

THIS SEASON ON ZWIFT BRINGS NEW ROADS TO WATOPIA, ZWIFT RIDE V2, AND MUCH MORE

The latest edition of this season on Zwift aims to make training simpler, more fun, and more effective for every rider

Zwift, the global online fitness platform, today announced highlights from its expansive roadmap coming This Season On Zwift. Designed to make the platform easier to use, more personalised, more effective, and highly rewarding, the upcoming updates cater to the full breadth of Zwift's global community of active riders, from WorldTour professionals to beginner and recreational cyclists.

ZWIFT RIDE V2 - AVAILABLE NOW





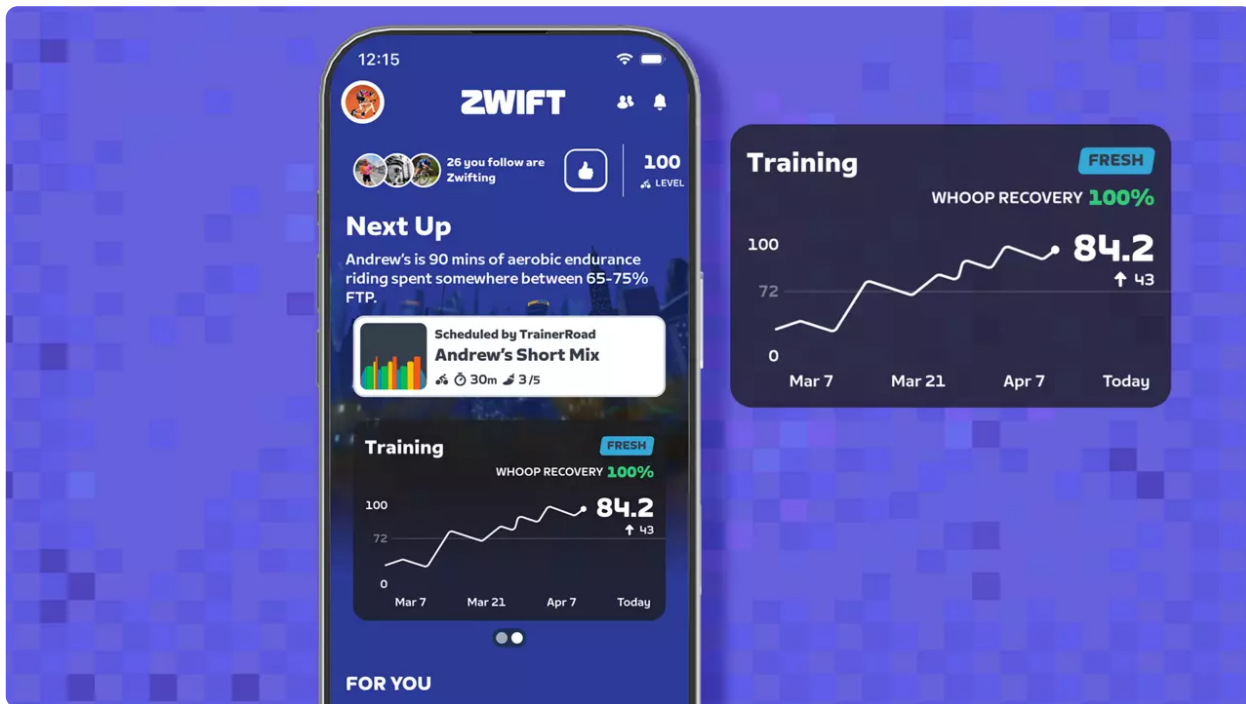
The best way to Zwift just got better. Available from today, Zwift Ride V2 brings more adjustability to Zwift's much-loved smart bike while retaining the same great price (\$1299.99 / €1199.99 / £1099.99). The updated Zwift Ride offers more adjustability, with a more compact frame that now accommodates riders from 4'10" to 6'6" (146 to 198 cm). Additionally, Zwift Ride will come with adjustable cranks as standard, offering five different crank lengths (160 mm, 165 mm, 170 mm, 172.5 mm, 175 mm). An updated seatpost design also offers more fore-and-aft adjustability, helping Zwifters achieve a more forward saddle position than previously possible. For existing owners of Zwift Ride, the adjustable cranks and updated seatpost will be available to purchase as an accessory from [Zwift.com](https://www.zwift.com).

ZWIFT COMPANION HOME SCREEN REFRESH - COMING OCTOBER



This October, Zwift Companion app will get a fresh new look. Major updates to the home screen will simplify the experience, bringing more of what you need front and centre. Zwift Companion will do more to celebrate what you've achieved and highlight progress. The weekly activity graph will be broken into two screens, making it easier to view your week and track your fitness.

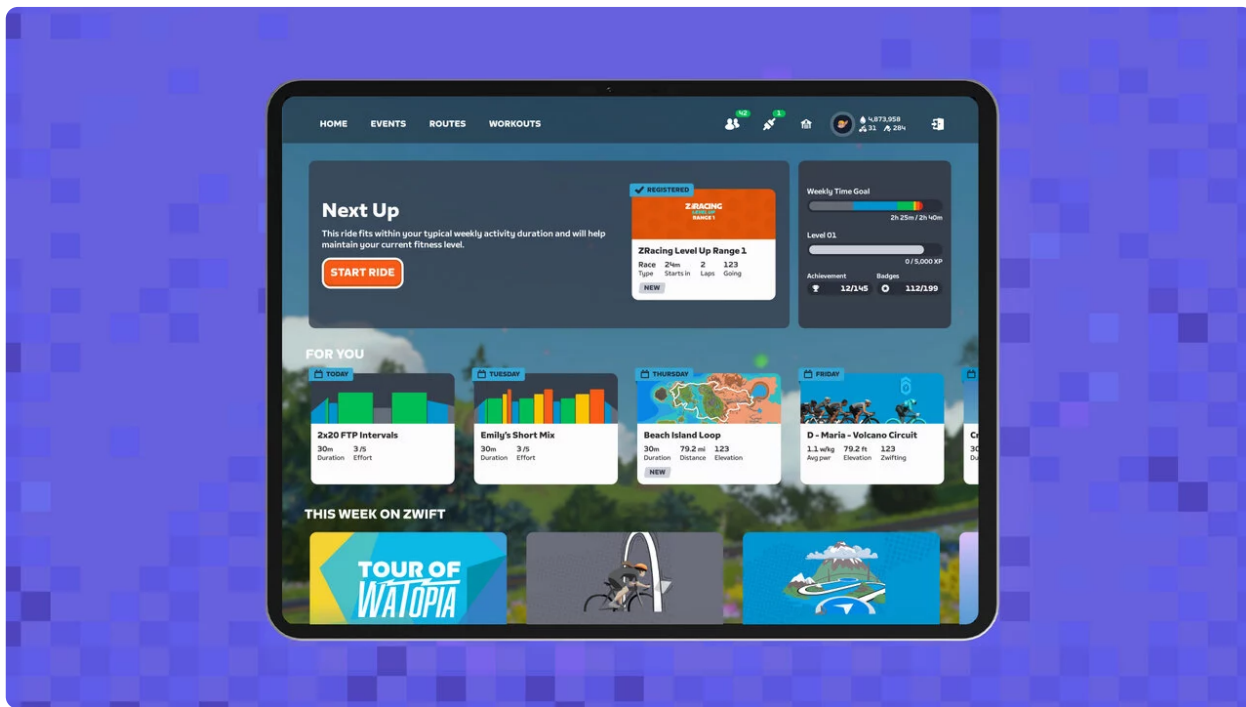
WHOOP INTEGRATION - LIVE IN ZWIFT



Available to Zwifters from today is a new partner integration with WHOOP. This first wearables connection helps Zwifters get a fuller picture of their training, providing insights based on their WHOOP Recovery Score. On red days, Zwift will automatically adjust your Personal Recommendations, so athletes can still get a meaningful session without overreaching.

The WHOOP connection is available within Zwift today. Later this fall, Zwifters with a WHOOP connection will also benefit from an enriched experience within the WHOOP app, where your Zwift rides and runs will be visible.

ZWIFT GAME HOME SCREEN UPDATE - ROLL OUT STARTS SEPT 22



It's not just Zwift Companion that is due a makeover this coming season. Rolling out from September 22, the Zwift game home screen will undergo a refresh, bringing planning and progress front and centre. Scheduled content is elevated within the new home screen design, meaning your next activity is just a click away. Additionally, day tags assigned to planned activities help you visualise your week by what's coming up.

Zwifters will also notice a new Progress Widget, helping them track their progress towards their weekly goals, alongside career progression stats, a much-requested update.

WATOPIA EXPANSION - COMING OCTOBER 26



Zwift is set to further expand Watopia, the most popular destination in indoor cycling. Inspired by the West Coast of California and Catalina Island, this expansion adds roughly 18 kilometres of new roads connecting Jarvis to the Jungle. The new environment features a flat bypass option around the Epic KOM, and two crit-style circuits designed specifically for racing.

TOUR OF WATOPIA - OCT 5 - NOV 22



Zwifters can explore the new archipelago island chain from October 26th, when it launches in time for Stage 4 of the Tour of Watopia. The Tour of Watopia returns this year from Oct 5th - Nov 22nd with Double-XP and a new ultimate challenge.

WATT LOCK - COMING OCTOBER



Launching this October, "Watt Lock," will give Zwifters more power to control their efforts. Watt Lock is an ERG mode toggle accessible via the Zwift Action Bar during freerides that lets Zwifters lock into a target power with a simple click. Now Zone 2 days, stay Zone 2. Those using Zwift Game controllers (Zwift Ride, Zwift Click or Zwift Play) can use the controllers to make simple adjustments to the target power on the fly.

POWER PLAY - NOV 23 - DEC 27



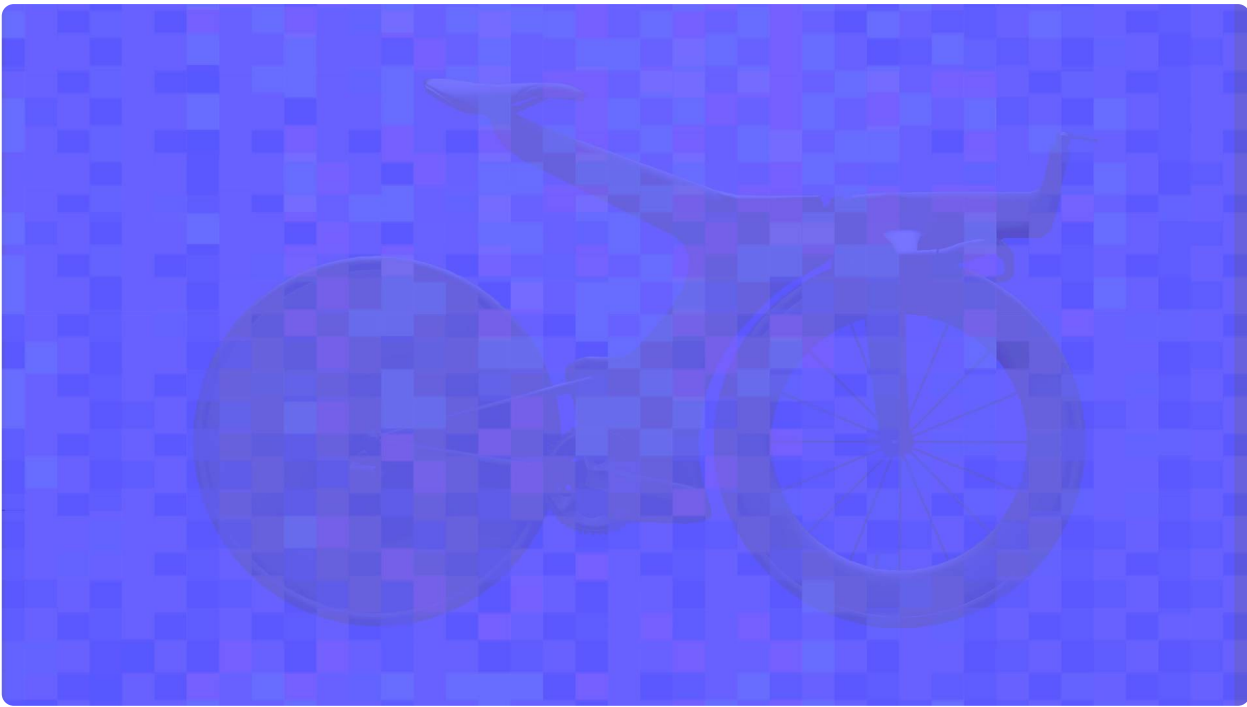
An all-new campaign is coming to Zwift this November. Power Play aims to give Zwifters a fresh and fun new way to get a quality workout, making use of Power Segments in New York, the Monmartre and The Grade climbs, and new Power Segments that will launch in the new Watopia Expansion. As always, rewards are on offer, from kits to Drops.

DROP SHOP UPDATES - SEASON LONG



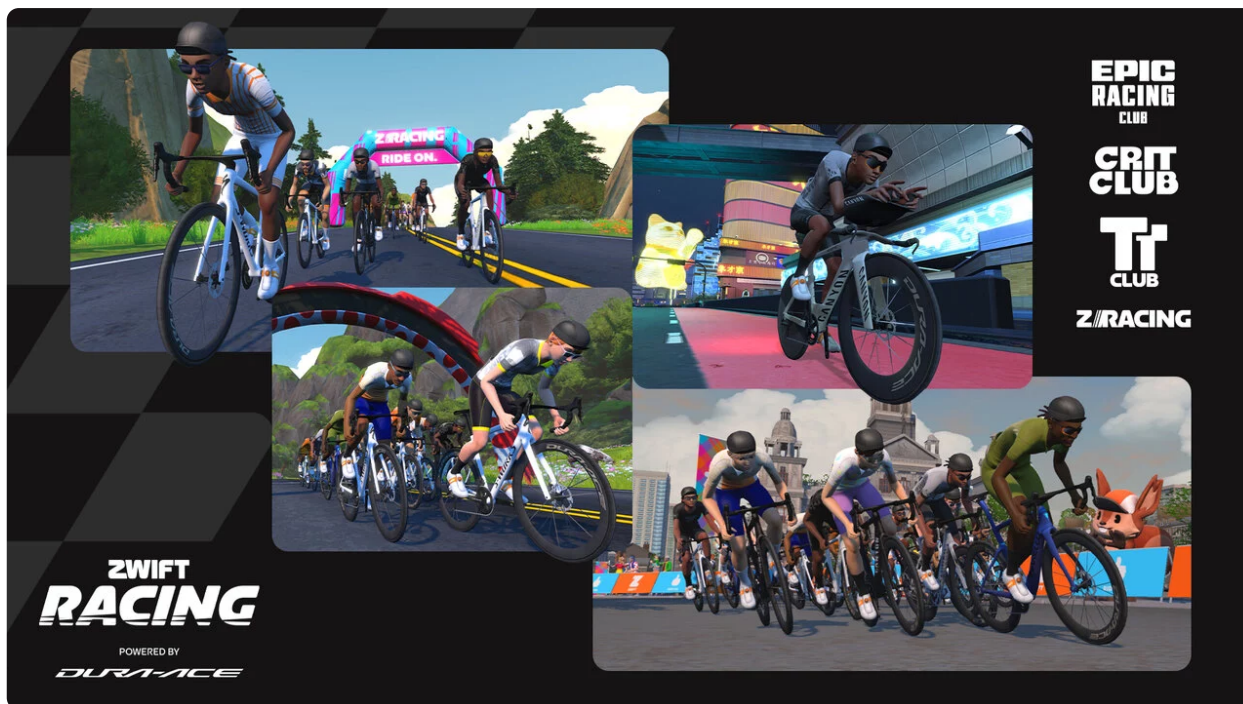
If you've earned bonus Drops by participating in Power Play, there will be even more to spend them on this season, in the Drop Shop. Drops are Zwift's in-game currency and can only be earned by riding. Zwifters can spend their hard-earned Drops in Zwift's Drop Shop, the ultimate store front in cycling. This year, Zwift has overhauled the Drop Shop, and there are no plans to stop. Coming in October will be a Kona-themed drop, bringing the latest triathlon bikes and wheels to Zwift. Following that, will be a drop many have been requesting. Factor Bikes will be coming to the Drop Shop, along with Black Inc wheels. In addition, the iconic Zwift x Pinarello paint scheme will be made available for Zwifters to purchase.

TWO NEW HALO BIKES - LATE 2026



Halo Bikes are the ultimate buy to show off your hard work in Zwift. Zwift currently has three Halo Bikes available from Specialized, Cannondale and Pinarello. To earn the chance to purchase a Halo Bike, Zwifters must fully upgrade three bikes from the respective brand - no mean feat! Zwift will be expanding the Halo Bike range for the first time since launch, bringing new flagship bikes from Cervélo and Canyon. Fans of these brands should start levelling up their bikes now! Zwifters will need to stay tuned for the bike unveil this season, but can you guess one of the bikes?

ZWIFT RACING - NEW SERIES STARTS SEPTEMBER WITH ZWIFT RACING P/B DURA -ACE



Zwift's always-on racing content is expanding this season with 'Zwift Racing'. Zwift Racing will deliver "always-on" racing across TT, Crit, and Epic formats. The first series is powered by DURA-ACE and begins this September.

ZWIFT RACING LEAGUE - RETURNS SEPTEMBER



Also starting in September is Zwift's team-racing event series, Zwift Racing League. This year, Zwift aims to make the series more accessible with 'Road to Zwift Racing League' introductory rides that aim to introduce new racers to the formats and how to find a new team. Additionally, a new 'Race of Truth' format will be introduced in Season One, a mass-start, draftless points race that will introduce a new tactical challenge.

[zwift.com/this-season-on-zwift](https://www.zwift.com/this-season-on-zwift)

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.

CONTACT DETAILS

Chris Snook

Senior Director, PR & Customer Marketing

chris.snook@zwift.com

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