



# GET THE CYBEX ADVANTAGE

COMPARE HOW CYBEX MATCHES UP when you're considering purchasing or replacing fitness equipment

**Cyber International produces premium commercial fitness equipment designed to deliver unparalleled results for exercisers ranging from first-time users to professional athletes.**

## Building Your Brand

Cyber is an industry leader in customization. You can choose from a virtually unlimited combination of frame and upholstery colors to complement your facility's design and make your brand visible.

## Research Makes a Difference

The Cyber Institute for Exercise Science is the research arm of Cyber International. Our dedication to exercise science, through the Institute, leads the fitness industry in providing a scientific basis for development of exercise machines that has resulted in more than 90 patents.

## The Sale Isn't Over Once You Buy

It's not just about the equipment. Cyber has a unique training program that educates your staff and clients to get maximum results from our equipment. And... when it comes to maintenance and repair, Cyber has a global network of factory authorized service providers that are among the most responsive in the industry.

## High Trade-in Value

The initial purchase price is just one part of your investment. Cyber products are known by fitness re-sellers to command a high value in

the re-sale market and are sought after by re-manufacturers because of their durability. Cyber fitness equipment consistently sells for 50% or more of its original purchase price even after the product is discontinued.

## Strategic Alliances

Known by the company we keep, Cyber partners with organizations that share our vision for excellence in fitness, including the NHL, Greg Norman, Impact Basketball, Fischer Sports, SportHouse, and The Biggest Loser TV show. Athletes all over the world ask for Cyber by name.

## Financing Made Easy

Cyber is a leader in equipment financing, offering a number of flexible plans for established facilities and even offers financing for start-up gyms.

## Designed & Built in the USA

Cyber equipment is built in two manufacturing facilities located in Owatonna, Minnesota and Medway, Massachusetts by a skilled American workforce using state-of-the-art technology.

## Heritage You Can Trust

From the first patent in 1970 for an isokinetic testing device, Cyber has continued to introduce innovative and scientifically documented concepts in exercise equipment. The Arc Trainer (a unique machine changing the elliptical category), Total Access (the first equipment line for disabled fitness enthusiasts), and Progressive Stabilization (the advantages of both cable-

based and selectorized mechanisms in a single machine) combine science and creativity to bring innovation to the exercise floor.

## Results Oriented Design

Every piece of Cyber equipment is designed with a full understanding of the body's movement, correct alignment and proper mechanics. This means superior results in less time with reduced stress on the body. Our designs are supported by scientific research from the world's top experts—actual data, not opinion.

## Your Mission Is Our Mission

It takes years to develop and produce the world's most innovative, high quality fitness solutions. Cyber consistently sets the standard in exercise science with equipment that helps people achieve their fitness goals.

The Cyber brand serves a worldwide community of commercial health facilities, military installations, hotels and resorts, corporate fitness centers, professional and national sports teams, the medical community, and many more. Our history is a testament to our long-term dedication to you, our customer.

**Get the Cyber Advantage for your facility; call us at +1.774.324.8000 or visit us at [www.cyberintl.com/advantage](http://www.cyberintl.com/advantage) for more information.**

