



## CYCLEBAR AT-A-GLANCE

Founded in 2004, CycleBar is the largest indoor cycling brand by number of studios and offers a variety of low-impact, high-intensity indoor cycling workouts, which are inclusive of all fitness levels. CycleBar offers an immersive, multi-sensory experience in state-of-the-art “CycleTheaters,” led by specially trained instructors, enhanced with high-energy “CycleBeats” playlists and tracked using rider-specific “CycleStat” performance metrics. Head-quartered in Irvine, CA, CycleBar is backed by Xponential Fitness, the largest franchisor of boutique fitness brands.

**Company Website:** [www.cyclebar.com](http://www.cyclebar.com)

**Support Team Office:** 17877 Von Karman Ave, Suite 100 | Irvine, CA 92614

### Leadership:

- **CEO of Xponential Fitness** – Anthony Geisler
- **VP of Franchise Marketing and Communications for Xponential Fitness** – Kate Kwon
- **President of CycleBar** – Trevor Lucas
- **Chief Marketing Officer of CycleBar** – Dawn Weiss
- **VP of Experience for CycleBar** – Tevia Celli
- **VP of Sales for CycleBar** – Vince Pacleb

**About Trevor:** Trevor Lucas is the President for CycleBar Franchising. His background is grounded in Finance and Operations, spending the last 15 years working for large companies like CitiBank and Taco Bell. Trevor began his career at CycleBar as Director of Finance, managing the company’s finances while also supporting studio level economics initiatives. He was then promoted to Sr. Vice President of Operations and then to President, overseeing all aspects of CycleBar’s operations.

**About Dawn:** A uniquely qualified franchise marketing veteran, Dawn has served as COO and CMO of Amazing Lash Studio, as the senior marketing executive at the helm of The Joint Chiropractic, and a founding team member responsible for building the brand platform the Massage Envy franchise system still thrives from today. Dawn is a well-rounded growth and marketing strategist proficient across a wide variety of marketing mediums. Recognized for two consecutive years as a Top Female Executive by the Arizona Republic for her role in The Joint’s continued and undeniable success, Dawn has made a career of growing and leading award-winning, sustainable brands in the retail, healthcare, technology, travel and hospitality industries.

**About Tevia:** Tevia Celli is the VP of Experience for CycleBar Franchising. A pioneer in the studio cycling industry since 1998, Tevia has successfully opened and maintained a studio for 10 years and has been teaching for nearly 20 years. She also develops and oversees best practices for the hiring and training of CycleStar Instructors and successfully launched the brand’s ongoing education platform.

**About Vince:** Vince’s career in the fitness industry started 16 years ago as a LA Boxing franchisee. Vince operated his studio in Orange County, Ca. while growing his career in the mortgage industry with Merrill Lynch. In 2008 he made the decision to separate from his partner and opened an independent training studio. In 2010 his paths crossed with the executive team of the UFC Gym during the launch of their 3<sup>rd</sup> location. Vince served in multiple roles with the UFC Gym where he eventually left as the Vice President of Franchise Operations in 2019. In 2019 Vince was recruited to lead the expansion of EOS Fitness into the California market when the opportunity to work with a previous mentor came his way. In March of 2020 Vince joined the team of CycleBar Franchising as the Vice President of Sales

## CYCLEBAR KEY MESSAGES

- CycleBar is the world's first and largest boutique cycling franchise with over 230 locations worldwide.
- CycleBar offers a variety of high-intensity, low-impact, full-body indoor cycling workouts, which are accessible for all fitness levels.
- Indoor cycling can increase cardiovascular fitness, build lean muscle, improve athletic performance, and decrease stress among many other benefits.
- At CycleBar, we ride as one. Community is the cornerstone of our brand.
- CycleBar offers an immersive, multi-sensory experience in its state-of-the-art "CycleTheaters," which allow for a complete escape from the stress of everyday life. "CycleTheaters" contain up to 50 of our proprietary stationary bike, made in partnership with Schwinn.
- Classes are led by highly-qualified, world-class instructors.
- Technology is an important part of the CycleBar brand, as instructors create high-energy "CycleBeats" playlists which are shared with riders after class, and riders can track their specific performance metrics with "CycleStat" data.
- CycleBar emboldens charitable giving with its "CycleGives" rides. Studios can host charity rides from which proceeds are donated to cause of their choice.
- CycleBar is a global brand with locations not only in the United States, but also Australia and Saudi Arabia, among other countries.

## TOPICS OF EXPERTISE

- The benefits of indoor cycling, including cardiovascular and muscular endurance.
- Tips for success in a group fitness class.
- How to set up an indoor cycling bike.
- Specific indoor cycling routines/workouts.
- General fitness knowledge, such as how often you should exercise, how to prevent injury when exercising, and tips to stay motivated in your fitness journey.
- The best stretches and recovery practices for cyclists.
- The importance of community and how it plays a role in fitness.
- Music selection and playlists for working out, including themed playlists for every occasion.
- How technology plays a role in fitness and how to get the most out of your performance data.
- Many more!

## RECENT MEDIA HIGHLIGHTS

- [TODAY](#) – 3 things this man did to lose 240 pound, get sober and healthy.
- [Men's Health](#) – How this Trans instructor found community at CycleBar after coming out.
- [Forbes](#) – How community has helped CycleBar reopen its studios.
- [CNET](#) – How to properly set up your spin bike seat.
- [aSweatLife](#) – Why your fitness instructor wants you back in the studio as soon as you're ready.
- [Fox News](#) – How one California fitness studio is still running amid second coronavirus shutdown.

- [Bustle](#) – What going back to the gym is actually like right now.
- [Business Insider](#) – President Trevor Lucas talks about the virtual fitness boom.
- [LIVESTRONG](#) – 9 ways to make your chores a cardio workout.
- [Women's Health](#) – How this rider lost 100 pounds and used her love for cycling to support Black Lives Matter.
- [TODAY](#) – How this rider with a rare condition lost nearly 50 pounds with indoor cycling.

## CREATIVE MATERIALS

- **Photos and videos of CycleBar and stock images** can be downloaded here:  
[https://drive.google.com/drive/folders/1rCs1kNDeEcAwF3rd21QF9OI\\_Gapt8hrH](https://drive.google.com/drive/folders/1rCs1kNDeEcAwF3rd21QF9OI_Gapt8hrH)