



TRUE<sup>®</sup>



COMPANY  
OVERVIEW

When designing the first treadmill in 1979 and then launching TRUE in 1981, my vision was to provide a premium product and be an industry leader in performance, durability, and reliability.

It's been a long journey from our humble beginnings, but our philosophy has always been the same - Integrity Matters.

I'm proud to know that each TRUE employee embodies this statement in their own way - whether it's shipping parts and products the same day as they're requested, systematic quality-testing of the product, or helping customers design their facility, we all play a part in upholding this tenet.

Welcome to TRUE.

*Frank Trulasko*



# OUR PROMISE

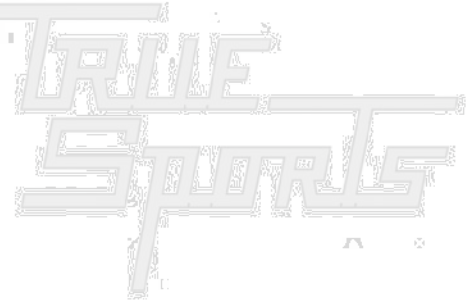
## WE BUILD EQUIPMENT AND RELATIONSHIPS WITH INTEGRITY

Since our founding in 1981, TRUE is guided by two core principles: Build the highest quality products and support them with superior service.

The integrity applies to the high-quality, long-lasting materials we use to build our equipment, but it also extends to the dedication to our customers and their needs. Over the years, the fitness industry has changed and the needs of our customers have evolved, but those principles remain the same.

As your dedicated partner, we will do whatever it takes to keep your facility going strong. Our experienced team provides end-to-end service from facility planning to maintenance to equipping your machines with the newest technology. You can count on us for the best service in the industry, provided by a team focused on optimizing the life of your equipment.





# TRUE HISTORY

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TRUE Sports is founded with the introduction of their first treadmill.

TRUE Sports becomes TRUE Fitness Technology.

The first removable safety key on a treadmill is introduced by TRUE.

TRUE enters the commercial space with introduction of the 900 Premium Commercial Cardio Line.

Patented Soft System® deck is designed to transfer the shock of impact that's often absorbed by the walker/runner's body into the treadmill itself.

TRUE creates patented HRC Heart Rate Control® feature on treadmill that monitors heart rate.

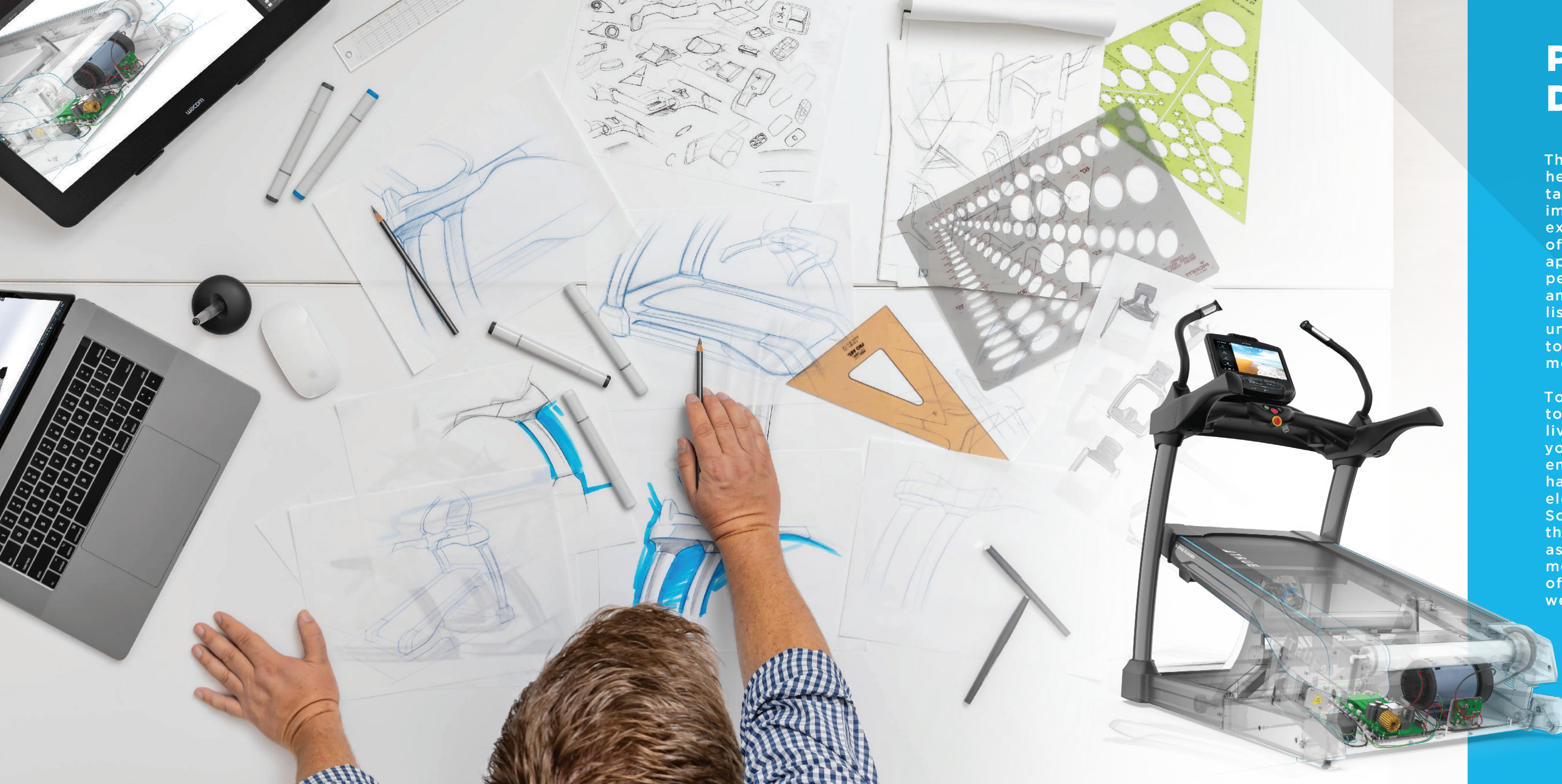
The TRUE Stretch® is added to the product portfolio.

Paramount Fitness is acquired and TRUE expands commercial strength portfolio. Also, the Spectrum Adjustable Stride Elliptical is introduced.

TRUE introduces the Alpine Runner Incline Trainer.

The Palisade Climber is introduced.

TRUE introduces the Palladium Series premium strength line.



# PRODUCT DESIGN

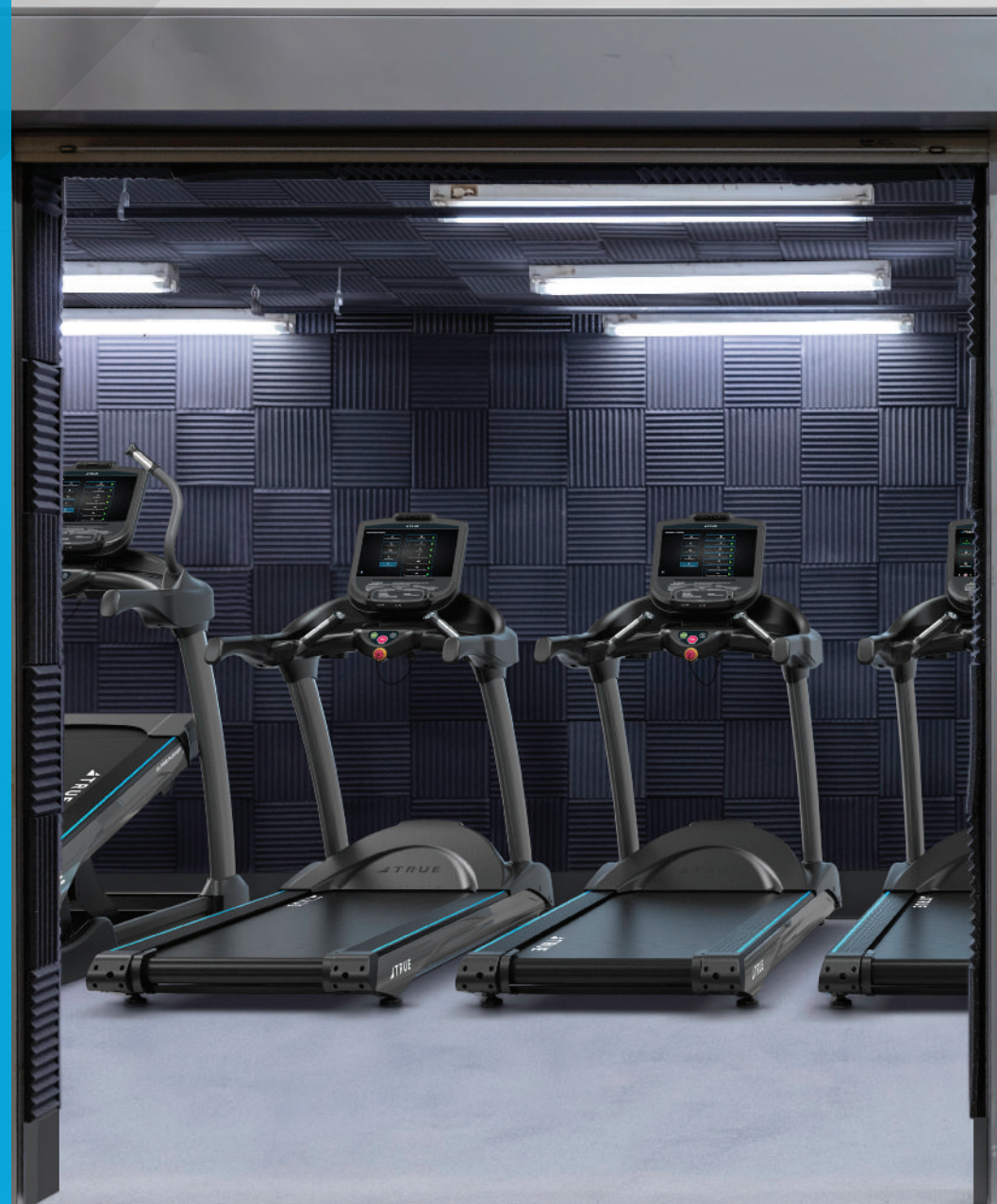
Thoughtful design is part of our heritage. Since the beginning, we've taken into consideration how we can improve the experience for both the exerciser and the facility. Our team of industrial designers and engineers approach products from all angles: performance, durability, aesthetics, and innovation. Our process includes listening to our customers and understanding what is needed to make their facilities more successful.

Today's users expect their experience to fit seamlessly into their tech-driven lives and, as the head of your facility, you expect the same. Our software engineers have created data-driven hardware and software solutions to elevate operator and user experiences. So, whether you're looking to gauge the health of your products with asset management or to provide your members with a complete dashboard of their workout history, we've got you covered.

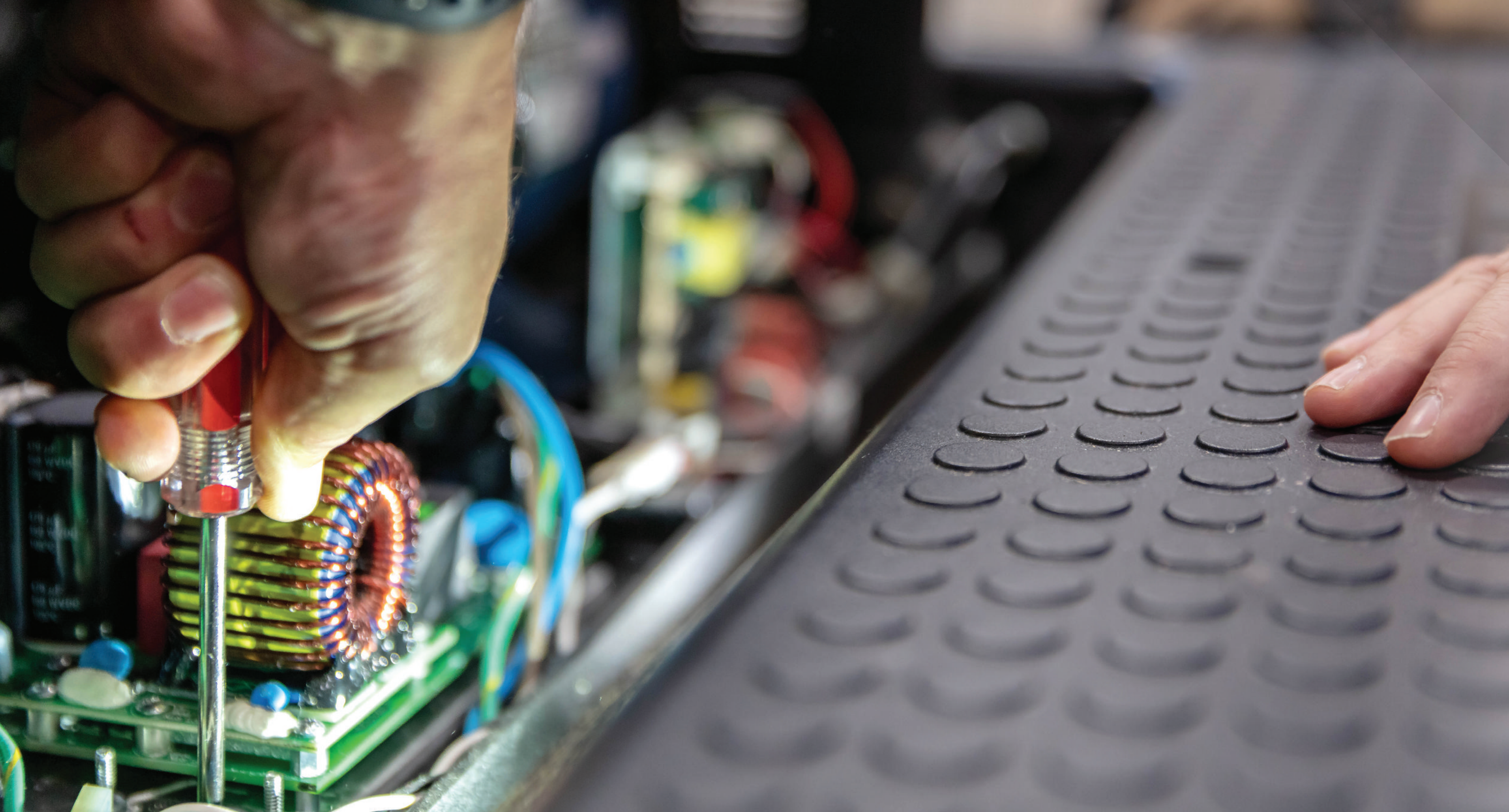
# QUALITY

We take the quality of our equipment personally. Superior practices are woven into the fabric of TRUE. This has always been a priority to our founder and owner, Frank Trulaske. From day one, we set out to manufacture premium products that can be relied on in all environments.

TRUE machines are put through rigorous and systematic quality auditing to ensure excellence for both the exerciser and the facility. We understand that these machines endure intense and sustained use and that their success is your success. So, we apply long-standing practices in order to optimize your facility's investment in TRUE. Our products are tested to stand up to any challenge put forth.



 **TRUE**<sup>®</sup>  
**ACCELERATED**  
***LIFE TESTING LAB***



## CUSTOMER SERVICE

The centerpiece of TRUE's ethos is customer service. We dedicate ourselves wholly to this pillar and live it every single day. We take it personally. Customer service is a part of every action we take: from shipping 99% of service parts the same day to facility planning to flying engineers and technicians across the globe. Our commitment is to serve our partners at all costs and to always do what's right over what's easy.

At TRUE, every employee that walks through our doors sees a sign that reads "Integrity Matters". But, it's more than a tagline for us. We believe this is a guiding principle as an organization. We believe in approaching our partners with integrity and a personal touch that can't be matched.



# CARDIO

It all started with the treadmill. Through constant refinement and innovation, TRUE delivers a wide breadth of premium cardio equipment that is perfect for any facility. Whether it's a health club or YMCA, a university recreation center, fire station or hotel, TRUE's cardio portfolio provides distinguished biomechanics, user-friendly navigation and advanced connectivity for any application.

When we design and build our cardio products, we strive to make them the best. We follow a strict product development process followed by a stringent quality auditing system in order to provide our customers with machines that are both designed with integrity and tested to withstand any environment.

We are proud of our cardio heritage and the investment we put into developing and delivering our products to customers all over the world.





# STRENGTH

TRUE entered the strength category with the acquisition of Paramount Strength in 2016. Since then, we've developed and expanded the catalog while continuing to innovate. Our strength equipment is developed with the same guiding principles and processes as our cardio machines: with a commitment to durability, serviceability and rich user experiences.

Whether it's our Palladium Series selectorized strength line, Composite Strength or our group training focused ATLAS HD, we offer an option for any need; durable enough to withstand rigorous use while providing your users with a dynamic experience.



## FLEXIBILITY

Flexibility is the third cornerstone of fitness. Its importance in training, whether pre or post-workout, is unquestionable.

TRUE was an early adopter in recognizing the importance and value of recovery. We began manufacturing our TRUE Stretch® in 2001.

Since then, facilities across the world have been outfitted and their users continue to enjoy its benefits.

T R U E F I T N E S S . C O M



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