

**Body-Solid****DEALER CORNER****JULY 2008****Body Solid is  
Commercial Ready**

For years Body Solid has offered some of the best equipment available for full commercial, light commercial, and vertical market applications. Vertical market and commercial sales can help any retailer expand their scope and solidify growth and profits. Less seasonal than retail fitness, vertical market sales can often add to the bottom line in the summer months and all year long.

Body Solid's Pro Dual line consists of ten dual function stations allowing space conscious facilities flexible workout options. The Pro Clubline series offers a counter-balanced smith machine, eight unique leverage freeweight stations, four fixed Olympic width benches, and several classic selectorized stations. Combined with the quality assortment of light commercial items, Body Solid has the perfect product to make the best presentation to your customers ensuring success.

**Vist us at the Health  
& Fitness Business  
Expo July 17th &  
18th**

**Functional Strength Training  
For Enhanced Performance**

While most exercise programs are centered around the quick and easy road toward the "perfect" body, a recent trend termed "Functional Training" focuses on enhanced performance in our daily activities and athletics. Whether it's moving the refrigerator or the quick "start and stop" movements in athletics, functional programs are designed to mimic everyday activities that integrate hundreds of muscles together. These movements improve strength, endurance, flexibility, coordination, balance, agility and speed. Sports that require quick directional changes such as football, tennis, soccer and basketball all benefit from increased functional training.



Body Solid provides functional training options in the GDCC200/210 series as well as with our Fusion Series gyms which can be seen at [www.bodysolid.com](http://www.bodysolid.com) with exercise shots and video presentations. Other functional training aids include Body Solid kettlebells (retail \$2/lb), medicine balls and stability balls (coming this fall).

**Financing Options For Dealers**

In partnership with GE Commercial Finance, Body Solid offers several programs that allow dealers to take as much as a full year to pay for product purchases from Body Solid at little or no cost to the dealer. Our standard program allows payment to be spread out over 30, 60 or 90 days. Longer programs are available as well.

Body Solid has partnered with American General Finance to offer consumer finance options to allow you to give your customers the ability to pay for their purchases over time from as little as 30 days to as much as 2 years. This is a great closer for when your customer needs the additional incentive to commit to their purchase.

For either of these two programs, talk to your Body Solid rep for more details.

**Body-Solid**

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