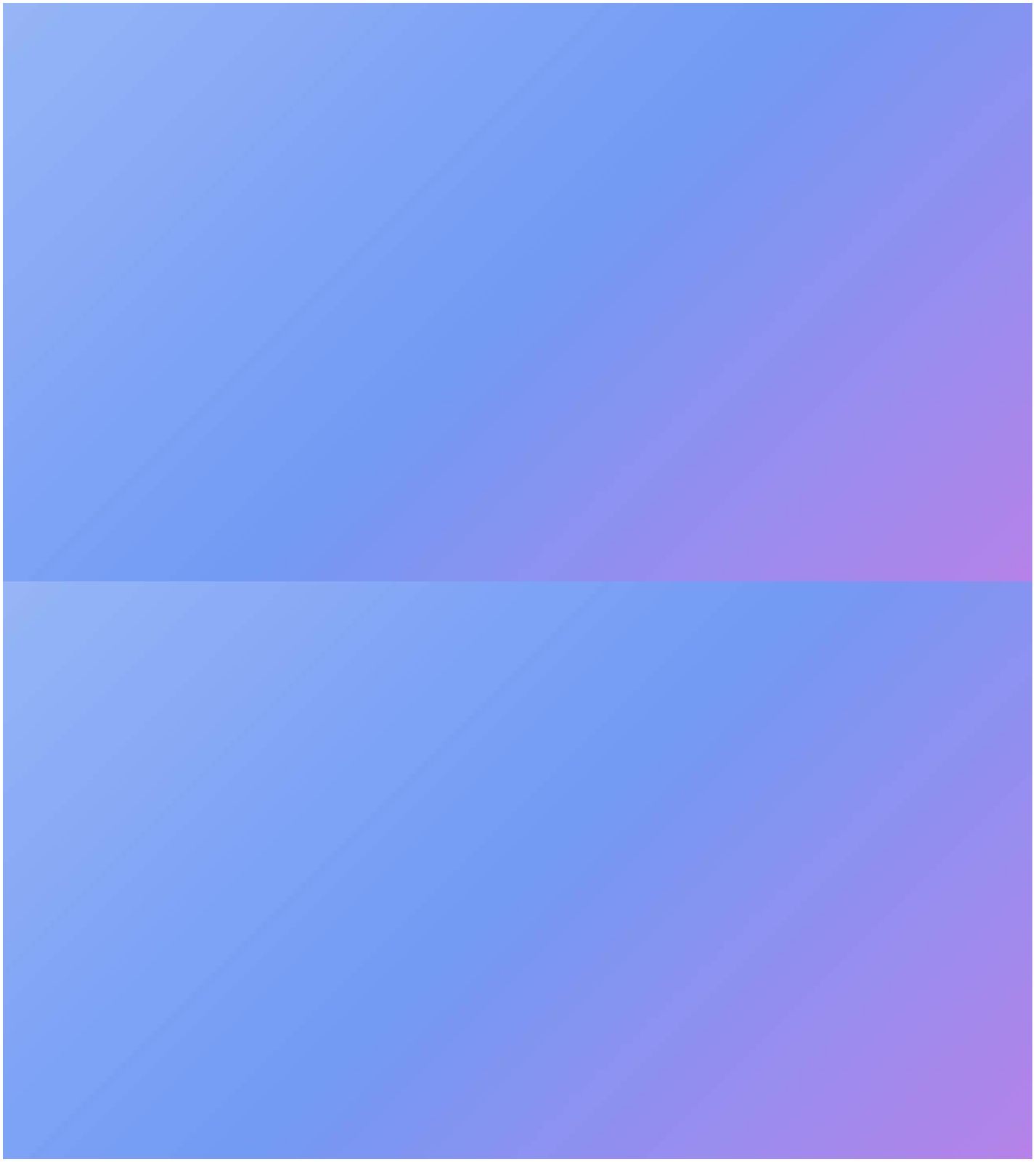
October 29 2026, 14:00 (GMT)



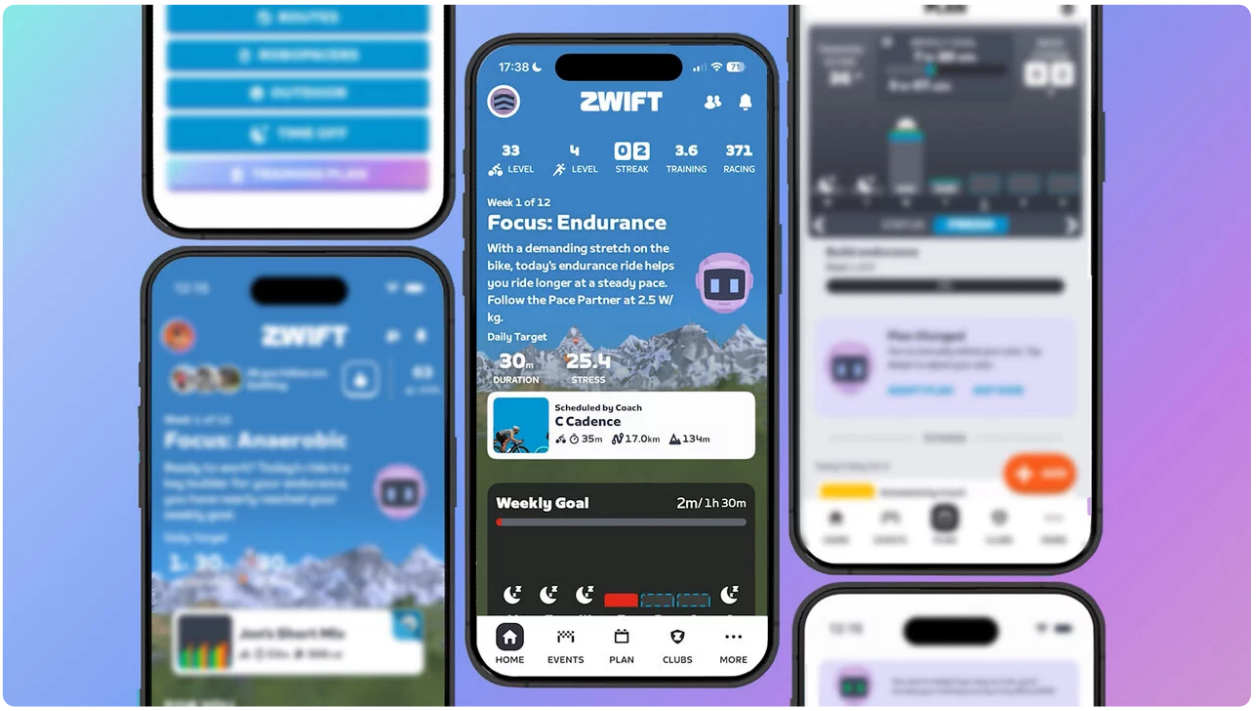
ZWIFT LAUNCHES ZWIFT PLUS SUBSCRIPTION FOR ZWIFTERS WHO

WANT MORE

Zwift Coach delivers personalized training plans to guide and Zwifters will have more to explore with immersive high-definition Zwift Video routes

Zwift, the global online fitness platform, has today launched Zwift Plus, a new subscription tier that includes personalized coaching and high-definition video routes, set to deliver the most powerful Zwift experience to date.

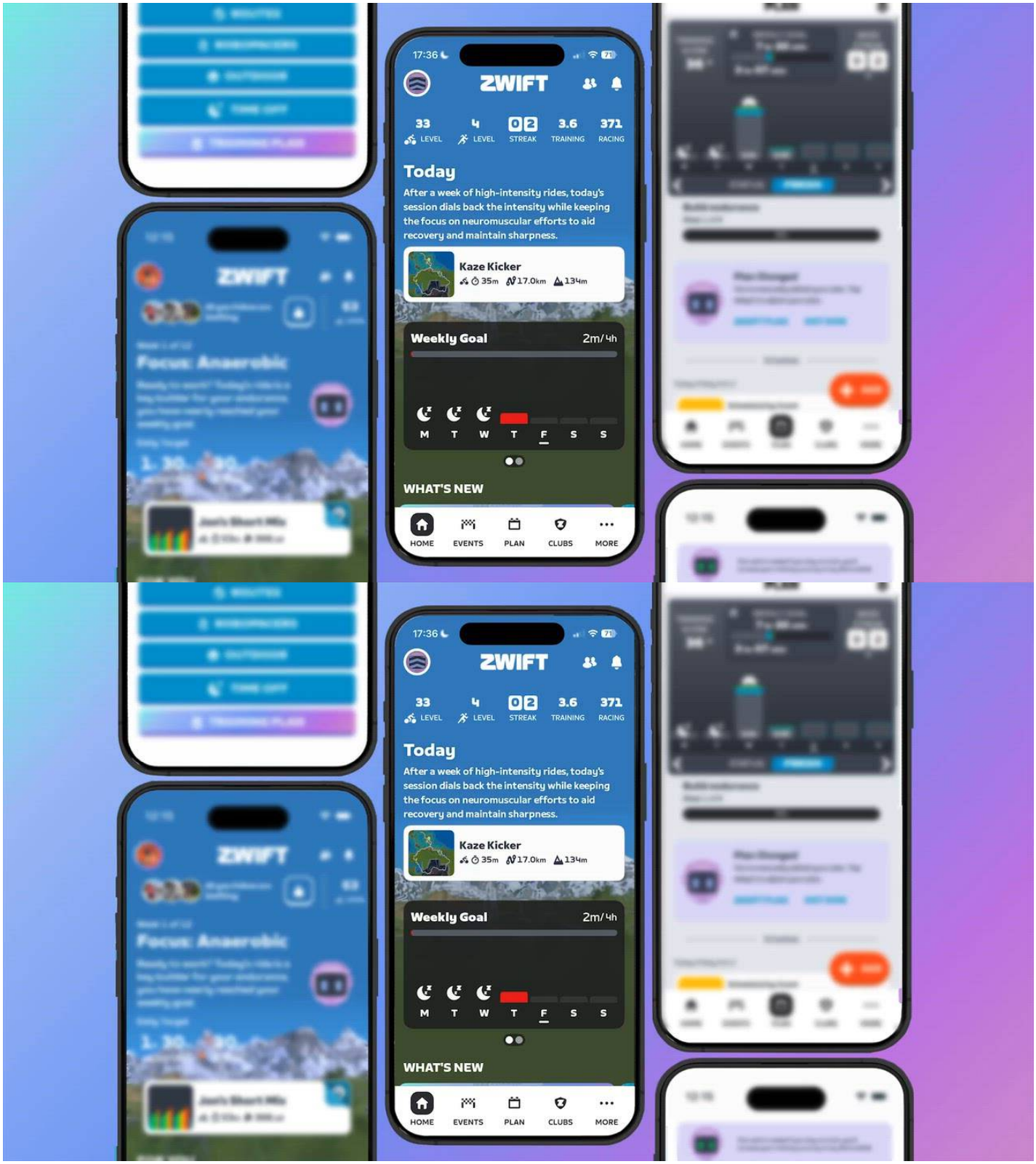
TRAINING THAT ADAPTS TO YOU



Coaching can feel intimidating, difficult to stick to, and repetitive. Zwift Coach addresses these common painpoints, delivering a personalized training experience that's fully integrated within Zwift. Simple to set up, Zwift Coach adapts when life gets in the way, leverages the full variety of Zwift's content library to deliver a personalized plan your want to stick to.

Zwift Coach combines a training model grounded in peer-reviewed sports science with anonymized power and heart rate data from millions of Zwift riders. It pairs that with your

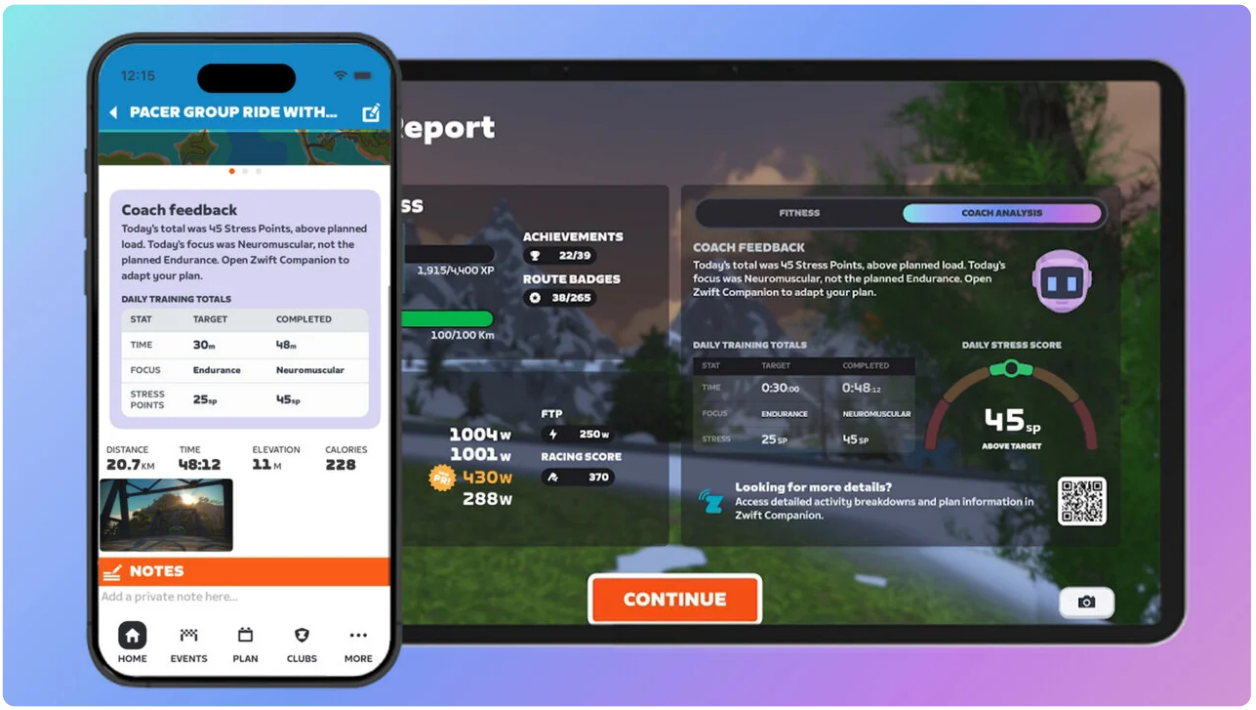
goal, your recent fitness and the way you like to ride to decide what you should do next, and how hard.



Getting started is simple. Answer a few questions, set a goal, and Zwift Coach does the rest. The result is a personalized training plan built around your goal, your schedule, your

experience, and your ride preferences.

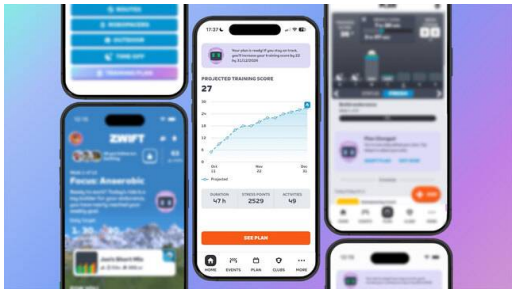
Instead of building a training plan solely around ERG-based workouts, Zwift Coach delivers a plan that leans into the variety Zwifters love. The majority of Zwifters (63%) participate in a variety of activities, while just 13% of Zwifters exclusively complete structured workouts. Your Zwift Coach plan will leverage Zwift's content library of thousands of workouts, built by world-class coaches, alongside routes, RoboPacers, and even events. The result is a plan tailored to meet your goals but one that feels fun and motivating to complete, because the best workout is the one you actually do.

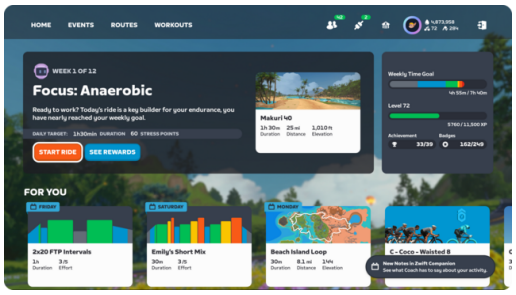


Once set up, Zwift Coach pre-workout guidance will help keep Zwifters on track by showing them what they need to do and why. This guidance appears on the updated Zwift Companion app home screen and in-game alongside their prescribed activity. Once they have completed their activity, Zwifters can access coach feedback immediately post-ride with a new 'Coach Analysis' tab on the activity report screen. The same feedback can also be viewed within the Zwift Companion app later in the day, via the activities page.

Of course, staying perfectly on plan is easier said than done. Sometimes life gets in the way. Sometimes you simply feel like doing something else. With Zwift Coach, Zwifters don't have to worry about missing a session or choosing between their Coach plan and a ride

with friends. Zwift Coach is designed to adapt to your life, as you need. Whether you're planning an outdoor activity with friends on the weekend or went a little too hard during Tour of Watopia, Zwift Coach will prompt you to adapt your plan and auto-adjust to keep you on track toward your ultimate goal.



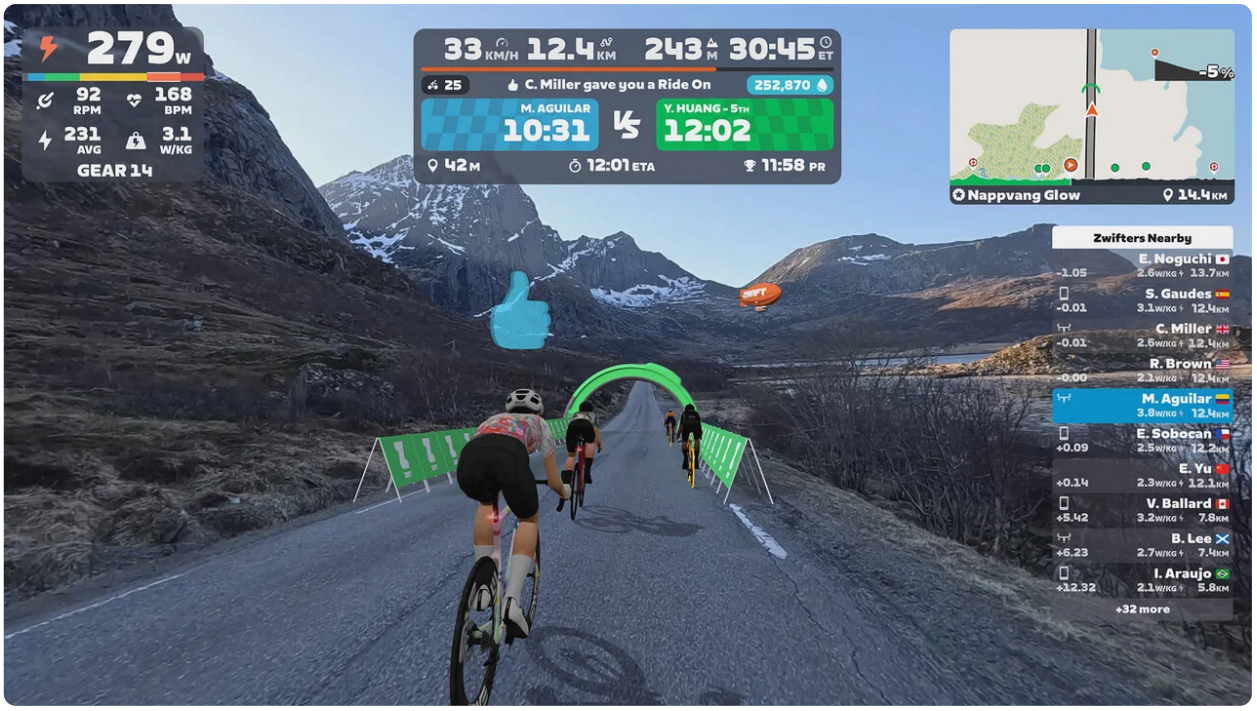


Zwift Plus members will be able to set up their personalized plan within the Zwift Companion app.

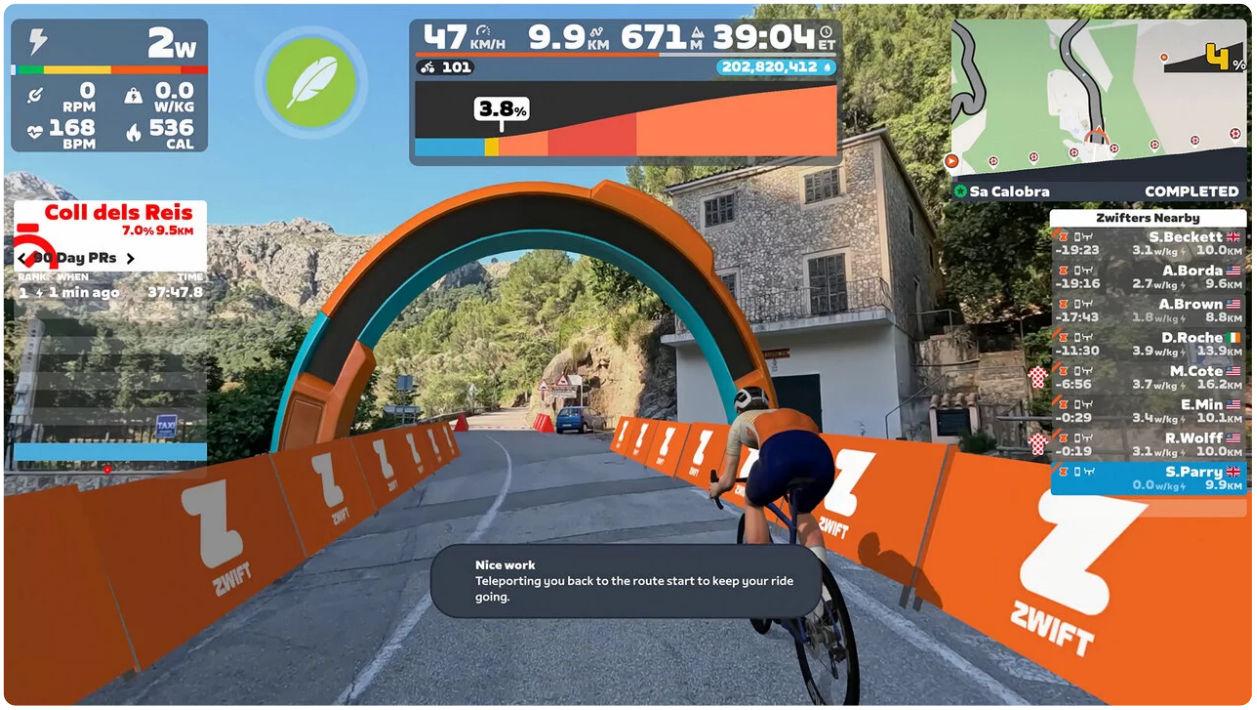
DISCOVER A WHOLE NEW WAY TO ZWIFT

Zwift Video, exclusively available on Zwift Plus, offers a whole new way to Zwift, giving Zwifters more to chase and explore.

Launching with 21 routes from six countries, Zwift Video brings a new content experience, letting Zwifters enjoy all the fun they know from Zwift in stunning video routes. The launch collection totals 385km of new roads and includes iconic destinations like the Col du Galibier and Sa Calobra, alongside hidden gems like the Lofoten Islands in Norway. All routes have been carefully curated to deliver a wide variety of terrains and environments, from Alpine Climbs to rolling desert roads. Meticulous detail has been paid to filming to capture each route in the best possible way and to ensure the smoothest playback experience for Zwifters.



Built for Zwifters who want more, Zwift Video will feel like a very familiar place to ride. PowerUps, Segment Leaderboards, HoloReplays, Drops, XP, alongside Zwifty artwork, from road art and arches to the iconic Zwift Blimp. Pack dynamics and road textures also retain the same ride characteristics as Zwift's graphics-based worlds.



All Zwift Video routes are lappable, giving you full control of every ride. Match any workout to any route, compete with yourself across segments with HoloReplay, or simply drink in

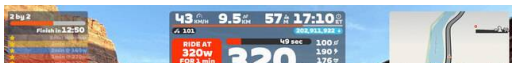
more of the scenery with another lap.

From launch, Zwifters will be able to participate in the Globetrotter Challenge. Complete the 10 routes by Feb 1st to unlock the Globetrotter kit and bonus XP.
Zwift Plus members will be able to access all 21 routes from launch. Zwift Plus members can ride any route at any time, sharing the road with everyone else on that route, so no ride will feel alone. Organised events and MeetUps will launch in the coming months.

The complete list of Zwift Video destinations and routes available at launch:

- **The French Alps: Col du Galibier (Lautaret), Cime de la Bonette, Upper Bonette**
- **Mallorca: Sa Calobra, Coll de Femenia**
- **Tenerife: Teide Plateau**
- **Western Cape: Chapmans Peak, Clarence Drive, Bain's Kloof Pass, Du Toitskloof Pass**
- **Lofoten Islands: The Midnight Sun Road, Eggum Coastal, Nappvang Glow**
- **Southern Utah: The Hogsback, Arches National Park, Glen Canyon, Colorado River Sunrise**
- **Colorado: Dolores Dirt**
- **The Scottish Highlands: Glen Etive, Quinag Highlands, Glen Garry Wilds**

The road doesn't end there. From the start of the new year, Zwift will add regular drops of new routes and destinations, giving Zwift Plus members even more to chase.



Zwift Plus is available now for $29.99 // €29.99 // £26.99 per month. New Zwifters will receive a 14-Day trial of all Zwift Plus features. At launch, a limited-time offer will let existing Zwift members opt in and receive a 1-month free upgrade to Zwift Plus.

For further details, head to www.zwift.com/zwift-plus

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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