

RUN WITHOUT IMPACT

MANY OF CURRENT AND FORMER RUNNERS

RIDE **MY-BOLT BIKE** TO STAY HEALTHY, IMPROVE
ENDURANCE AND AVOID INJURIES.



INTRODUCTION

RUNNERS: GET FIT, GET FAST AND AVOID INJURIES WITH THE OF MY-BOLT BIKE

Stand-up cycling is like running on air. It is the closest you can get to simulating a true running motion without the impact, complementing the same muscular on tractions in a way no other cross-training device can.

Plus, stand-up cyclists enjoy the exhilarating workout experience that you expect from running, generating similar high heart rates and comparable breathing patterns.

MY-BOLT BIKE is the industry leader and pioneer in stand-up cycling.

MY-BOLT BIKE was created by runners just like you.

While the concept may be new to you, already incorporate MY-BOLT BIKE training in their running regime. This brochure is an in-depth look at the

How's

and why of MY-BOLT BIKES, along with a look at the science behind it.

Let's take a look at the value of cross-training, what makes MY-BOLT BIKE unique, the most common injuries that running can cause, and the compelling research that has been completed using our bikes. Plus, check out our integrated run training plans and hear from real-life MY-BOLT BIKE riders who have benefitted from our products. Explore the benefits, get questions answered, and get ready to come along for an all-new rides.

"WHETHER YOU WANT TO IMPROVE YOUR RUNNING PERFORMANCE OR REDUCE YOUR RISK FOR INJURY, MY-BOLT BIKE IS AN EFFECTIVE TRAINING TOOL TO HELP YOU ON YOUR JOURNEY."

RUNNER'S WORLD





THE VALUE OF CROSS TRAINING

For high-level performance, cross-training is an integral part of an athlete's training regimen. Overall fitness and performance can be dramatically improved as long as exhaustion, injury and burn out are kept at bay.

Athletes choose their cross-training activity depending on preference and goals, often opting for a type of activity, complimenting their primary sport. This lets them enjoy the benefits of cross-training and negate any shortcomings in their primary activity.

For runners, the shortcoming is often the effects of impact and the stress on the body from a highly repetitive motion. Running, at large, has a higher injury rate than other endurance sports due to the high-impact nature of the activity.

To sidestep this, a long tradition has formed of athletes using alternative cardio training modalities to maintain fitness when unable to run due to injury. But cross-training only when injured is a thing of the past. Today's top coaches are

taking a different approach in growing numbers. Rather than reactive cross-training, picking up an alternate activity once the damage has already been done, they are more proactive, focusing on ways of circumventing those seemingly unavoidable injuries in the first place.

For runners training on their own, often without hands-on, certified, and individually tailored coaching, this mind shift can be hard. The idea of replacing any of their time spent running with cross-training is for some a source of anxiety and worry that it will hinder their running performance, *even if it offers a reduced rate of injury.*

Unfortunately, these runners often learn the hard way, missing out on valuable training time while sidelined by an injury. We are here to assure you, it is possible to run less, without sacrificing performance.

"WE HAVE THE ABILITY TO IMPLEMENT EXERCISE WHICH REPLICATES THE BODY'S NORMAL RUNNING MOTION PERFECTLY MINUS THE IMPACT A DEVICE WHICH ALLOWS RUNNERS TO IMPROVE THEIR RUNNING FITNESS EVEN WHILE NOT RUNNING."

THE BEST TOOL FOR NEW RUNNERS

FOR YOUNGER OR NEWER RUNNERS, LOW-IMPACT CARDIO CROSS-TRAINING IS ALSO A VERY USEFUL TOOL.

New runners usually have less strength than more experienced runners and need considerable time to develop their tendons, ligaments and skeletal capacity.

A rapid increase in running mileage, which occurs often, leads to the development of lingering beginner injuries such as shin splints and other soft-tissue injuries as the body tries to adapt to the new activity and higher impact forces.

The unique cross-training alternative of the **MY-BOLT BIKE** offers a way to increase endurance capacity while also building the weak or imbalanced hip and gluteal muscles that often occur in runners at all levels. This all happens without imposing additional impact strain on the athlete! Well seasoned or injury-prone runners also do well with replacing certain runs with nonimpact cardio sessions.

While cross-training options and tools may seem plentiful, there's only one product on the market that is considered the gold standard by current and former runners: **MY-BOLT BIKE**.



WHYMY-BOLT BIKE ?

THERE'S NOTHING ELSE LIKE IT.

Now that we are reminded of the value of cross-training, you might be asking yourself, "How will know if an **MY-BOLT BIKE** is the best modality for me to maximize results?"

For runners, many cross-training options are either:

1

NO TRUN-SPECIFIC ENOUGH

2

NOT INTENSE ENOUGH

3

LIMITED TO INDOOR USE

4

NOT ACCESSIBLE

5

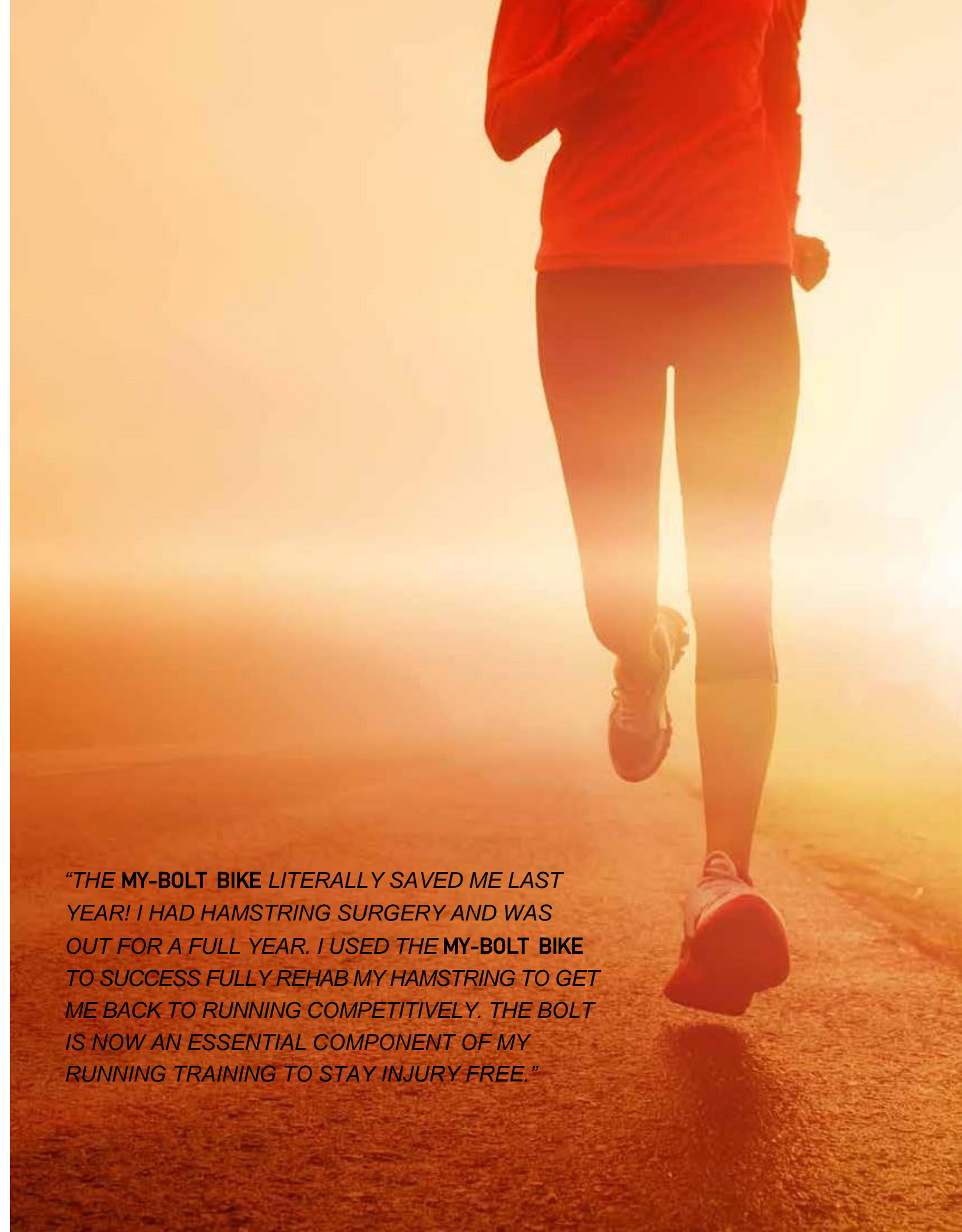
NOT FUN!

6

OR ALL OF THE ABOVE

It is because the **MY-BOLT BIKE** all eviates *all* of those cross-training concerns that it has become one of the most sought-after cross-training tools for runners.

"THE MY-BOLT BIKE LITERALLY SAVED ME LAST YEAR! I HAD HAMSTRING SURGERY AND WAS OUT FOR A FULL YEAR. I USED THE MY-BOLT BIKE TO SUCCESS FULLY REHAB MY HAMSTRING TO GET ME BACK TO RUNNING COMPETITIVELY. THE BOLT IS NOW AN ESSENTIAL COMPONENT OF MY RUNNING TRAINING TO STAY INJURY FREE."



MY-BOLT BIKE AWEIGHT-BEARING, LOW-IMPACT TRAINING TOOL CLOSELY MIMICKING THE RUNNING MOTION, PROVIDING A HIGHLY EFFICIENT TRAINING STIMULUS. ITS BIOMECHANICAL ENGINEERING ALLOWS RUNNERS TO ENGAGE THE SAME MUSCLES REQUIRED WHEN RUNNING, BUT **WITHOUT THE NEGATIVE HIGH-IMPACT SIDE EFFECTS** THAT CAN SIDELINE AN ATHLETE.



THE AEROBIC BENEFIT

RUNNERS: GET FIT, GET FAST AND AVOID INJURIES WITH **My-Bolt Bike!**

Burning an average of 33% more calories than a conventional bike at similar speeds, **MY-BOLT BIKE** offer training with excellent aerobic benefits that produce similar efforts to that of running. This training can be done both indoors and outdoors.

By integrating an **MY-BOLT BIKE** into their training, runners can train longer, harder, and with lower risk of injury. **MY-BOLT BIKE** based cross-training helps athletes of all ages and abilities, stay consistent, stay healthy, and stay on track to reach their goals.

Current, former, and injured runners all use **MY-BOLT BIKE** to experience the joy of running without the negative effects of impact. Regardless of your current status healthy or injured, current or former runner – stand-up cycling offers the freedom, fitness, and performance to keep you moving toward your goals



COMPARISONS TO OTHER CROSS TRAINING OPTIONS



CYCLING

- Cycling is less run-specific in terms of motion and muscle activation.
- Cycling is a continuance of sitting - a position that many already spend too many daily hours in. Both sitting and cycling can cause similar muscle imbalances; a forward-rounded posture, rigid upper back, tight hip flexors, and an often compromised neck position.
- It is difficult to get heart rate levels as high as when running. **My-Bolt Bike** better simulates those efforts, with 33% greater aerobic effort than conventional cycling at the same speeds.
- Cycling while seated on a saddle is not a full weight-bearing activity, which makes it limited in bone density strengthening - a core benefit of weight-bearing activities. **My-Bolt Bike** fully weight-bearing.
- Bike saddles often cause discomfort, with not only sit-bone pain but lasting soft tissue damage and sore formations. This is common among both male and female riders. The combination of sustained continuous pressure, friction from constant pedaling, and reduced blood flow in these sensitive areas frequently leads to riders shortening their weekly training time or abandoning the sport.



ELLIPTICAL MACHINE

Elliptical machines are limited to indoor use only. **My-Bolt bike** can be used both outdoors and indoors with our Stationary Trainer.

- Many elliptical machines have a limited range of motion. **My-Bolt Bike** bikes simulate a natural, longer running motion.
- Elliptical machines are limited to one plane, while **My-Bolt Bike** offer multi-plane movement.

AQUAJOGGING

- Aqua jogging is not fully weight-bearing, which limits bone density strengthening, a core benefit of weight-bearing activities. **My-Bolt Bike** is Fully weight bearing.
- Difficult to increase running cadence in water resistance.
- Difficult to get heart rate levels as high as running.
- You rarely hear someone say, "Aqua jogging is fun."

ANTI-GRAVITY TREADMILL

- Anti-gravity treadmills are limited to indoor use only, while **My-Bolt Bike** can be used outdoors and indoors with our Stationary Trainer.
- They still impose some impact, which can aggravate certain injuries.
- Often difficult to get heart rate levels as high as when running.
- Not very accessible given the cost or limited local availability.

**HASANINJURY
OR OTHER MEDICAL
CONDITION FORCED YOU
TO STOP RUNNING
OR GIVE UP THE EXERCISE YOU
LOVE?
YOU ARE NOT ALONE.
EVERY YEAR,
65-80% OF RUNNERS
ARE SIDELINED WITH
A RUNNING
RUNNING RELATED
INJURY.**



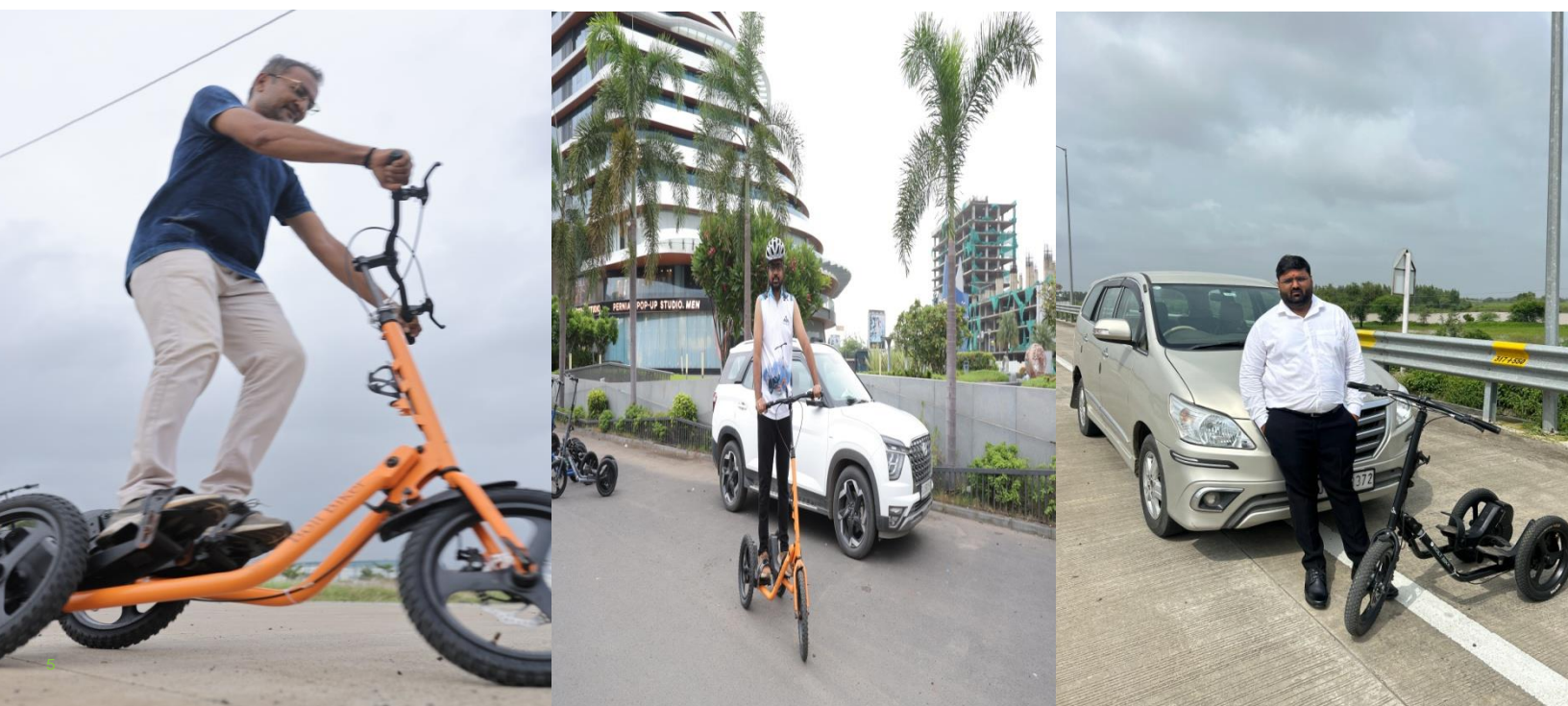
BEFORE YOU GO

WE SET OUT TO
BIOMECHANICALLY ENGINEER
AN IMPACT-FREE EXPERIENCE
THAT COULD SIMULATE THE
RUNNING MOTION
AND EXERTION LEVEL IN THE
VERY BEST WAY. IN DOING SO,
**WE STARTED A REVOLUTION, A
NEW SPORT, AND**
**THE BEGINNINGS OF A NEW LIFE
FOR MANY RUNNERS IN NEED.**





My-Bolt Bike HAVE QUICKLY BECOME
ONE OF THE MOST SOUGHT-AFTER
CROSS-TRAINING TOOLS, NOT ONLY AS
AN OPTION WHILE INJURED BUT ALSO
AS A MEANS TO REACHING INDIVIDUAL
PERFORMANCE GOALS. ARE YOU
READY TO RIDE WITH US ? IT'S TIME TO
TAKE YOUR TRAINING TO THE NEXT
LEVEL. **COME EXPERIENCE THE FUN,
THE FITNESS AND THE FREEDOM THAT
COMES FROM RIDING My-Bolt Bike.**



SEE YOU ON THE ROAD!
#My-Bolt Bike

My-BoltBike

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