



## Nautilus, Inc. Delivers New Bowflex® Indoor Cycling Bike with Enhanced JRNY® Fitness Service

December 1, 2020

- New Bowflex® C7 connected indoor cycling bike makes retail debut at select Dick's Sporting Goods.
- The C7 takes the popular Bowflex C6 bike to the next level with an integrated 7" high-definition (HD) touch screen with access to the JRNY® digital fitness service.
- JRNY gives members the flexibility to combine voice coached, personalized workouts with Explore the World™ videos, trainer-led video workouts, or entertainment options like Netflix, Hulu, Amazon Prime Video, and Disney+.
- The new bike offers a magnetic resistance system for a smooth, quiet ride, and a space-saving design.

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 1, 2020-- Nautilus, Inc. (NYSE:NLS), an innovation leader in home fitness for over 30 years, today announced the expansion of its indoor cycling bike series with the Bowflex® C7 connected bike. The bike, available at select Dick's Sporting Goods, combines quality design with digital connectivity for a personalized, immersive workout.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201201005419/en/>



The new C7 takes the popular Bowflex C6 bike to the next level with an integrated 7" high-definition (HD) touch screen. The intuitive resistance knob gives users 100 resistance levels to choose from and offers a variety of workouts; while the magnetic resistance system offers a smooth, quiet ride. Further, the C7 bike's compact footprint allows users to easily store around the home.

The HD touchscreen offers access to the [JRNY®](#) digital fitness service, which uses machine learning to create personalized workouts supported with motivation and praise. Individualized JRNY workouts are based on an initial fitness assessment which adjusts as the user progresses — removing the guesswork from achieving a productive and satisfying workout.

"Our sights are set on being the leader in connected home fitness by providing the best-in-class user experience that the JRNY fitness service delivers," said Jim Barr, CEO of Nautilus, Inc. "A recent survey found that entertainment is a part of most fitness consumers' workouts with 93% citing at least one form of entertainment they engage in while working out. The addition of the JRNY fitness service to the

The Bowflex® C7 indoor bike takes the popular Bowflex C6 bike to the next level with an integrated 7" high-definition (HD) touch screen with access to the JRNY® digital fitness service for a personalized, immersive workout. (Photo: Business Wire)

Bowflex C7 delivers what consumers are requesting."

The survey conducted on Nautilus Inc.'s behalf by YouGov found that the percentage of surveyed U.S. fitness consumers\* working out at home on a weekly basis has increased from 43% before COVID to 73% during COVID. Additionally 55% of these consumers said they have purchased fitness equipment since the start of the pandemic.

The JRNY fitness service gives members the flexibility to combine voice coached, personalized workouts with Explore the World™ videos, trainer-led video workouts, or entertainment options like Netflix, Hulu, Amazon Prime Video, and Disney+.\*\* Additionally, users can digitally connect to popular third-party cycling apps — allowing them to ride with their favorite trainers via streaming on-demand classes from Peloton®, or interact, train and compete against others on Zwift®.\*\*\*

"The high demand for home fitness solutions is growing our consumer base and demand for product availability in a variety of places at a range of price points," said Jay McGregor, Vice President, General Manager, North America Retail, Nautilus, Inc. "We are pleased to debut our new Bowflex C7 at Dick's Sporting Goods as a way to offer a new indoor cycling experience for people who are working out at home."

### Bowflex® C7 Bike

Additional features include:

- Built-in 7" HD touch screen.
- Integrated device holder for a phone or tablet.
- Intuitive resistance knob with 100 resistance levels.
- Magnetic resistance system for a smooth, quiet ride.
- Heart rate monitoring via Bluetooth® armband, dual water bottle holders, and easy-to-reach cradles with 3 lb. dumbbells.
- Compact footprint to fit easily in the home.

The Bowflex C7 indoor bike is available at select Dick's Sporting Goods retail stores for \$1,199 (MSRP).

The JRNY digital fitness service is available on [Bowflex.com](https://www.bowflex.com) and for download in the Google Play and App Stores and comes pre-loaded on the C7 bike. C7 bike purchasers receive a 2-month free JRNY fitness service membership, which allows access to the JRNY experience. Following the trial period, a JRNY fitness service membership will cost \$19.99 per month or \$149 per year, plus applicable taxes.

For more information about the Bowflex® C7 indoor bike and JRNY® fitness service, visit: <https://www.bowflex.com>.

\* All cited figures, unless otherwise stated, are from a survey conducted by YouGov Plc on behalf of Nautilus, Inc. Total sample size was 1066 "Fitness Consumers," defined as US adults aged 18 to 64 years old who have spent \$500 or more on fitness in the past year. Fieldwork was undertaken July 27 - August 3, 2020. The survey was carried out online.

\*\* Requires a subscription to the streaming service, not included. Also requires a JRNY® fitness service membership to access the streaming service from the console.

\*\*\* Requires a tablet or phone and separate third party subscription, not included. There is no affiliation with Peloton or Zwift. Peloton's digital app (\$12.99/mo.) has fewer features than its all-access membership (\$39/mo.). \$12.99/mo. subscribers cannot access Peloton's leaderboard or its power, speed, and distance metrics. Cadence is available on iOS devices.

#### **About JRNY® Fitness Service**

The JRNY® digital fitness service gives members the flexibility to combine voice coached, personalized workouts with Explore the World™ videos, trainer-led video workouts, or entertainment options like Netflix, Hulu, Amazon Prime Video, and Disney+. The JRNY fitness service uses machine learning to create personalized workouts with motivation and praise. Individualized JRNY workouts are based on an initial fitness assessment which adjusts as the user progresses — removing the guesswork from achieving a productive and satisfying workout. This immersive, digital experience is currently available on Bowflex connected home fitness cardio equipment, including indoor cycling bikes, treadmills and Max Trainer machines.

#### **About Nautilus, Inc.**

Nautilus, Inc. (NYSE:NLS) is the global leader in innovative home fitness solutions. The company's diverse brand portfolio includes Bowflex®, Nautilus®, Schwinn®, and a broad selection of exercise bikes, cardio equipment, strength training products, as well as the JRNY® fitness service. Nautilus, Inc. empowers healthier living through individualized connected fitness experiences. The company sells its products through direct and retail channels. Nautilus, Inc. uses the investor relations page of its website ([www.nautilusinc.com/investors](https://www.nautilusinc.com/investors)) to make information available to its investors and the market.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20201201005419/en/): <https://www.businesswire.com/news/home/20201201005419/en/>

#### **Media:**

Erin Beck  
Nautilus, Inc.  
360-859-5863  
[ebeck@nautilus.com](mailto:ebeck@nautilus.com)

Carey Kerns  
The Hoffman Agency  
503-754-7975  
[ckerns@hoffman.com](mailto:ckerns@hoffman.com)

#### **Investor Relations:**

John Mills  
ICR, LLC  
646-277-1254  
[john.mills@ICRinc.com](mailto:john.mills@ICRinc.com)

Source: Nautilus, Inc.