

# NATIONAL FITNESS TRADE JOURNAL

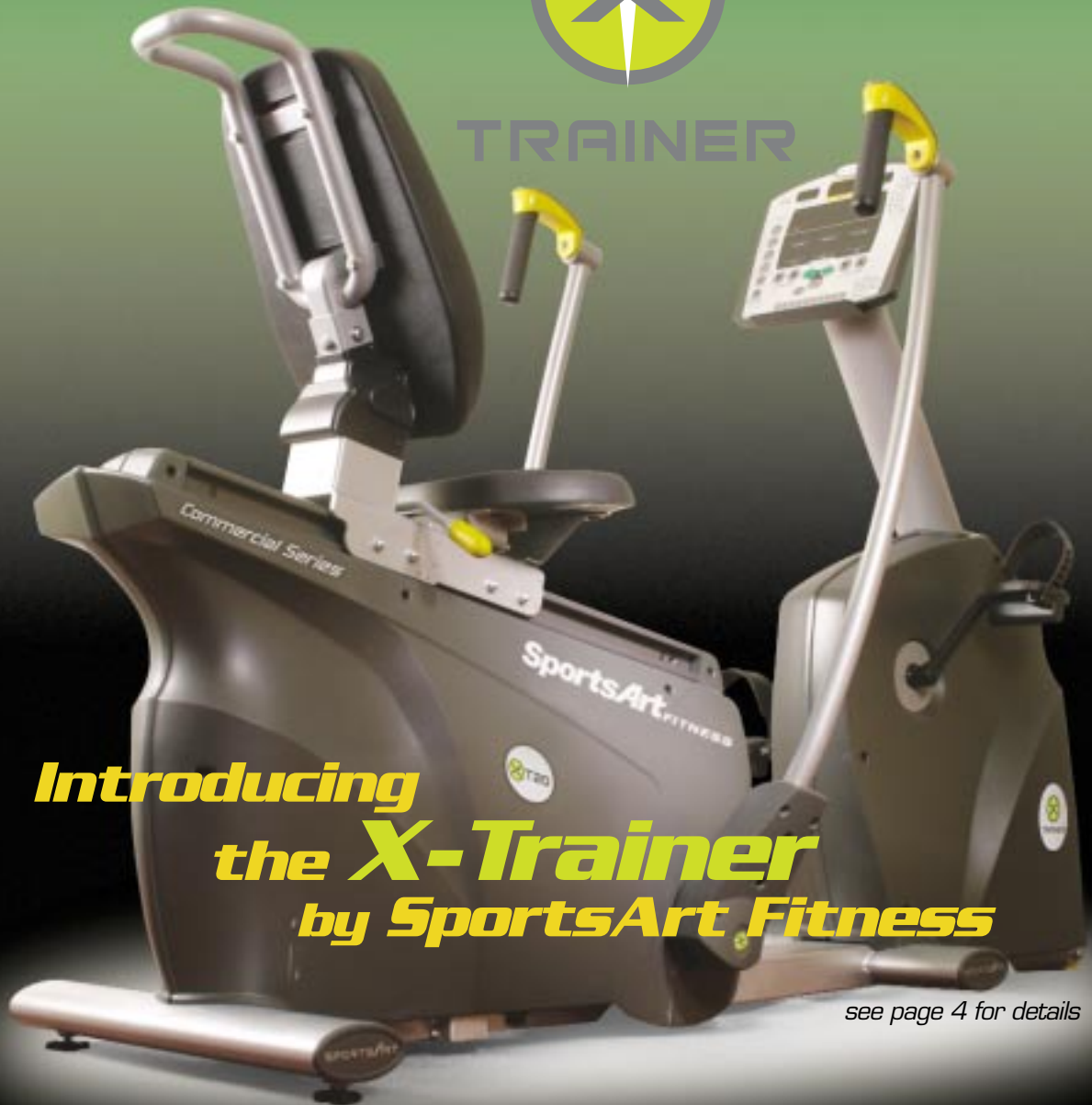
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*The Industry Guide for Club Owners*

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TRAINER



**Introducing  
the X-Trainer  
by SportsArt Fitness**

see page 4 for details

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# X Marks the Spot



TRAINER

## SportsArt Fitness' push for innovation continues

**B**y now, most people are aware that SportsArt Fitness developed and patented the industry's first adjustable stride ellipticals. This breakthrough feature is just one of SportsArt's long list of noteworthy innovations. In fact, it might well be that innovation is the adjective most commonly, and accurately, associated with SportsArt Fitness.

The latest example of innovation and forward thinking from SportsArt Fitness is the revolutionary X-Trainer. Many of the industry experts who viewed, and tried, it during it's

developmental stages feel it is indeed the next great total body trainer the industry has been waiting for.

A bold statement? Perhaps. But once you review the data chances are you'll agree.

Clubs need new and exciting products in order to sell and retain members. The best products for the widest range of users are those that a) are intuitive and easy to use, and b) get results.

**INTUITIVE:** During beta testing, test subjects who were not health club members found the X-Trainer easier to understand and operate, while at the same time less intimidating, than other cardio products. In addition, they found the step through design much more inviting than other products. **NOTE:** Any club owner interested in getting new members needs to read this section again!

**RESULTS:** During the development of the product SportsArt Fitness commissioned an extensive university test in order to ascertain what benefits could be derived from using the X-Trainer. The X-Trainer was tested against a dual-action elliptical, a treadmill, and a recumbent cycle.

The results were interesting and they back up the claims of this being the most effective total body trainer available. Here are some direct quotes from the test:

*"Overall muscle activation in the upper extremity was greater for the X-Trainer."*

*"The independent dual-action of the X-Trainer appeared to provide a better overall workout than the dependent dual-action of the elliptical trainer."*

*"If muscle recruitment is an important goal of a workout, the X-Trainer offers this advantage."*

*"In conclusion, the X-Trainer does appear to meet the marketing claims that it provides a better overall body workout when exercising at similar energy cost workloads as the recumbent cycle, treadmill, and dual-action elliptical trainer."*

In short, SportsArt Fitness has developed a new category of cross trainer. One that is intuitive and easy to use, yet provides a superior workout. One that can deliver more muscle activation than any other cardio piece yet is non-intimidating for new members — even seniors!

*Once again, SportsArt Fitness' commitment to innovation delivers a real breakthrough with real benefits for users and club owners alike!*



In Europe, the trend to purchase all your cardio and strength from one manufacturer is much more prevalent than here in the US. Since SportsArt Fitness has been a top club cardio provider in European markets for years the pressure on them, applied by their customers, to develop a strength line has been tremendous. The wait is almost over. In conjunction with a European design firm and a German biomechanics firm SportsArt Fitness has developed a complete line of premium selectorized strength. Besides the stunning aesthetics, these products will feature superior biomechanics, contoured and bolstered upholstery, and the rest of what you expect in hi-end strength (ROM's, Kevlar belting, bearing centered pulleys, etc.).