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Core Health & Fitness To Introduce New Indoor Group Cycles

VANCOUVER, WA. September 29, 2015 – Core Health & Fitness, an industry leader in the manufacture and distribution of commercial fitness products, announced today plans to introduce three new indoor cycling bikes. The bikes will be marketed under Core Health & Fitness’s Star Trac brand and will debut this Fall as the Studio 7™, Studio 5™ and Studio 3™.

“Our new bikes are a winning combination of features and price points that customers will love”, said Dustin Grosz, President of Core Health & Fitness. “We have been the number one seller of group cycle bikes for over a decade and have over fifteen years of experience in engineering, design, manufacturing and distribution of indoor cycling bikes. The design of our new line of bikes draws on that wealth of experience and reputation for producing the highest quality indoor cycling bikes, while answering our customers’ requests for a newly designed, more flexible and more affordable offering in the indoor cycling space. The new bikes have a superior look and feel and are offered at a more attractive price point than Star Trac’s prior product offerings in this space,” Grosz added.

Jeff Dilts, Vice President of Product Management and Innovation at Core Health & Fitness said, “Although the bikes will vary in regards to frame and drivetrain, all three will utilize the popular perimeter weighted flywheel and a direct pressure brake system. The top-of-the-line Star Trac Studio 7™ will feature an aluminum frame, a field-tested Poly V belt and ship with pedals featuring both toe cages and SPD clips. The Star Trac Studio 5™ will have these same popular features, but will do so on the steel frame structure. Both bikes incorporate the Star Trac patent pending, durable Morse Taper design that delivers unmatched performance, safety and durability”.

The Star Trac Studio 3™ launches with a steel frame, a traditional chain drive and direct pressure brake system.

“The Star Trac Studio Series indoor cycling bikes provide a perfect complement to our Schwinn AC series”, added Grosz. “No matter what frame, drivetrain, brake or console system a club wants, we’ve got a bike that fits the need.”

About Core Health & Fitness

Core Health and Fitness is the world’s fifth largest marketer and distributor of commercial fitness products to health clubs, community recreational centers, hotels, government, educational facilities and more.

Core Health & Fitness markets its products under the Star Trac®, StairMaster®, Schwinn® and Nautilus® brands. Headquartered in Vancouver, Washington, we employ over 400 people worldwide and serve a global customer base. Core maintains sales, engineering service offices throughout the United States (Vancouver, WA; Irvine, CA; Independence, VA as well as in the United Kingdom (High Wycombe); Germany (Munich); Spain (Barcelona) and Brazil (São Paulo). We operate our primary warehouse locations in the United States, the Netherlands and China. Visit us at Startrac.com and StairMaster.com