



## A BETTER FEELING RUN: Why this treadmill is different from everything else out there.

Runners know that the best part of the run is how you feel when it's over. But what if there was a treadmill that shifted the focus from the feeling you get when the run is over, to how you felt during the workout?

Creating a more comfortable workout has been a focus of the fitness industry for years. While once there was a time when treadmill manufacturers put concentrated attention on the user interface and the console experience, today, the spotlight is on creating a treadmill deck that keeps people running and walking longer and stronger.

Freemotion, a company built on innovation since 1999, has seen major success since the launch of the Reflex Treadmill. The extreme cushion of the Reflex deck – and the way it's essentially suspended from the frame – creates a “trampoline effect” that boosts the user back up once the deck receives pressure.

Specifically created for those with hip, knee and ankle issues, the Reflex Cushioning feels noticeably different than other treadmills. In fact, non-runners will run on the Reflex Treadmill because it feels easier.

Freemotion spent over two decades developing the Reflex Cushioning Deck – the one of a kind material that is gentler on joints. When the foot hits the deck, the deck “gives” more than standard walking decks and propels the foot back up resulting in a zero gravity-like exercise experience.

### NON-RUNNERS WILL RUN

Even though everyone knows how to do it; running can be intimidating. There are certain factors that contribute to a successful run. Feeling comfortable in your body while running, setting and meeting a goal, and the accomplished feeling when the run is over.

The Reflex Treadmill difference is the material that the deck is made of and how it is positioned on the machine. After researching and redesigning the composition of the Reflex Deck, Freemotion developed a proprietary material that makes the Reflex Treadmill a standout machine. The textured grip keeps the belt in place, without the need for constant adjustments or repairs.

The composition of the Reflex Deck material is exciting, but contributing to the unique feel of the Freemotion Reflex Treadmill is how the deck is set into the machine.

People who don't run think running is exhausting. They may feel heavy, uncoordinated and not enjoy the way their feet hit the deck every time. That's why having non-runners try the Reflex Treadmill is a completely new experience – non-runners run on the Reflex. They run because they feel successful at running; they don't get immediately exhausted because the deck gives them a "boost" to help them take that next step forward. The run feels fun because of the built-in bounce into every step – it feels like running on a trampoline.

Non-runners meet their goals and keep coming back, because of the running deck on the Reflex Treadmill. They get the results of a traditional jog, run or sprint but with a new element of fun that creates an easier run than on other machines.

### WALKERS REJOICE

The deck position of the Reflex Treadmill by Freemotion creates the feeling that the deck is hovering. The deck is, in fact, suspended – meaning it doesn't make absolute contact with all sides of the frame underneath it. This gives the deck a deeper flex and a better feel that is less jarring to knees, ankles and hips.

For the active aging population, or those who simply prefer a brisk walk to a run, the suspended deck creates a less fatiguing workout experience. Just like a favorite pair of walking shoes, the Reflex Deck "gives" under pressure, creating a flexible walking deck that's easier than what you'd experience on a standard treadmill. This helps conserve the user's energy and can encourage a longer workout that burns more calories and increase muscle mass.

### WORKING BACK FROM INJURY

Sometimes the biggest challenge of an athletic injury is having the confidence to get back to an exercise routine. Fear of re-injury can prevent people from resuming healthy lifestyles and can impact their overall health in the long run. The revolutionary design of the Reflex Treadmill was created for people who need a gentler walking surface on feet, knees, hips and backs that were injured at one point in time.

The material that the belt is made of has extreme flexibility – along with a superior, non-slip grip. Designed to "give" under pressure, the deck bounces back up under the user's weight and propels them back up – creating a "trampoline"-effect that is different from any other treadmill on the market.

The cushioned run gives previously injured runners a sense of security and can motivate them to get back into a more active lifestyle.

### YOUR HIIT COMPANION

Though it may be known as the "better feeling run," the Reflex Treadmill is also the perfect HIIT machine. 1-STEP™ controls give people instant access to the speed and incline they need to keep up with a high-paced workout. Just push a single button one time and get the incline you'd get from pushing the 'up' button 17 times on a standard treadmill. Speed is also one touch away helping people get the most out of the workout time – instead of searching for buttons.

A lower, shorter hood on the Reflex opens up a long and wide walking surface. The smaller footprint of this Freemotion Treadmill makes it more compact and easier to have a row of Reflexes side by side, without sacrificing square footage.

The design and innovation onboard the Reflex Treadmill has contributed to the business success of the number one HIIT-franchise in the world. Leaders of that company say the Reflex Trainer is what makes their workout experience unique, progressive and successful.

