



The Wellness Company

## Technogym: Official Fitness Equipment Supplier to the Pyeongchang 2018 Winter Olympic Games

*The Italian Company leader in fitness, wellness and athletic training has been appointed for the 7<sup>th</sup> time Official Supplier of the Olympic Games*

**Technogym** will be Official Fitness Equipment Supplier for **PyeongChang 2018 Olympic Games**. For **Technogym**, internationally recognized for setting the standard in athletic training, rehabilitation and wellness, the **South Korean Games 2018** represents the **seventh Olympic** experience after Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio de Janeiro 2016.

**Nerio Alessandri** – Fonder and CEO of **Technogym** said: *“We are very proud to have been chosen for the 7th time as the Official Supplier of the Olympic Games. This important achievement represents strong reference on our products innovation and quality standards”*.

In **PyeongChang and Gangneung**, Technogym will equip **13 centers** for the athletes to train prior to and during the Olympic Games. The main training center located at PyeongChang, will be open to all athletes taking part to the Games and will be equipped with a wide range of products in order to cover the athletic preparation needs of every sport discipline. The other **12 training centers** will be located at additional competition venues and specifically designed for the athletic preparation needs of the different disciplines. A total number of around **1000 pieces of equipment** will be made available to the **3000 athletes**, coming from **85 different countries** and performing in **15 different disciplines**. Moreover, Technogym will provide a team of **professional athletic trainers** to support the athletes as well as all related services (gym layout, installation and technical service).

The **PyeongChang 2018** athletes will have the possibility to train on a selection of the best and most innovative products covering all training areas such as cardio, strength and functional training. All Technogym equipment will be fully integrated with the **Mywellness cloud**, the Technogym digital platform enabling them to stay connected to their own personal training program directly on the equipment itself and via their mobile devices.

The state of the art solutions that Technogym will take to South Korea includes the newly released **SKILLRUN™**, the first piece of running equipment - specifically designed for Athletic Performance Training – that combines cardio and power training in a single solution offering the possibility to perform both **running sessions** to improve cardiovascular performance and **resistance workouts** to enhance power.

This new product is part of the **SKILLINE**, a collection of products created to address the **SKILLATHLETIC TRAINING**, a method developed by Technogym and Olympic champions



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for everyone who wishes to improve athletic performance. The line includes **SKILLMILL**, the only non-motorized product that combines power, speed, stamina and agility training, and **SKILLROW**, the first indoor rowing equipment capable of improving anaerobic power, aerobic capacity and neuromuscular abilities in a single solution.

The Olympic training centers will also include **Excite**, the widest and most complete cardio training range in the world featuring **UNITY**, the latest generation “internet of things” based interface, designed to ensure a fully personalized training experience, which allows the athletes to access to their personal training programs via the Technogym’s Mywellness cloud. **Kinesis**, the Technogym patented technology, will allow athletes to explore the freedom of 360° movement to perform exercises aimed at improving balance, flexibility and posture and simulating sport specific movements.

Besides the partnership with the Olympic Games, Technogym is globally recognized as the reference brand for elite athletic training for the most important sport teams all over the world. In 2018 Technogym will be also Official Supplier of the Gold Coast Commonwealth Games.

#### **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, 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 80,000 Wellness centers and 200,000 private homes in the world are equipped with Technogym.*