



Indoor Cycling's new direction

The new BODY BIKE SMART+ Phantom is about to roll out across Australia, New Zealand and Asia Pacific.

Body Bike Director Lee Smith introduces the revolutionary Body Bike Smart+ Phantom and explains how indoor cycling might just be entering a whole new era

There are few in the fitness industry as passionate as Body Bike Director Lee Smith.

The new Body Bike SMART+ Phantom is about to roll out across Australia, New Zealand and Asia Pacific. Smith articulates how the bike's cutting-edge technology will deliver unparalleled performance with its revolutionary features set to elevate any workout experience to new heights.

Cracking the rhythm riding code

Smith explains "the new Body Bike SMART+ Phantom is the proactive stimulus that the indoor cycling segment needs.

"It's not only the only bike designed and manufactured in Denmark but is also the only bike on the market in our regions that is made in Europe.

"Body Bike has always had a focus on sustainability with the OceanIX, the Forest Green and now Phantom all being made with recycled materials. What's more, by 2025, every Body Bike will have its protective covers made with recycled plastic. Every flywheel, crank arm and drive wheel in every Body Bike is made from recycled steel.

"Phantom takes indoor cycling to a whole new level since it embraces all the above and caters for any and every genre of indoor cycling. Traditionally, every brand has natural strengths that make them better for certain genres but the reality for all brands is that there are then programs where they are not as strong."

Smith goes on to explain that their cycles have always been fantastic for traditional indoor cycling and perfect for Les Mills RPM, cycling based cycle classes, Les Mills The TRIP, HIIT (High Intensity Interval Training) and programs like Les Mills SPRINT and Freestyle HIIT where the demand placed on a



bike is extremely high due to the heavy resistances to train strength and then light resistances to Sprint fast for speed.

Previously, Body Bike has not had a natural place in the rhythm riding (RR) genre where resistance is not used for outright intensity but for control. The gear ratio of cycles that do RR well are different to what Body Bike has had. For those brands that have had a place in the RR world, they suffer within the HIIT genres.

Smith advises "with Body Bike SMART+ Phantom, the new gear ratio has cracked the code.

"The perfect ratio that can do everything from HIIT cycling through to rhythm riding and everything in between.

"Our Silent Smooth Magnetic Technology creates a whisper-quiet serene workout environment while our unique Quattro

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BODY BIKE ASIA PACIFIC

WATCH BODY BIKE SMART+ PHANTOM UNMASKED



The new BODY BIKE at Fit Cuit, Kuala Lumpur, Malaysia.



BODY BIKE in use during a LES MILLS live event.

Step Tension Control enables precise resistance adjustments with four distinct tension levels in every full turn of the dial, providing unparalleled control over your workout intensity.

“The new features of Body Bike SMART+ Phantom are complimented by a SMART Adjustment System which enables you to tailor your bike setup to perfection, ensuring optimal comfort and performance for every rider.”

Great For Gym Owners - Streamlining maintenance and maximising operational efficiency

Gym owners will be particularly interested in the fact that the bikes can be customised to match the theme of a studio with four solid colour options: Smart+ Black, Thunder Gray, Forest Green and Ocean Blue. A dash of colour meanwhile can be added to your studio since the Smart+ Black version has nine top cover colour options to perfectly match your aesthetic preferences and fitness space ambiance.

The custom-made Body Bike Training App meanwhile allows individuals to track and save performance metrics conveniently so that they can monitor progress and set new goals which will prove a real selling and retention point.

Perhaps the most groundbreaking feature however is the onboard tracking functionality which transforms the experience of owning and servicing a Body Bike.

This innovative addition provides unparalleled insight into the bike's performance, catering to both club managers and authorised service personnel alike. Club managers gain access to comprehensive data, allowing them to monitor operation time, distance, average watt, and meticulously track past history.

Moreover, authorised service personnel can effortlessly register replaced spare parts, with the bike seamlessly logging the date and distance automatically.

Smith notes “this aspect is massively important for gym owners as it not only provides an advanced tracking system but streamlines maintenance and maximises operational efficiency.



It sets whole new standards in fitness equipment management and promises to have a massive impact on the bottom line.”

Embracing Sustainability and the Latest Technology

It was important to Body Bike that the development of the Phantom had a strong focus on sustainability. Recycled materials were used to ensure a low carbon footprint without compromising quality or performance. There was also an objective to ensure the latest technology advances were integrated during development.

A charging functionality ensures you stay connected and motivated while Bluetooth and ANT+ Connectivity enables you to seamlessly connect to your favourite devices and fitness apps and expand your workout options.

A lifetime warranty on the pedal arm, demonstrates Body Bike's commitment to quality craftsmanship. Extended bar ends provide additional support and stability during intense workouts while integrated wheels, enhance convenience and portability.

The Company - active in Australasia for over 17 years

In 2023, Body Bike Asia Pacific was created with a focus to stimulate sales within the APAC region. While in Asia there is a strong Les Mills presence, there is also a larger boutique cycle segment.

Last year, also saw Body Bike chosen as the bike to be used for the Les Mills RPM programs 100th release after which, in January 2024, 95 new Body Bike SMART+ cycles were installed in the Les Mills Victoria Street Auckland City gym's Cycle Studio - a development that sees the bike being enjoyed by every club member as well as being seen in every Les Mills RPM, SPRINT and The TRIP filming going forward.

The filming, done four times per year, is content for instructor learning, virtual class content and LM+ home user content.

Smith, along with his fellow Body Bike Asia Pacific Director Paul Hillbrick, both come from metal trade, engineering and cycling backgrounds with Hillbrick still being a bicycle frame builder who handmakes custom frames. They have both raced competitively in the past and still ride socially today.

Smith's personal history in the indoor cycling space has seen him work for Les Mills in many capacities. He became a Les Mills RPM instructor in 2006. By 2008 he was elected to become a part of the local Les Mills Asia Pacific Trainer and Presenter team and in 2010 he was selected to be involved in the filming of an RPM quarterly release in New Zealand and that began a seven-year journey working for Les Mills International. He has been involved in the development of Les Mills SPRINT, and has worked extensively with Les Mills Asia Pacific where he looked after licensed partners across Western Australia and the Northern Territory.

In December 2023, Smith stepped back into Body Bike Asia Pacific in a full time capacity to point the company in the best direction with a new entity and new products coming to



The new BODY BIKE SMART+ Phantom caters for every genre of indoor cycling.

market. Smith makes a point that the company are the ultimate specialist, adding “we know our products. We are passionate about the best bikes. We know our segment and what makes a great studio. What makes the best instructors. What makes the best classes. We understand our customers and we have a very high return business percentage.

“Business who purchase Body Bike return years later to buy Body Bike again. Our return business sits at 96%. We are very good at this.”

Australasian Leisure Management’s James Croll was speaking with Lee Smith, Director at Body Bike Asia Pacific.

Further details about the Body Bike+ Phantom and Body Bike Asia Pacific can be obtained contacting Lee Smith on ismith@bbike.com.au or 0488 090 904.

Body Bike SMART+ Phantom features

Silent Smooth Magnetic Technology: Whisper-quiet operation with magnetic technology, ensuring a serene workout environment.

Quattro Step Tension Control: Precise resistance adjustments with four distinct tension levels.

New Gear Ratio: Catering to a range of exercise styles, from high-intensity intervals to endurance rides and dance-inspired sessions.

SMART Adjustment System: Tailored bike setup function to ensure optimal comfort and performance.

Unique Tracking: Service and Maintenance monitoring functions guaranteeing optimal bike performance and longevity.

Studio Theme Matching: Four solid colour options plus nine top cover colour options allow aesthetic preferences and fitness space ambiance.

Body Bike App: Track and save performance metrics to monitor progress and set new goals.

Recycled materials | Low carbon footprint: Focus on recycled materials, minimising carbon footprint without compromising quality or performance.

Technology: Integrated phone charging, Bluetooth and ANT+ Connectivity.

Peace of Mind: Lifetime warranty on the pedal arm.

Extended Bar ends: Additional support and stability during intense workouts.

Integrated Wheels: Designed to enhance convenience and portability.

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