

Media release

**For Immediate Use
10th May 2017**

Precor announces new distributor in New Zealand

Precor, an industry-leading provider of personalised fitness solutions has announced its new partner in New Zealand, Blue Fitness, who have taken over distribution of Precor's premium cardio and strength fitness equipment.

Scott Walton, Regional Business Manager for Precor in South Asia and India, said he is delighted to be working with a company that boasts years of local industry experience.

"Blue Fitness is a highly experienced, well-regarded New Zealand business with great local knowledge and expertise. We are really excited about what we can achieve in 2017 and beyond working in partnership with the Blue Fitness team," said Scott.

Ben Davies, Managing Director of Blue Fitness said it's an exciting time to be part of the fitness industry in New Zealand.

"There is steady growth in the commercial market, especially within the 24 hour model along with the hotel and leisure industries," said Ben.

"Precor is an exceptional brand and we are very proud to be appointed as the exclusive New Zealand and South Pacific distributor. We believe Precor's premium equipment coupled with our local insights and experience is set to be a winning combination," he said.

For over 15 years Blue Fitness has been one of New Zealand's premium suppliers of fitness equipment.

"Blue Fitness prides itself on value driven equipment supply, customer service and after sales care, and between our three owners, we have more than 50 years' experience in the industry," said Ben.

According to Scott, Precor's recent equipment launches and new partnerships have put the business in good stead for a successful 2017.

"Precor continues to drive the development of the Cardio segment with the EFX™ and the AMT™ along with Preva® networked fitness, as well as the partnership with Spinning® indoor cycling," he said.

"We are looking forward to a successful 2017 with Blue Fitness on board. It's an exciting time to be involved in the fitness industry as demand continues to grow for innovative, personalised exercise solutions," concluded Scott.

For more information on Precor please visit www.precor.com.

ENDS

For further information, please contact:

Virginia Johnstone, VJC

PR for Precor Asia Pacific

Ph: (61) 430 793 875

Email: virginia@vjcommunications.com.au

Editor's notes:

Precor

Precor[®] develops and manufactures premium fitness equipment, software, and service solutions that help fitness facility operators grow their business and create a personalized fitness experience for their customers. Precor has been a pioneer in the fitness industry for more than three decades and has introduced the world to industry-changing products including the Elliptical Fitness Crosstrainer[™] (EFX[®]) with Converging CrossRamp[®] and Active Status Light[™], Adaptive Motion Trainer[®] (AMT[®]) with Open Stride[™], Queenax[™] functional fitness, Spinning[®] indoor cycling, and Preva[®] networked fitness.

Precor is part of [Amer Sports Corporation](#), one of the world's largest sports equipment companies, with internationally recognized sister brands that include Wilson, Atomic, Suunto, Salomon, Arc'teryx, and Mavic.

Blue Fitness

Based in Auckland, with sales and service infrastructure throughout New Zealand, Blue Fitness supplies local and national government leisure centres, sports franchises, commercial clubs, police, fire, military, universities and schools.