

	Flywheel	Peloton Cycle	SoulCycle	Turnstyle	The Sweat Shoppe
Concept	Flywheel is unlike any other indoor cycling experience. From our innovative technology, to our team of talented and passionate instructors, to our high-energy playlists, Flywheel classes deliver a unique, fun and effective full body workout.	A high-end brick and mortar cycling studio, featuring the best indoor cycling instructors teaching the most dynamic classes, that are streamed live into homes.	SoulCycle is indoor cycling re-invented. Forty-five minutes is all it takes to transform the way you look and feel. Get ready for fat-burning cardio, a full-body workout, and choreography to work your core.	Turnstyle Cycle offers indoor group cycle classes on RealRyder bikes (the ones that move side to side), as well as small group TRX (suspension training) classes, in an environment that is engineered to stimulate our customers' senses to promote the achievement of their own, individual peak levels of performance.	The Sweat Shoppe is the world's only heated indoor cycling studio. Class temperatures range from 80-85 degrees Fahrenheit..
Philosophy	To deliver not just a workout, but an experience! We strive to consistently challenge our riders and inspire them to push it to the limit while having fun.	We believe that folks don't want an indoor cycling bike. We believe they want the indoor cycling experience, the intense and engaging class content. As such, we set out to build the Peloton bike, a bike that allows you to experience a dripping-sweat, high-energy, live or on-demand cycling class from your home, anytime you want.	SoulCycle doesn't just change bodies, it changes lives. With inspirational instructors, candlelight, epic spaces, and rocking music, riders can let loose, clear their heads and empower themselves with strength that lasts beyond the studio walls.	Turnstyle believes in stimulating you to performance. We think of "working out" as a fun, social, entertaining thing, as opposed to an arduous obligation. Turnstyle aligns music, motion, and color to raise you to a higher level of intensity, in a way that is natural for you in that moment. With your motion and energy synced with your class, physical discomfort becomes a secondary consideration.	We discovered a new way to train in a hot room. Innovative, revolutionary, efficient, regenerative, transformative. The real deal. Hard core. We are leaders of a real revolution. We break you down then build you up, and when you exit, you are reconstructed into a stronger version of you. You will barely make it. You will fight to get to the finish line, and when you do, you are reborn, again and again. This is heat training. Peace, love and sweat.
Price	Single Ride: \$34 5 Rides: \$160 10 Rides: \$320 20 Rides: \$600	In the Studio First Ride: Free! Single Ride: \$30 5 Pack: \$140 10 Pack: \$270 30 Pack: \$650 At Home The Bike: \$2,000 1 year subscription: \$40/month Required for for live-streaming	First Class: \$20 Single Ride: \$30 5 Pack: \$145 10 Pack: \$280 20 Pack: \$540	Single-class credit: \$25 Intro 3-Class Pack: \$30 5-Class Pack: \$110 10-Class Pack: \$190 Discounts available for students and teachers!	First Ride: \$7 Single Ride: \$20 5-Ride Package: \$90 10-Ride Package: \$170
Memberships	From \$375-\$595 per month	No memberships available; pay as you go!	No memberships available; pay as you go!	From \$190-\$230 per month	No memberships available; pay as you go!
Classes <i>Class times may vary. View Schedules for accurate times.</i>	7 days/week 5am-8:30pm M-F 45-60 minute classes <i>Schedule varies by location</i>	7 days/week 6am-8:30pm M-F 8:30am-4:30pm Sat + Sun 45-60 minute classes <i>All classes are available via live-stream and their on-demand library for at-home riders.</i>	7 days/week 5:30am-7:30pm M-F 7:30am-5pm Sat + Sun 45-60 minute classes	7 days/week 6am-6:45pm M-F 9am-2pm Sat 9am-5pm Sun 45-60 minute classes	7 days/week 6am-8:40pm M-F 6:45-1pm Sat + Sun 45-55 minute classes
Locations	33 studios across the U.S.	1 Studio in Chelsea, NYC or on your Peloton bike at home!	42 studios across the U.S.	1 location in Cambridge, MA	2 studios in North Hollywood, CA
What Sets Them Apart	Flywheel's technology is there to enhance the experience. Every bike is equipped with a small computer screen, allowing riders to view and adjust their speed, resistance, and total energy exerted. Post ride, riders can immediately view their performance data on our iOS app or on our website's Performance Page.	Each Peloton coach is different. Each one has his or her own style, and there are no standards to stick to. There's lots of variety, so every experience is different. They offer themed classes, live DJ rides, and some coaches cater to beginners, while other classes are lead by pro cyclists! And of course, Peloton offers live-streamed classes for riders to join classes from home on their very own Peloton Bike!	SoulCycle doesn't consider themselves a spin studio. Spinning is meant to mimic outdoor riding; SoulCycle offers a community indoor cycling experience where riders cycle to the beat of the music by candlelight.	Consider a time when you left a kick-ass party or concert, sweaty from dancing and relaxed from the release of a great time. The calories you burned in the process were probably not a major consideration, if at all. You may well have lost your breath from all of that jumping around, but you were distracted by the stimulation of the music and lights. These are the ideas that drove the development of the Turnstyle Cycle Method.	It's all about the heat. Sweat Shoppe paved the way for a new concept of using heat as a training tool to boost athletic performance.