



The elliptical trainer goes mobile: Freecross revolutionizes fitness training

It's the innovation that fitness fans have been waiting for: Freecross, the mobile elliptical trainer, finally makes it possible to take the hugely popular elliptical training outdoors and out on the road. A study by the German Sport University Cologne confirms the effectiveness of this premium quality fitness machine. After a great response to the Freecross prototypes at the 2009 FIBO fitness show, Freecross is celebrating its official market launch at the ispo 2010 in Munich, Germany.

Bonn/Hamburg, February 2010. The indoor elliptical trainer has become one of the world's most popular fitness machines. It trains all major muscle groups effectively and provides a low-impact workout that is easy on the joints and back. Up until now the full body elliptical workout has only been possible indoors. Not anymore. The Freecross revolutionizes fitness training by getting the elliptical trainer onto wheels and outdoors. On city streets, bike trails or out on the open road, Freecross combines the full-body cardio and strength training of the elliptical with the fresh air, freedom and fun of the outdoors. The three-wheel construction means stability and easy operation from the start. Steering is achieved by a simple and intuitive lean of the body in the direction of the turn.

A new standard for the full body workout

Just like conventional elliptical trainer, Freecross provides especially effective cardio and strength training for arms, shoulders, chest, abdominals, back and legs. At the same time, the forward-moving element of freecrossing lends new meaning to full body training. It's the "full body ride" that also trains coordination, balance and body "feel" as the rider navigates his or her favourite outdoor terrain.

German Sport University Study proves Freecross' effectiveness

Results of a recent research study performed by the German Sport University Cologne, which measured the effectiveness of freecrossing compared to other popular forms of outdoor training, confirm the many advantages of the Freecross. Professor Ingo Froböse pointed out the benefits of the upright posture in combination with fresh air, particularly for people who sit a lot in their jobs. Initial results of the energy expenditure analysis show a caloric burn rate for freecrossing of up to 643 Kcal per hour at a speed of 18 km/h – roughly 25% greater than bicycling. Participants in the study also emphasized the all-around training, the low impact aspect of freecrossing, the easy handling and the high fun factor.



High-end quality made in Germany

Wolfgang Eisenberg is the man behind the Freecross idea. A long-time bike enthusiast, runner and fan of the indoor elliptical trainer, Eisenberg had the flash of inspiration back in 2006 to get the elliptical trainer outdoors and onto wheels. "After a back injury, I noticed the strain that biking puts on the lower back, as well as the impact associated with running. The elliptical was a great solution because of the upright, low-impact motion and great all-around workout. I just thought it would be better outside." Over the course of 3+ years, Eisenberg together with partners Norbert Britz, Björn Schuman and experts from the bicycle and fitness industries, has transformed the idea into a market-ready product. The Freecross features a lightweight, robust aluminium frame, high-performance hydraulic disc brakes and other high-end components from makers such as Shimano and Schwalbe. Combination anti-sway/steering dampers developed specially for the Freecross (Patent Pending) ensure a smooth, stable ride. Made in Germany, each Freecross can also be equipped with an optional lighting system or a stationary trainer for home/indoor use.

Market launch at the ispo 2010

After the initial presentation of the Freecross concept at the 2009 FIBO fitness trade show and countless of subsequent tests and enthusiastic test riders, the ispo 2010 from February 7-10 in Munich marks Freecross' official international market launch. At the Freecross booth in Hall C1 visitors will have the chance to meet the Freecross team and take a test ride. Additional opportunities to test ride the Freecross (including the 2010 FIBO in Essen, Germany from April 22-25) can be found on the Freecross website www.freecross.de.

The Freecross, with a retail price of 2,199.00 Euros, can be ordered directly through the Freecross website or through selected retailers in Germany. International distribution to follow. Additional information and contact information also available at **www.freecross.de**.

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