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STAGESFLIGHT

Stages Indoor Cycling are dedicated to supporting cycling performance with the highest quality pro cycling products. Here, Stages Commercial Director Elena Lapetra discusses how technology is bringing two cycling demographics together.

What does the GroupX studio of the future look like for Stages?

The indoor cycling studio is divided into 2 main groups: the “party gang” and the “data squad” who are all about performance. Both are super vocal and passionate about their fields.

While data and technology clearly underpin the performance people, it’s been interesting to see the party-goers begin to turn to performance data and progress tracking in addition to the great tunes and fun.

Ultimately people like to plug in their Fitbits and see how they did. Everyone likes to hear “Well done, you smashed it”, whether you were rocking it and singing along with Rihanna, or you don’t remember anything except your average watts in that 1 minute interval.

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