BowFlex II

BowFlex Celebrates Holiday Season with Transformative New Products

10.24.23

Consumer-driven cardio products are the first to reflect the new BowFlex brand

VANCOUVER, Wash. – (BUSINESS WIRE) –Oct. 24, 2023– Breaking away from traditional fitness conventions, two new BowFlex® cardio machines put feeling good first. The BowFlex Max Trainer SE and the BowFlex IC Bike SE are engineered to accommodate all fitness levels and fit in any space, with intuitive features that are easy to adjust and sleek designs that are worthy of a place in your living room — or anywhere else.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20231024175700/en/

BowFlex is making it easy to work out wherever it works for you, and wherever you choose to work out at home. The new machines are newly sleek, which means late-night and early-morning workouts won't disturb your family, roommates, or neighbors. Plus, both products are compatible with the JRNY® fitness app, offering personalized trainer-led or Explore-the-World workouts via your tablet or mobile device.

As the first products inspired by the bold evolution of the BowFlex brand, the new cardio machines are engineered to deliver fitness that's empowering, inclusive, and reflects the feeling that comes from movement. Full-color displays and compatibility with popular fitness apps, including JRNY, give fitness enthusiasts true flexibility to move to what's important to them. The BowFlex Max Trainer SE and the BowFlex IC Bike SE are now available for pre-order at: bowflex.com.

"Home fitness is here to stay, and there's no reason to relegate it to the basement or tent when you can exercise," said Jim Barr, Chief Executive Officer. "Today, we're encouraging our customers to move to what matters to them, and we're helping them do just that with a new lineup of products designed with both form and function in mind. Being a consumer-focused company is more than just a philosophy; it's a core part of our mission, reflected in the features present in our products, and the connected, personalized experience we offer through JRNY – our digital fitness platform."

Design engineering that elevates the feeling of home fitness

Stair stepper meets elliptical in the BowFlex Max Trainer SE, and low-impact, high-intensity workouts are now whisper-quiet, so that you can turn into your virtual trainer or playlist and work out without disturbing anyone else. The BowFlex Max Trainer SE offers an upgraded, minimalist design and maximizes your options to use your own device to access popular fitness apps. Sixteen resistance levels vary workout intensity and efficiency, while Terrain Control Technology replicates the sensation of climbing hills and descending valleys in JRNY Explore-the-World routes. The BowFlex Max Trainer SE also comes with a 7-inch color display to keep track of your heart rate, burn rate, and more, and a media device holder to follow your favorite workouts or shows on your phone or tablet.

BowFlex is also building on the success of its C6 indoor cycling bike with the new BowFlex IC Bike SE. The new, sleek, and sophisticated indoor cycling machine offers flexibility to fitness app compatibility just like the BowFlex Max Trainer SE, and its streamlined design is right at home in any room. Inspired engineering puts the flywheel behind the seat post and gives you more ways to adjust your handlebars and seat, so you can more precisely customize the comfort of your ride. Thoughtful details include an expandable water bottle holder located below the console, along with a padded media holder. You can monitor your workout with an unobstructed view of the full-color, 7-inch display that keeps track of your distance, speed, heart rate, and more, so fellow workouts on your phone or tablet while connected to JRNY or other fitness apps. The new IC bike also features 100 magnetic resistance levels, a pair of 5-pound dumbbells, and dual-sided pedals.

"Both products were designed with our customers in mind, and we looked for opportunities to integrate their feedback into the product design process," said Gregg Wilson, senior cardio product manager. "For example, we want to support a range of customers, so we made the BowFlex IC Bike SE even more adjustable. We heard that people find bars are a little noisy, so we took that off the BowFlex Max Trainer SE. Our decisions were aimed at supporting our customers and what moves them – whether they are focused on building their physical or mental health."

Both the BowFlex Max Trainer SE and the BowFlex IC Bike SE come with a two-month, free trial JRNY membership. JRNY workout options include trainer-led cardio classes, virtual coaching, and hundreds of stunning Explore-the-World routes, as well as options to stream your favorite playlist or shows. With each session, the JRNY adaptive fitness platform recommends a unique selection of workout options tailored to your individual progress and potential, based on your usage and goals.

BowFlex is launching two new products for the holidays: the BowFlex Max Trainer SE and the BowFlex IC Bike SE. (Photo: Business Wire)

About JRNY Adaptive Fitness Membership

The JRNY adaptive fitness membership offers personalized cardio and whole-body workouts that evolve as you do, starting at $11.99 per month. It leans with each use by assessing your fitness level and recommending workouts based on your abilities, available time, mood, and more. With streaming entertainment, a library of whole-body workout content, and real-time coaching, the fitness experience works with compatible equipment and on your mobile device or tablet.

For more information about the JRNY adaptive fitness membership, please visit https://bwx.com/.

About Nautilus, Inc.

Nautilus, Inc. (NYSE:NLS) is a global leader in digitally connected home fitness solutions. The Company's brand family includes BowFlex®, Nautilus®, Schwinn®, and JRNY®, its digital fitness platform. With a broad selection of exercise bikes, cardio equipment, and strength training products, Nautilus, Inc. empowers healthier living through individualized connected fitness experiences, and in doing so, envisions building a healthier world, one person at a time.

Headquartered in Vancouver, Washington, the company's products are sold direct to consumer on brand websites and through retail partners and are available throughout the U.S. and internationally. Nautilus, Inc. uses the investor relations page of its website (www.nautilusinc.com/investors/) to make information available to its investors and the market.

Forward-Looking Statements

This press release includes forward-looking statements (statements which are not historical in fact) within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, express or implied forward-looking statements relating to the introduction of new products, and the Company's anticipated economic and financial performance. All of these forward-looking statements are subject to risks and uncertainties that may change at any time. Factors that could cause Nautilus, Inc.'s actual results/actions to differ materially from these forward-looking statements also include: whether their expected demand for new or existing products, our ability to timely acquire inventory that meets our quality control standards from sole source foreign suppliers, risks associated with current and potential delays, work stoppages, or supply chain disruptions, including shipping delays due to the severe shortage of shipping containers, an inability to pass along or otherwise mitigate the impact of raw material price increases and other cost pressures, including unfavorable currency exchange rates and increased shipping costs, experiencing delays and/or greater than anticipated costs in connection with launch of new products, entry into new markets, or strategic initiatives; our ability to hire and retain key management personnel; changes in consumer fitness trends; changes in the media consumption habits of our target consumers or the effectiveness of our media advertising; a decline in consumer spending due to unfavorable economic conditions, risks related to the impact on our business of the COVID-19 pandemic or similar public health crises, softness in the retail marketplace; availability and timing of capital for financing our strategic initiatives, including being able to raise capital on favorable terms or at all; changes in the financial markets, including changes in credit markets and interest rates that affect our ability to access those markets on favorable terms and the impact of any future impairment. Additional assumptions, risks and uncertainties are described in detail in our registration statements, reports and other filings with the Securities and Exchange Commission, including the "Risk Factors" set forth in our Annual Report on Form 10-K, as supplemented by our quarterly reports on Form 10-Q. Such filings are available on our website or at www.sec.gov. You are cautioned that such statements are not guarantees of future performance and that our actual results may differ materially from those set forth in the forward-looking statements. We undertake no obligation to publicly update or revise forward-looking statements to reflect subsequent developments, events, or circumstances.

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