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UNLOCK THE POWER OF ZWIFT WITH THE ZWIFT HUB SMART TRAINER

ZWIFT'S IMMERSIVE CYCLING PLAYGROUND JUST BECAME MORE AFFORDABLE AND EASIER TO ACCESS

Zwift, the global online fitness platform for cyclists, has today launched its first smart trainer, Zwift Hub. Priced at \$499/£449/€499, including a pre-installed cassette, getting started on Zwift has never been easier.

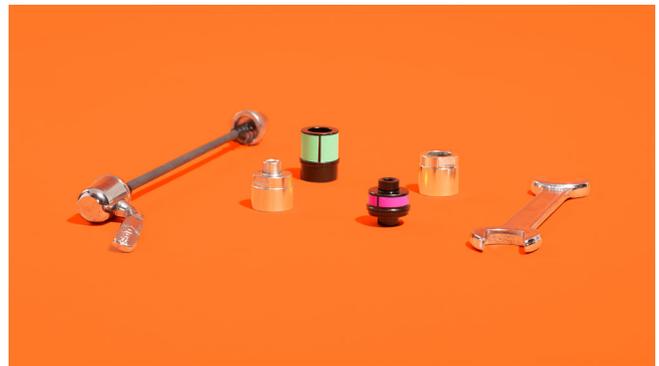
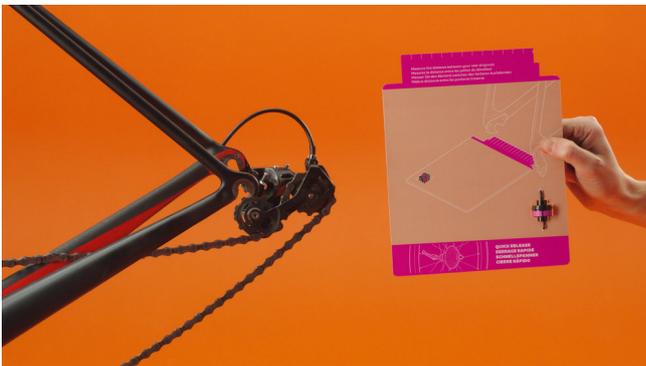
“There’s no doubt that Zwift Hub is going to disrupt the market, and we think that’s great news for the customer.” Says Eric Min, Zwift CEO and Co-Founder. “When we started on our hardware journey, it was important that the hardware served the primary purpose of accessing and elevating the core game experience. Getting set up on Zwift hasn’t been an easy process. It can be hard to know exactly what equipment you need to Zwift, and that equipment can be costly. Zwift Hub will help us deliver our mission to make MORE PEOPLE, MORE ACTIVE, MORE OFTEN by making it both easier, and more affordable to get set up on Zwift.”



Zwift Hub promises to unlock the fully immersive experience of riding on Zwift, simulating Zwift's virtual terrain with uncanny realism, bringing the outdoor cycling experience indoors. Whether performing structured workouts in ERG mode, training with power for the first time, or riding the steepest gradients on Alpe du Zwift, Zwift Hub's wheel-off design ensures that cyclists enjoy smooth and instantaneous resistance changes to match what they see on the screen, allowing them to focus on the ride.

With its rock-solid design, Zwift Hub delivers a smooth and realistic ride experience and one that won't upset the neighbors. Even at high speeds, Zwift Hub is whisper quiet.

Unique for the market, Zwift Hub will ship with a cassette pre-installed (8, 9,10,11 or 12-speed) at no extra cost. Customers will be able to specify the number of gears they require at checkout, meaning Zwift Hub will ship with everything needed to take that first ride in Watopia in minutes.



For those using AppleTV, Zwift Hub is able to act as a Bluetooth bridge for your heart rate monitor, freeing up an additional Bluetooth connection that will enable you to pair an additional accessory with Zwift.

Zwift Hub will be available for purchase in the United States, United Kingdom, and the European Union on [Zwift.com](https://www.zwift.com) from October 3rd. To register interest, and for more information, head to [zwift.com/hub](https://www.zwift.com/hub)

Zwift Hub Pricing:

USA \$499

UK £449

EU €499



ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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