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## Technogym Spotlited on SHOWTIME Original Series “60 Minutes Sports”

*Exclusive interview with President and Founder, Nerio Alessandri, who transformed the wellness company from garage start-up to Olympic Games*

On Tuesday, January 3, 2017, the TV show “60 Minutes Sports,” which airs on CBS's sister network, SHOWTIME, highlighted [Technogym](#), a world leading wellness company, and its President and Founder, Nerio Alessandri, in the premiere episode of the new year.

For Technogym, to be featured on “60 Minutes Sports,” the sports journalism spin-off of the CBS Sunday night staple “60 Minutes,” is a very important recognition as the company was founded in Cesena (Italy) in 1983 by Nerio Alessandri in his home garage. Today, Technogym is a world leader in the fitness, wellness, and rehabilitation fields, and has equipped more than **65,000 wellness facilities** and over **200,000 private homes** worldwide. Technogym currently exports 90% of its production to over 100 countries.

The success of Technogym is not only due to the quality and innovation of its products, but for also having defined a totally new vision – wellness, a profound Italian way of living, dating back to the “*mens sana in corpore sano*” (a healthy mind in a healthy body) principle of Ancient Rome based on regular physical exercise, a healthy diet and a positive mental approach. This new philosophy has moved the focus of fitness from looking good to feeling good.

The SHOWTIME original series tells the story of Technogym and the company’s approach to embody wellness by going above and beyond the actual product and offering additional services (personal training, interior design, education, etc.) and content creation for each individual user.

Thanks to technological innovations today, Technogym offers the “internet of things” through the **Technogym Ecosystem**, which consists of cardio, strength training and functional equipment connected to the [mywellness cloud](#), the industry’s first cloud-based open platform, offering users a personalized wellness experience on Technogym products, at the gym and on mobile apps in daily activities.

Throughout the world champions train with Technogym. For years, Technogym has been working closely with the **Ferrari and McLaren** Formula 1 teams. As far as European football is concerned, Technogym is the official supplier to **Juventus, Inter Milan, A.C. Milan, Paris Saint Germain and Chelsea F.C.** Technogym has also been the **official equipment supplier** to the last **six editions** of the **Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.**

The U.S. market is one of the most important for Technogym as sales have increased by 29% in 2016. For more information about [Technogym](#), please visit: [www.technogym.com](http://www.technogym.com).

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### About [Technogym](#)

Founded in 1983, [Technogym](#) is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. [Technogym](#) provides a complete range of cardio,



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strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors.

With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with [Technogym](#). [Technogym](#) was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.