



Schwinn® Cycling: Work NOT Twerk ~ Results with Rhythm

When the music and coaching are spot on Rhythm Riding can be a magical experience. The RIGHT Rhythm ride doesn't need smoke and mirrors or unnecessary distractions. We will show you how to capture and captivate your riders the RIGHT way and provide your members with a memorable, results based, musically amazing cycling experience.

Rhythm has ALWAYS been the Rage!

- Rhythm is not new
- It's simply marketing

WHAT is a Rhythm Ride?

- Work is perfectly paired with the music
- Creates emotion & energy
- Strong sense of musicality

Musicality

- The ability to perceive & reproduce difference in the aspects of music
- Musicality missteps common to indoor cycling

1. _____

2. _____

3. _____

HOW do you do Rhythm Right?

- Music Mapping
- Technique & Tempo
- Capitalize on both literal and perceived/emotional changes in phrasing

Musicality Magic

- Studies support the positive effects of connecting movement to music
- Rock the Rhythm for results-based rides

Rhythm Roadmaps

- Motivates Riders
- Drives performance
- The work & the music become one



| Beat Builds | Riding Technique | Performance Driver |
|--|-----------------------------|--|
| Chase the literal or emotional musical crescendo of the song with a base BPM of 130-140 | Seating | Increase RPMs as the tempo/feeling grows |
| Resistance Ramp Ups | Riding Technique | Performance Driver |
| Build your base as the song increases in power from base BPM of 130-160 | Seated Standing Combo | Increase resistance in accordance with songs energy |
| Saddle Shifts | Riding Technique | Performance Driver |
| Riding technique & demand changes with verse/chorus with a BPM range of 130-180 | Combo | Ability to increase RPM, resistance or both |
| Double Down~Double Time | Riding Technique | Performance Driver |
| Match tempo on Verse, Double time on Chorus for music that is 100-110 BPMs | Combo | Increase resistance standing, reduce resistance but increase RPM seated |
| Mash Up Melee | Riding Technique | Performance Driver |
| Take any mash up, pick one artist for work, one artist for recovery or mix it up just like the artists do! | Seated Standing Combo | Increase work demand (resistance/RPM/Both) on one of the two artists. |
| Dueling Duo | Riding Technique | Performance Driver |
| Split Room into teams – one representing each artist. When each team's artist is on the mic, they work. *requires custom music | Seated Standing Combo | Increase work demand (resistance/RPM/Both) for the team in the battle. |
| Rhythm Chaser | Riding Technique | Performance Driver |
| Fartlek drills created by natural rhythmic/energetic musical changes with a BPM range of 120-180 | Seated Standing Combo | Ability to increase RPM, resistance or both with opportunities for recovery within the drill |
| Rhythmic Recovery | Riding Technique | Performance Driver |
| Dissociate from the work & recover the breath at a BPM range of 100-130 | Seated | Posture breaks and full recoveries |