never gets tired, never grows old. You ride a bike into your 90's and still feel as if you're flying.

When you feel this, your perspective on the training you've done in your life changes. The achievements matter less. They're fun and exciting, but their value is short-lived. You feel less unique and more deeply at peace. Balance replaces ego, and riding a bike just makes you happy to be alive.

Most of us float among all four levels. It would be ludicrous to say that, after 40+ years of training, I never think about how I look and use that to get my ass to the gym and train. If that's my motivation for the day, so be it. I've learned that the connection with spirit is not easy to achieve every day.

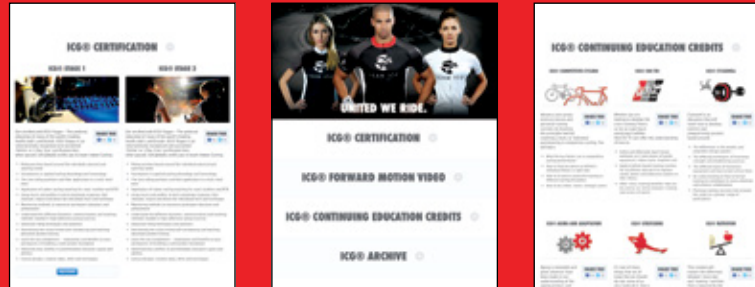
When it's there, though, it's undeniably the best thing that training – especially riding a bike – gives me.

Graham





TEAM ICG®



UNITED WE RIDE.



ICG® CERTIFICATION

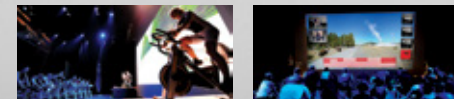
POWERED BY ICG®

Get certified with ICG Stages - the preferred education of many of the world's leading health clubs and brands.

- Riding position based on the individual's physical and sporting needs
- Foundations in applied cycling physiology and kinesiology
- The core riding positions and their application in a multi-level class
- Application of Indoor Cycling coaching for road, triathlon and MTB
- Using music and profiles to elicit emotional responses that motivate, inspire and direct the individual's form and technique
- Monitoring methods to maximize participant education and achievement
- Understanding the different dynamics, communication and teaching methods needed in high adherence group exercise

ICG Stages is an internationally recognized and accredited online or 1-day "live" certification that, when passed, will globally certify you to teach Indoor Cycling.

- Advanced riding techniques and positions
- Overcoming the issues linked with introducing and teaching advanced aerobic training
- Learning the key components - importance and benefits for your participants of building a solid aerobic foundation
- Advanced class profiles to accommodate everyone's goals and abilities
- Course designs, creative ideas, drills and techniques



ICG® FORWARD-MOTION VIDEO

POWERED BY ICG®

Get accredited in teaching with Forward-Motion Video by ICG, the world's leading authority in cycling to video.

Myride+, ICG's Forward-Motion Video technology, is the fastest growing group cycling video application in the world. With the world's top fitness chains rolling out the product, you can get certified now to secure your position as the "specialist" when video comes to town. (The innovative skills you will learn are fully transferable to other video applications, too.)

- Understand how ICG views the evolution of Indoor Cycling
- Learn how to bring the road to your teaching
- Understand the key principles of teaching with video
- Receive our top ten representative profiles
- Learn what immersion is and how to make the students feel present in the video
- Master ICG's 'SIT' principle: Simulation, Interaction & Telepresence
- Learn how to integrate your video and your Indoor Cycling choreography
- Understand the ergogenic impact of combining music and video to improve exercise performance



ICG® CEC'S

POWERED BY ICG®

Continue your study with Indoor Cycling's greatest free online education resource. Sign up today and get immediate access to the following courses. Compared with what other leading providers charge, our course will save you over \$1000 and provide the same, or more, international CECs by the same certifying bodies, such as ACE, AFAA, REPS, NASM and many more.

- ICG® Competitive Cycling
- ICG® Dri Tri
- ICG® Cyclewell
- ICG® Aging and Adaption
- ICG® Stretching
- ICG® Nutrition
- ICG® (Cancer) Survivor
- ICG® Music & Motion
- ICG® Overtraining
- ICG® Periodization in Training
- ICG® Heart Rate Training & Energy Zones
- ICG® The Ergogenic Effect of Combining Video and Music

EDUCATION

QUALITY ASSURED.

ICG Stages, online and live, is examined. Live Certification requires the succesful completion of our online paper prior to the practical training day.

We encourage any participants who are new to Indoor Cycling or have limited practical experience to take our live training day to receive a practical assessment before they start teaching.

DYNAMIC STRETCHING FOR INDOOR CYCLISTS

By Team ICG Master Trainer
Jim Karanas

Bicycling is a repetitive-motion exercise that can lead to tightness in several major muscle groups.

Static (traditional) stretching gradually lengthens a muscle and holds that elongated position for 20 seconds.

When done properly, static stretching slightly lessens the sensitivity of stretch receptors in our muscles. That allows the muscle to relax and stretch to a greater length.

Many elite athletes in all sports are ditching static stretching altogether, and using “dynamic” stretching as a viable pre-exercise warm-up and an effective post-training technique to restore muscle elasticity.

Several recent studies have found that doing static stretching before playing a sport actually makes you slower and weaker, because the lower sensitivity of the stretch receptors makes us less able to move quickly or freely.

Each muscle has sensory structures called stretch receptors that monitor the state of the muscle and feed the information back to the central nervous system. Stretch receptors sense the velocity of the movement and the degree that the muscle is lengthened.

The Golgi Tendon organ is a stretch receptor located where skeletal muscle fibers insert into tendon. It provides the sensory component of the Golgi tendon reflex, aka the stretch reflex. The stretch reflex is a protective mechanism to prevent over-stretching and tearing of the muscle fibers.

Active-Isolated Stretching (AIS) uses the body's natural stretch reflex to enhance flexibility. Because it's movement-based, it also dynamically stimulates blood flow and muscle extension through movement.

After a couple of seconds of stretching, a muscle begins to contract. This is the protective stretch reflex preventing excessive elongation and potential tearing. With AIS, the key is not to continue stretching beyond that point. Static stretching continues, and thus diminishes performance.

The AIS technique involves holding each stretch for 2 seconds, rather than 20. The stretch is repeated 8 to 12 times for a progressive muscle release. The repetition dramatically increases blood flow to the muscles, improves circulation, and enhances warm-up.

The shorter stretch, however, needs to be coupled with reciprocal inhibition, another natural muscle response. When performing AIS, you actively contract the antagonist of the muscle you're trying to stretch (the agonist). This enhances release in the target muscle. The antagonist contraction also stimulates blood flow and generates body heat.

ACTIVE-ISOLATED STRETCHING:

1. Provides a transition between inactivity and physical exertion.
2. Assists the pre-exercise warm-up process by increasing blood flow and soft-tissue temperature. This settles the long-running debate in the fitness industry about whether or not it's necessary to warm-up prior to stretching. With AIS, both occur together.
3. Produces supple, relaxed muscles, which have a higher capacity for activity.
4. Reduces the likelihood of muscle cramping, tightness and pain.
5. Increases and maintains the range of motion in a joint.

AIS is used by today's athletes, massage therapists, personal/athletic trainers, and fitness professionals. Personally, I've done AIS daily for 17 years.

I attribute much of my athletic longevity and my body's ability to perform at a high level to Active-Isolated Stretching.

Jim



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COME SEE US AT:

IHRSA 2013
LAS VEGAS, USA, 19-22 MARCH
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

IFS 2013
BLACKPOOL, UK, 22-24 MARCH
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

FIBO 2013
COLOGNE, GERMANY, 11-14 APRIL
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

IDEA 2013
LOS ANGELES, USA, 7-11 AUGUST
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

CANFITPRO 2013
TORONTO, CANADA, 14-18 AUGUST
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

LIW 2013
BIRMINGHAM, UK, 24-26 SEPTEMBER
Trade-stand
Live and Virtual Classes
Demonstrations by Team ICG

EVOLUTION RIDE 2013
AMBERG, GERMANY, 11-12 OCTOBER
Live and Virtual Classes
Demonstrations by Team ICG



EVENTS 2013

HOW TO GET YOUR STUDENTS TO WEAR HEART RATE MONITORS

By Team ICG Master Trainer
Jim Karanas

Indoor Cycling classes using heart rate are more effective, and even more fun to teach. However, getting students to wear HRMs in the first place is often challenging.

I've used HR-based training in all my classes since 1998. 100% of my students wear HRMs in every class. Instructors ask how I achieved that.

USE HR-BASED TRAINING YOURSELF.

If you don't prove to yourself the efficacy of HR training, you won't present it with conviction. Once you adopt a training regimen, note your results and recognize how quickly the body is changing in response to the training.

DON'T WORRY ABOUT UNDERSTANDING EVERYTHING AT FIRST.

You can use, and benefit from, HR training science without understanding it fully. One of the best things about HR based training is it keeps evolving. Yes, there are way too many interpretations of the same information, but it's interesting to read and learn. A greater understanding will occur the more you train yourself.

PERFECT YOUR PITCH.

Sometimes instructors ask if students want to borrow a loaner HRM to try in class. Not surprisingly, the response is minimal.

Your pitch is important. This is mine.

I never announce it. I walk over to a new student, hold up a HR strap and ask, "Have you seen one of these before? It's a heart rate monitor. I want you to wear it today. It will change your life."

No one has ever refused. There's no question in my mind that using a HRM will change his/her life. If you have that level of conviction, people will try it.

CARRY LOANERS.

If you want to teach with HR, you must have carry loaners. Get them on students at the start of every class. You don't need to have one for everyone. That's part of the fun. Carry three or four, plenty to get the class going. The others will want them next time. Then they'll buy their own.

CUE BOTH WAYS.

This is the clincher. It comes down to your cueing ability. You must make everyone feel part of the class but still demonstrate the efficacy of using HRMs. Selective cues will make everyone see that the students using HRMs are actually getting the better workout. It's extra work, but powerful:

"Great job on that climb. Now spin your legs to recover, but not all the way. If you're wearing a HRM, I want you to drop your HR no more than 20 beats. Those of you without a HRM won't be able to do this precisely, but you can still do it. Regain control of your breathing, but don't cool down. This is one of the reasons I want you to wear HRMs. They enable you to control the amount of recovery you allow yourself."

KEEP IT SIMPLE.

In switching your classes to HR-based training, be careful not to give too much information too quickly.

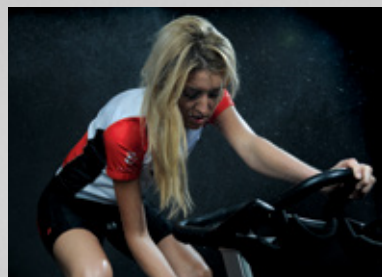
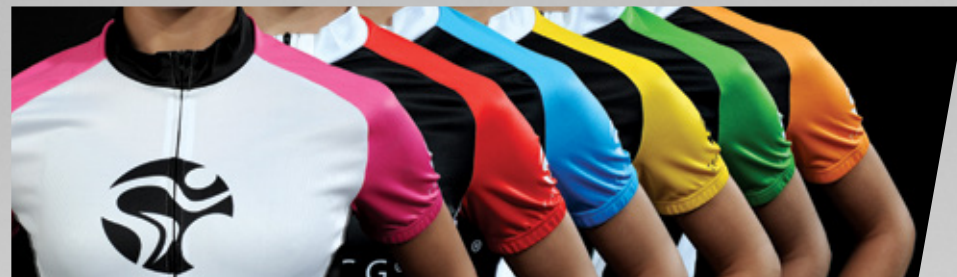
I call this Qualitative HR Training - no talk of zones or threshold to start. I ask the students to note HR with respect to how they feel and what they're doing. At what HR do you first start to breathe consciously? What's your HR when you start to sweat? When you can't talk? When your muscles burn? When you're cross-eyed and drooling?

Don't get rid of RPE. Simply get everyone to have FUN training with HR. There will be time later for numbers and metrics.

Jim



**TEAM
WEAR**



Designed in the UK. 100% Pro Polyester. Full length hidden zipper. 3 spacious rear pockets. Antislip internal finish. Reflective safety piping. Light-weight. Breathable.



TEAM ICG TEAMWEAR 2013

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MASTER TRAINER JERSEY



GREY/BLACK JERSEY



WHITE/BLACK JERSEY



AEROBIC TRAINING ADAPPTIONS

By Team ICG Master Trainer
Joan Kent

The training adaptations that derive from Indoor Cycling are well documented and ubiquitous. Still, new instructors seem to appreciate hearing the information. Also, everyone describes the benefits a bit differently, and a change can help students understand.

So even though this is review for some, I thought a list of aerobic training adaptations, as described at ICG, would be worth covering. Some are cardiopulmonary, some vascular, some muscle specific, or other.

INCREASED TIDAL VOLUME

Aerobic conditioning moves more oxygen to the working muscles. The first adaptation is tidal volume. The volume of air the lungs move with each breath increases, due to greater diaphragm strength and improved breathing technique.

INCREASED BLOOD VOLUME

Blood is actually an organ that responds to training by increasing in volume. With aerobic training, the body produces more red blood cells and blood to increase its oxygen-carrying capacity and oxygenate body tissues. Increased blood volume also improves removal of metabolic waste, improves recovery, and sustains a greater muscle mass.

INCREASED STROKE VOLUME

Stroke volume, the amount of blood ejected by the heart per beat, increases. When people talk about “strengthening” the heart, this comes closest to being the underlying mechanism. In pumping more blood per beat, the heart moves a greater workload.

ENHANCED CAPILLARY NETWORK*

Capillaries are blood vessels with walls only one cell thick. They surround the muscle cells and deliver oxygen and nutrients. The capillary network becomes denser with aerobic conditioning. This results in greater available surface area for the transfer of oxygen to the mitochondria within the muscle cell.

INCREASED MITOCHONDRIAL SIZE AND DENSITY*

Aerobic training results in larger, and more, mitochondria. Mitochondria are subcellular structures that convert fuel to energy aerobically. They are the muscle receptor sites for the molecular oxygen needed to power the Krebs, or citric acid, cycle and produce ATP. Mitochondria are the only direct fat burning sites in the body – with the exception of the heart, which can, and will, use whatever it gets, including lactate.

INCREASE IN TYPE 1 MUSCLE FIBERS*

Aerobic conditioning sensitizes working muscle to insulin, in part by promoting Type 1 muscle fiber development. Type 1 fibers are high-endurance fibers that respond well to insulin. (Type 2b are better for explosive power but less insulin-sensitive.) Everyone knows cardio training can reduce the incidence of heart disease, hypertension, stroke, diabetes, cholesterol problems, and more. Improved insulin sensitivity is a significant mechanism in that, because insulin resistance underlies those conditions.

INCREASE IN FAT-BURNING ENZYMES

Hormone-sensitive lipase (HSL), which moves fat from storage to bloodstream for utilization, is activated by catecholamines and ACTH. It's inhibited by insulin and activated by the removal of insulin's inhibitory effects.

Items with an * are peripheral adaptations, specific to the working muscle. Thus, upper body cardio training, such as arm cranking, will increase mitochondria, capillarization and type-1 fiber development in the upper body the way lower body training does in those muscles.

Adaptations without an * are central adaptations that impact the entire body. Central adaptations permit “transfer,” so upper body aerobic training can improve aerobic performance using lower body muscles.

In addressing aerobic adaptations and weight loss – a primary goal of many Indoor Cycling students – a distinction should be made between aerobic training and cardiovascular training generally.

Cardiovascular exercise makes the heart, lungs and vessels work at an accelerated rate to sustain exercise. Cardio includes aerobic training, which improves the ability to move oxygen to burn fuel for energy. Aerobic training has limited impact on weight loss. Its built-in intensity ceiling becomes a limiting factor in several ways, low calorie expenditure being the only one. That's why anaerobic training is also necessary.

A major benefit of aerobic conditioning with respect to weight loss is that it supports recovery from intense training. Trainers advocating only anaerobic work for weight loss often miss this point. Furthermore, as covered in many ICG posts, training encompasses more than weight loss.

Regardless, when it comes to the sheer pleasure of riding, indoors or out, a well developed aerobic system lets you feel fantastic.

Joan

MARKETING

ICG prides itself on being one of the industry's most prolific social media and other consumer centric media marketers.

We author and publish more professional cycling articles than any other Indoor Cycling provider. We capture and produce more video and photography of our shows, client operations and races than any other Indoor Cycling provider.

Within reasonable request, your club will be provided support on asset capture and post production to handoff to your well established marketing departments, where branding and deployment is under your control*.

- Decrease marketing costs
- Increase marketing assets
- Highest standards from our fully staffed pro photographers and videographers
- Highest editorial standards
- Faster response times
- Facebook.com/teamICG
- Youtube.com/teamICG
- Indoorcyclinginstructor.com

*Subject to terms & conditions



FROM DESIGN TO PRINT

By ICG Creative Director
Steve Law

When we began to design the new ICG product catalogue, our aim was to make the design refreshing and inviting. We had to encompass ICG's philosophy and ensure the catalog included the product portfolio of the company.

This got the Design Team thinking how we could take a brand that is recognised as fast-evolving and rapidly changing, but create a strong brand image.

First of all, we wanted to bring in a third brand colour, a colour that sat well in an existing neutral palette of blacks, whites and greys. We needed something that would really contrast with and complement these neutral colors. The colour we chose was Pantone red 1797C.

Secondly, we needed an art direction for the new photography required for the catalogue. We sat down as a team and decided which three things we needed to achieve:

1. We wanted to capture outdoor riding, since many people train on indoor cycles in preparation for the outdoors. This meant we needed shots of road racing, mtb, bmx & cyclocross.
2. Shots of models on the bikes we are selling.
3. Shots of the emotions we all go through when training and competing.

We arranged numerous photo shoots, using our own indoor photography studio, and for the outdoor shots went to an abandoned ex-RAF base to capture rawer, more emotional shots. We also had the amazing opportunity to visit Coachella Valley, California, the location for the 24hr road race championships, where we would be photographing early 2012 24hr world record holder Anna Mei in action.

The third challenge was how to add a design to the brand and brochure that differentiated the company from its competitors. This is where our initial ideas of the Bauhaus movement came in, a design movement that is growing increasingly popular in the current design world trends, but is rare, if not non-existent, in the industry for which we were designing.

The Bauhaus school approach to design and the combination of fine arts proved to be a major influence in the development of graphic design, as well as much of 20th century modern art. The school favoured simplified forms, rationality, functionality, and the idea that mass production can live in harmony with the artistic spirit of individuality. The design movement was characterised and defined by geometric functional shapes consisting of squares, rectangles, bars, horizontals and verticals, extreme contrast in type size and weight, type and picture sizes to the same column widths, open compositions on implied grid systems, and introductions of flush left / rag right typography.

After studying in particular the works of Laszlo Moholy-Nagy (an innovator designing in the Bauhaus movement era), we felt that we could bring this influence into the design of the catalogue you are reading now. This design movement was also characterised by the color red, use of which was a trend set by Laszlo Moholy-Nagy, and was founded in Germany, the country in which ICG was born. This seemed congruent and so the designing commenced.

As you will have seen from the catalogue's design, roughly 6 different design layouts are spread across the 116 pages, each one taking its inspiration from Bauhaus. We have used simple, solid blocks of color alongside double-page images in the product section pages, and more intricately designed article pages, using 10 degree sheared blocks of text against single-page images. All pages incorporate the brand palette of black, grey and red and the photography of emotions, in bike shots and outdoor disciplines.

As a team, we feel everything has come together as one unit. Finally we have a brand catalogue that incorporates all ICG products, knowledge and philosophy, a place, an item that acts as our very own bible.

Steve

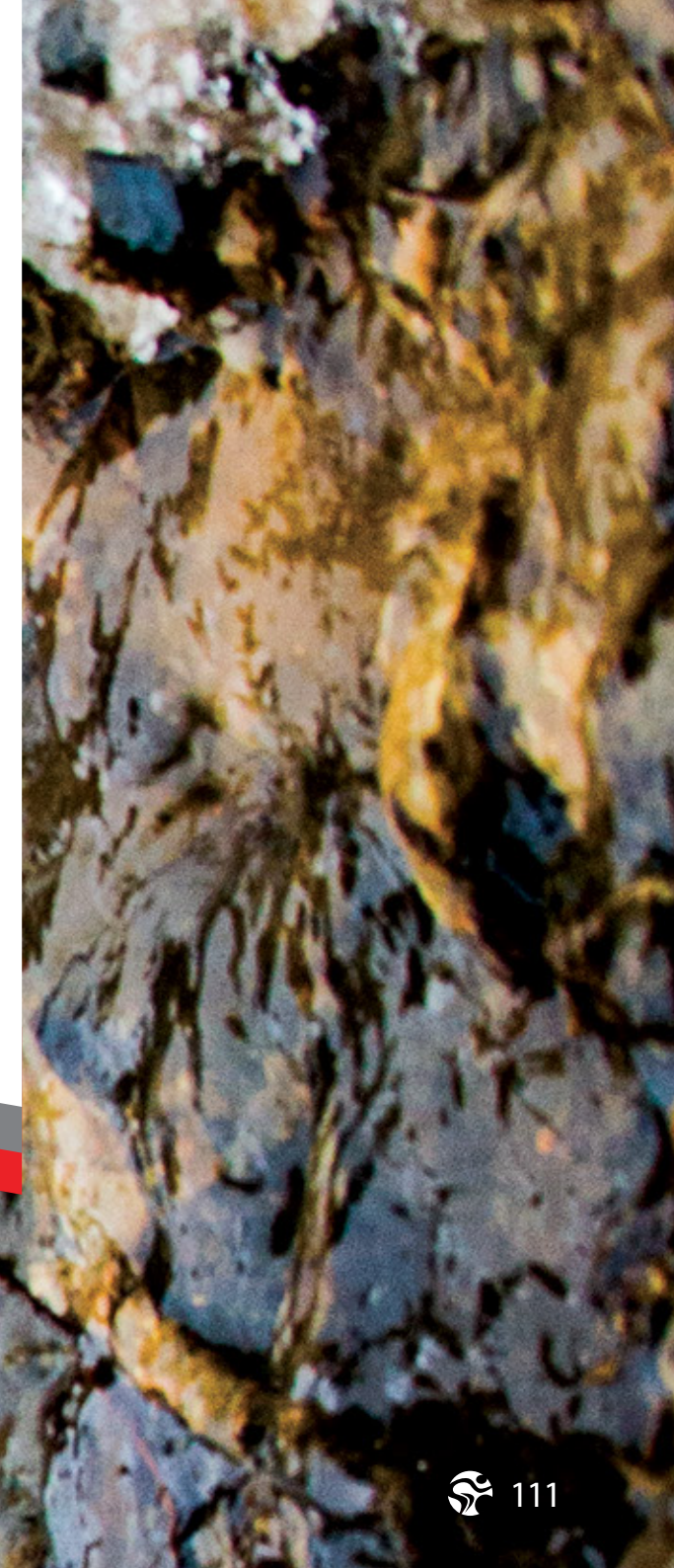
“DESIGNING IS NOT JUST A PROFESSION, BUT AN ATTITUDE.

DESIGN HAS MANY CONNOTATIONS. IT IS THE ORGANISATION OF MATERIALS AND PROCESSES IN THE MOST PRODUCTIVE WAY, IN A HARMONIOUS BALANCE OF ALL ELEMENTS NECESSARY FOR A CERTAIN FUNCTION. IT IS THE INTEGRATION OF TECHNOLOGICAL, SOCIAL AND ECONOMICAL REQUIREMENTS, BIOLOGICAL NECESSITIES, AND THE PHYSIOLOGICAL EFFECTS OF MATERIAL, SHAPE, COLOUR, VOLUME AND SPACE. THINKING IN RELATIONSHIPS.”

LASZLO MOHOLY-NAGY



**BE
YOUR
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ANNA MEI
TEAM ICG - 2012 24HR TRACK
WORLD RECORD HOLDER

2-3	Powered by ICG
4-5	Contents
6-7	About ICG
8-9	Our Awards / Timeline
10-11	Marketing poster
12-13	Article - From chain junkie to belt convert
14-15	Champion Quality intro
16-17	Tomahawk bikes intro
18-21	IC3 bike
22-25	S-Series bike
26-29	E-Series bike
30-31	ANT+ computer
32-33	Tomahawk bikes specification
34-35	Marketing poster
36-37	Article - Immersion takes more than just video
38-39	Ride Everywhere, Anytime. intro
40-41	Myride intro
42-45	Myride+ overview
46-47	Marketing poster
48-53	Myride+ programs
54-55	Myride programs comparison
56-59	Myride - Designing your studio for video
60-61	Case Study - Virgin Active
62-63	Case Study - Club One Fitness

64-65	Case Study - Puregym
66-67	Myride+ around the world
68-69	Marketing poster
70-73	Myride overview
74-75	Case Study - The Gym
76-77	Case Study - Village Health & Fitness, De Vere Group
78-79	Myride console comparison
80-81	Article - Staying open
82-83	United we ride . Team ICG Education, intro
84-85	Team ICG Education, overview
86-87	Article - Mountain rider
88-89	Article - A good reason to come back
90-91	Team ICG Education - about
92-93	Article - The four levels of motivation
94-95	Team ICG Education - courses
96-97	Article - Dynamic stretching for indoor cyclists
98-99	Team ICG events
100-101	Article - How to get your students to wear heart rate monitors
102-103	Team ICG teamwear
104-105	Article - Aerobic training adaptations
106-107	Marketing
108-109	Article - From design to print
110-111	Marketing poster

INDEX

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