

A Note from Expresso


We spent our summer vacation making sure you'd have plenty of exciting new ways to enjoy the Expresso bikes once the kids were back in school. New Music, Expanded Ghosts, and better tracking tools on www.expresso.net are just the beginning. Expresso is expanding our contest programming and will host the world's first *virtual-ride-a-thon*™ at the beginning of November! Read on for more details.

Fall Bike News

Expresso Bikes aren't haunted, but our riders will see Ghosts!

Silver Riders rave about how motivating the Ghost feature is; but frankly, the rest of our riders rarely see them. We really think everyone should have Ghosts, and beginning in October, *all* Express Riders with an ID will find a brand new selection of Ghosts haunting their rides!

What is a Ghost?

- A Ghost is a replay of a previous ride and appears as a translucent rider. Look for him when you start your Tour and keep ahead of him for a new personal best.
-  Look for the blue Ghost icon in the top right of your screen, just left of your pacer information. This tells you how much you are ahead or behind your Ghost.
- The blue dot in your route map in the upper left corner tracks your Ghost around the route.

Here is how it works:




1. Ride the bike using your Expresso ID. All riders with an ID will now have a Ghost of their previous best time on all Basic Tours.
2. Log onto www.expresso.net to receive a Ghost of your previous best time on all Tours.
3. Need an easy day or want to set your warm up lap? Turn your Ghost off at www.expresso.net
4. All Silver Riders will have even more Ghost customization features:
 - Select a Ghost from **any** previous rides (not just your best time)!
 - Select the Ghost of **any** rider on the Leader Board.
 - Select the Ghost of the position immediately above you on the Leader Board.



You won't believe what you can do with My Expresso!!

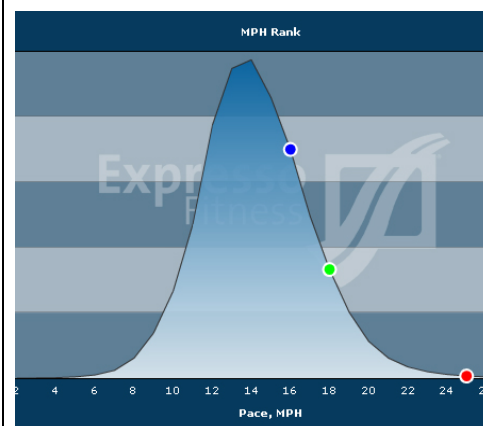
Tracking your progress is a proven method to keep you motivated to reach your fitness goals. My Expresso is your collection of ride data and trends, a new comparison chart, and Ghost selection tools. You'll find better access to your data – track long term trends, while getting greater access to the details. Just log into www.expresso.net beginning in October and select the My Expresso tab to start with your calendar of accomplishments.

New and improved features in My Expresso: *New Workout Calendar* with *Daily Ride Reports* for all Riders. Use your calendar to know at a glance when you rode, earned trophies and achieved a personal best. One click gives you complete details of that day.

Calendar		
1	2	3
		

New Lap Data: Go ahead and review your ride summary on the bike while you cool down – your individual lap data is now available for all of your rides so you can easily compare your performance over time.

New "Pace Comparison" Chart: compare your performance with all riders, or just those in your age group or gender.



Expanded Trend Data: Chart your progress by week or by month to see long term trends, and filter your results by route category (Basic, Moderate, etc.) or even specific Tours.

Expanded fitness data for Bronze Riders

- Increased ride history from 30 to 90 days.
- Trend graphs for all Basic Tours
- Compare yourself with other riders on all Basic Tours!

My Expresso is available at www.expresso.net for all Riders with an Expresso ID.



Pedal for Prevention in the Espresso Virtual Ride-a-thon™ November 2nd - 16th

Espresso is excited to present Pedal for Prevention, our first virtual ride-a-thon. This special event will benefit the American Diabetes Association. To participate, just follow these three simple steps:

1. Create a pledge page at our ride-a-thon website using your existing Espresso ID and password.
2. Forward your pledge page to friends and family who can make a mileage based pledge to support you.
3. Maximize your pledges, by riding as many miles as you can on an internet connected Espresso Bike between Nov 2 and Nov 16, 2008

Espresso will track your mileage and dollar totals via your pledge page. Get your cardio work out and help us raise money to help the 23.6 million Americans with diabetes. Pedal for Prevention this Nov. [Sign up now.](#)

Espresso Summer Games Results

Congratulations to Kinetic Fitness Studio, the Espresso Summer Games' Champions. They along with participants at these other top four scoring facilities will receive limited edition Espresso t-shirts.

1. Kinetic Fitness Studio, Denver, CO
2. Island Health & Fitness, Ithaca, NY
3. Overtime Fitness, Mountain View, CA
4. Sportsclub Five Forks, Simpsonville, SC
5. Anytime Fitness, Lutz, FL

Check out www.expresso.net for the complete results.

Silver Challenge IV Results

We are just one contest away from determining our Silver Challenge 2008 winner! Congratulations to the overall winners of the Dragon Trials.

- Overall Women: L McPherson
- L Dunn, 18-39, New York
 - L McPherson, 40-49, Minnesota
 - K Booth, 50+, California

- Overall Men R White
- D Mottola, 18-39, Connecticut
 - R White, 40-49, Florida
 - D Tucker, 50+, New York

Log on to www.expresso.net for complete results and see who is in the lead for the free Espresso Bike.

New Music to your Ears:

Check out our new Classic Lite Rock station. Over 6 hours of new music to keep you going to finish that Tour.

CALENDAR

22 September
Fall Leader Board Reset

10 October
New Ghosts

10 October
My Espresso on www.expresso.net

30 September
Virtual Ride-a-thon: Registration opens

16-18 October
Club Industry Tradeshow in Chicago

2 November
Fall Ride-a-thon begins

Fall Leader Boards.

Claim your place on the Fall Leader Board which began September 22. Remember, the all time best Leader Board is always available at www.expresso.net

Milestone Update:

Last issue, we told you about new Espresso virtual awards. Since that time, we've awarded over 196,000 trophies to over 100,000 unique riders! So keep up the good work, and check out MyEspresso on www.expresso.net to track your progress to your next goal.

Did You Know?



196,000 virtual Trophies awarded since June



44.0 million calories burned in September
(That's 40,000 fast food lunches!)



1.4 million Espresso Miles ridden in September
(5.8 more trips to the moon and back!)

For more information on any of the articles mentioned in this newsletter please feel free to contact us.

