



Nautilus, Inc. Brings Ground-Breaking Max Trainer® to the Gym

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Debuts the Octane Fitness Commercial Max Trainer® Machine

VANCOUVER, Wash. --(BUSINESS WIRE)--Mar. 22, 2018-- Nautilus, Inc. (NYSE: NLS), a leader in innovative fitness equipment, continues to provide ground-breaking products for commercial fitness facilities and specialty markets with the introduction of the [Octane Fitness Max Trainer®](#) machine. The new product was unveiled at the Octane Fitness® booth (#2917) during the International Health, Racquet and Sportsclub Association (IHRSA) Convention.



The Octane Fitness Max Trainer® offers clubs valuable versatility, with a compact design that requires less floor space than treadmills, ellipticals and steppers; it features a 14-minute Max Interval workout that has time-crunched exercisers pushing hard, recovering and repeating to build stamina and blast fat. (Photo: Business Wire)

Intuitive to use, with no adjustments required, the [Max Trainer](#) machine is designed to drive the ultimate ROI for every level exerciser. The 14-minute Max Interval workout has time-crunched exercisers pushing hard, recovering and repeating to build stamina and blast fat. Research shows that Max Interval workout users may burn up to 43 percent more calories than users using a rower; and up to 26 percent more calories than users using a standing elliptical, both at self-pace.*

"We're very excited to debut the Max Trainer for the commercial and specialty markets. The launch of this new product is a great example of how we've taken advantage of expanding unique modalities to reach more consumers across our key channels," said Ryan Simat, vice president and general manager of commercial and specialty, Nautilus, Inc. "By redefining intensity and maximizing efficiencies for both HIIT (high-intensity interval training) and steady-state cardio, this total-body trainer creates buzz in the gym and extra motivation for every functional training area and cardio floor."

Maximum Output

All about efficiency, the Max Trainer machine enables exercisers to get on and get started immediately, offering 10 levels of progressive resistance via the high-velocity fan and magnetic brake. Dual hand grips engage the upper body to yield more muscle work, and intensity is entirely controlled by the user's efforts, facilitating continual responsive challenge. In addition, some studies suggest that HIIT workouts may help stimulate higher calorie burn for hours after workouts due to excess post-exercise oxygen consumption – which leads to better results.

Key features of the new commercial Max Trainer include:

- Ideal for functional training, small group sessions and circuit workouts, the Max Trainer machine offers instant resistance changes, eliminating any ramp-up time where heart rates can drop and intensity decreases. With the Max Circuit program, the console individually calculates time and intensity for each user, automatically resetting to zero between exercisers.
- Additional programs include Manual, Interval and the CROSS CiRCUIT® workout, whereby exercisers combine cardio intervals on the machine with strength-training exercises for superior conditioning and effectiveness. Health clubs can opt for the CROSS CiRCUIT® Pro Kit, which includes two PowerBlock dumbbells, adjustable from four to 32 pounds each,

and an integrated PowerBlock stand on the Max Trainer machine.

- To drive motivation, the calorie meter provides instant feedback throughout workouts on calories burned per minute, which keeps exercisers striving to meet goals and improve. The machine is equipped with an intuitive console that offers multiple placement locations for mobile devices and provides feedback on time, floors climbed, pace and total calories.

The cordless Max Trainer machine offers clubs valuable versatility, with a compact design that takes up less floor space than treadmills, ellipticals and steppers. Priced beginning at \$3,799 MSRP, the Max Trainer machine will be available in the third quarter of 2018. For more information, visit www.octanefitness.com.

**Study conducted by the Human Performance Lab at a university comparing calories burned during a 14-minute guided workout on a Max Trainer machine versus the calories burned during the first 14 minutes of a 30-minute self-paced workout using a standing elliptical and a rowing machine.*

Find Octane at [www.Facebook.com/OctaneFitness](https://www.facebook.com/OctaneFitness). For more information, contact the company at 888-OCTANE4 (888-628-2634) or www.octanefitness.com.

About Nautilus, Inc.

Headquartered in Vancouver, Washington, Nautilus, Inc. (NYSE: NLS) is a global fitness solutions company that believes everyone deserves a fit and healthy life. With a brand portfolio including Bowflex®, Modern Movement®, Nautilus®, Octane Fitness®, Schwinn® and Universal®, Nautilus, Inc. develops innovative products to support healthy living through direct and retail channels as well as in commercial channels.

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