

# BUILD ON GREATNESS

**CORE**  
HEALTH & FITNESS



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# BUILD ON GREATNESS.

 **STAR TRAC**

 **StairMaster**

 **NAUTILUS**

 **SCHWINN**

When you set out to build something, the finished product is only as strong as its foundation. So when **Core Health & Fitness** brought together fitness brands from all corners of the industry, we settled for nothing but the best.

**StarTrac. StairMaster. Nautilus. Schwinn.**

Four iconic brands that pioneered entire categories, and whose machines are still the ones **members ask for by name**. Today, we're committed to continuing the tradition that started decades ago – and that's greatness you can feel good about building on.



## CARDIO

With **StarTrac**, we're with you and your members at every step. And it goes beyond providing cardio products. It's about solutions designed around users to help mold lifelong habits for health and fitness. For facility operators, it's about **relationships that are just as strong and enduring as the equipment that bears our name.**

# YOUR RUNNING PARTNER







ART **StairMaster**<sup>®</sup>

## HIGH-INTENSITY TRAINING

Decades after pioneering the **toughest workout in the gym**, our machines are still the ones members choose to push themselves to the limit. Today, we add new innovations to **StairMaster's** portfolio that make hearts pound, lungs burn and **keep members coming back to the workouts they love to hate.**

NEW INNOVATION.  
**MORE**  
PERSPIRATION.



## STRENGTH

Nautilus invented the entire modern strength training category more than 40 years ago, and we've been reinventing it ever since. And we never innovate for the sake of fads, bells or whistles, but to provide a fitness experience that naturally fits human movements.

**We wouldn't settle for anything less, and neither should you.**

A black and white photograph of a muscular man in profile, shirtless, performing a lat pulldown exercise on a Nautilus machine. He is holding the handle with both hands, and his arms are extended downwards. The background is dark, highlighting the man's physique and the machine's structure.

 **NAUTILUS**

THE FIRST NAME IN  
**STRENGTH.**







**SCHWINN**



## GROUP CYCLING

For **Schwinn**, the ride started more than a century ago with outdoor cycling. And when we moved to the indoor cycling studio, **we brought the feel of the road with us.** Today, we bring the industry more than great bikes, we bring expertise and education that drive it forward. The best part is, **we don't plan on slowing down anytime soon.**

THE CYCLE OF  
**EXCELLENCE**  
**CONTINUES.**



CORE STEWARDSHIP

WE'VE SHAPED  
THE PAST.  
NOW LET'S  
**BUILD  
THE  
FUTURE.**

Our founders were icons. Our products revolutionized workouts. Our insights have driven industries. Our people have helped millions build muscle, confidence and performance. We've come through a lot, and come out stronger. **Today – together – we're keeping that heritage alive, and we're building on it.**





## CORE RELATIONSHIPS

With a portfolio of intelligently designed, reliable products, owners around the world know they can count on us for expertise and equipment for every corner – and every member – of their facility. That's probably because they know who we are: **a group of people who have been fitness experts and enthusiasts from the beginning.**

**POWERFUL**  
PRODUCTS FOR MEMBERS. **POWERFUL**  
**RELATIONSHIPS**  
FOR OWNERS.





At Core Health & Fitness, when we brought together fitness brands to build our company, we settled for nothing but the best – four iconic brands that pioneered entire categories and whose machines are still the ones members ask for by name. Today, we're committed to continuing the tradition that started decades ago. And that's greatness you can feel good about building your business on.



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