

## FOR IMMEDIATE RELEASE

## **Cybex International Launches Design Customization Program**

The manufacturer pairs its science and engineering expertise with high-end aesthetics to offer greater choice—and a complete user experience

MEDWAY, MA, November 21, 2013 – Following a year of in-depth research, Cybex has launched a new product design and customization program geared to helping buyers design and configure truly customized, unique equipment. Based on an exploration of a breadth of issues, such as color trends, upholstery standards, manufacturing aesthetics and performance, and more, the program allows buyers to choose from a wide array of options in building their equipment from the ground up.

Cybex has also launched Design Studio, an interactive web portal developed to support the product customization program. The Design Studio portal features tools that help users select the core components that bring their own designs to life, including frame and upholstery, branding (for logos and facility personalization), and color. Its My Design function offers an extensive number of frame and upholstery color options in Standard, Premium, and Exclusive configurations. Using My Design, buyers can create customized versions of any Cybex machine and line.

"Our goal is to provide our customers with colors and materials that are both premium and aspirational, for a better overall fitness experience," says Verek Harnapp, Director of Marketing, Brand Activation at Cybex. "Our design and manufacturing teams did extensive research analyzing the luxury automotive market, identifying trends in both paint colors and vehicle interiors. We took those learnings, tested our new offerings to meet our most stringent manufacturing standards, and developed a program that we believe is second-to-none in the industry. What we wound up with is a platform that put the very best of our science, engineering, and research capabilities to work in helping buyers take advantage of the most beautiful

aesthetics at our disposal to create choice that, at the end of the day, creates a complete user experience."

To Harnapp's point, Cybex benchmarked such high-end auto brands as Audi, BMW, Ferrari, Lexus, Mercedes, and Porsche in developing the Design Studio color palette.

There are a dozen color choices for frames, including Quartz White, Cayenne Red, Graphite Black, Silicon Silver, and more. Upholstery is available in 20 colors, such as Lava Rock (black), Gaucho (saddle), Kona (teak), and several two-tone choices, like Caspian/Mayan (black and tan).

"Advances in manufacturing have always been a differentiator for us," notes John Champa, General Manager at the Cybex Owatonna, Minnesota manufacturing facility. "In this case, those capabilities allow us to build customized, built-to-order products and still maintain the industry's best production lead time."

The overall objective, adds Harnapp, is to give buyers the opportunity to customize Cybex equipment using their own vision. "We believe that all customers have a desire to exude excellence and many want the personality of their brand to shine through," he says. "We believe Design Studio and the tools that we are launching around it will allow every customer to do that. Whether you're looking to create a premium environment or to bring your brand to life, Cybex gives you the ability to make every piece of Cybex equipment your own."

To learn more, and download the free *Cybex Customization Guide*, visit http://www.cybexintl.com/solutions/design/studio/

## ABOUT CYBEX INTERNATIONAL

Cybex International, Inc. is a leading manufacturer of premium exercise equipment. The Cybex product line, which includes a full range of strength and cardio training machines, is designed using exercise science to reflect the natural movement of the human body. Led by the Cybex Research Institute, Cybex fitness equipment is engineered to produce optimal results for users from the first-time exerciser to the professional athlete. Cybex designs and builds its products in the USA for a wide range of facilities, from commercial health clubs to home gyms, in more than 85 countries worldwide. For more information on Cybex and its products, visit the Company's

website at <a href="http://www.cybexintl.com">http://www.cybexintl.com</a>.