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I.C.E. - A new philosophy in indoor cycling

Group indoor cycling is a dynamic and social exercise format. Our participants expect challenging classes, but they also need a fun experience to ensure they return. Creating a great workout is one thing; but delivering a memorable and enjoyable indoor cycling experience that stimulates the senses is something altogether different.

The philosophy of the Indoor Cycling Education (I.C.E.) program is to provide individuals with the opportunity to develop an 'emotional and enthusiastic response to group exercise' within a controlled, motivating and enjoyable environment. Because I.C.E. classes are designed to appeal to everyone, whatever their skill or level of experience, this response can even be achieved with people who otherwise tend not to be expressive in a group exercise environment.

This unique freestyle cycling program not only motivates your existing class members, but continually attracts new members to indoor cycling, because it effectively caters for beginners and offers them a clear pathway to improved health within a social and enjoyable environment. And of course, attracting and retaining new members will equate to your cycling timetable becoming an improved profit centre.



The I.C.E. difference

When you are I.C.E. trained, you become a unique and highly employable instructor. The I.C.E. program has come from years of successful delivery in Europe and the UK. In Australia, the I.C.E. training course teaches you how to:

- Excite and inspire your class participants
- Keep motivation strong throughout the class
- Encourage group dynamics, and develop group spirit
- Bring out individual personalities
- Make your classes enjoyable, so participants keep coming back
- Use music as a powerful teaching tool to inspire and encourage participants to achieve results
- Teach multi-levelled classes that accommodate participants of all fitness levels.

The principles behind the I.C.E. training program are:

- **A broad-based education program**, which focuses on the importance of music to create effective and fun classes appropriate for all fitness levels.

- **A program that encourages individual teaching styles** within a structured indoor cycling framework.
- **A results-oriented program** that offers participants realistic fitness gains within a social group-training environment.
- **A multi-level instructor education program** that offers you the opportunity to develop your skills to a high level of competence and personal achievement.

I.C.E. attracts new participants with Sensitive Cycling module

In addition to revolutionising indoor cycling instructor training, the I.C.E. training program also offers a new concept, which enables you to target client groups who would never previously have considered indoor cycling as a training option.

With the I.C.E. Sensitive Cycling module, you learn how to provide heart-rate monitored group cycling to special populations, including the deconditioned, clinically obese, pre and post-natal participants, and cardiac patients. Of course, you can also deliver combination training that makes it possible to hold classes with twice the number of members than bikes in your facility. I.C.E. training teaches you how to be able to use all of your bikes, all of the time! It does so by teaching you the skills to offer supervised, basic level endurance training with modified delivery technique, and exercise session structure tailored to each participant.



The Sensitive Cycling module is conducted on the innovative Tomahawk / Reebok bike, which uses a very simple, patented component that instantly turns an existing Tomahawk cycle into a 'Sensitive Cycling Bike'. The system is all in the handlebar stem adaptor, which creates a comfortable, upright sitting position that provides greater physical comfort and sense of confidence in the user. Sensitive Cycling removes the fear factor often associated with traditional group cycling classes and instils a sense of achievement in participants. ♦

For more information about the I.C.E. training program and Tomahawk indoor cycles, please contact Vanessa Como by phoning 02 8424 7216 or e-mail cycling@fitnessnetwork.com.au

The benefits for facilities

When looking at the unused studio hours available in most fitness facilities, an average of fifty potential Sensitive Cycling classes could be integrated into an existing weekly program. It is then that the enormous benefits of Sensitive Cycling can be fully realised: member fluctuation decreases considerably, while further cost-intensive investments are avoided, and the fun, enthusiasm and satisfaction of our members are increased with a very effective strategy.

Most indoor cycles spend more time waiting to be used than they do in actual motion. If you regularly carry out analysis on your group cycling class attendance figures and wonder what to do with the cycle down-time, Sensitive Cycling presents itself as the intelligent solution to your problem.



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